



Glen Waverley Hawks Football Netball Club

2020

Sponsorship
Handbook



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Club Overview

The Glen Waverley Hawks Football Netball Club (GWHFNC) Located at the Central Reserve, South Oval. Springvale Road, Glen Waverley, Victoria, 3150 is Waverley's Prominent Community Sporting club and is affiliated with one of Victoria's strongest football leagues – the Eastern Football Netball League (EFNL).

The GWHFNC has been recognized as a strong community leader. The Glen Waverley Hawks Football Club was founded in 1973 to pursue an interest in football for the youth in a fast-growing area.

2018 was an exciting step towards making the Hawks one of the premier grounds in the EFL. A brand new pavilion was completed early April 2018 which provided a purpose built Canteen / Bar with large open social rooms facing the ground where many Game Day and Social Functions are hosted.

Both Senior and Junior football continues to grow with Both Clubs making it to the Grand Final in 2018 falling short by just a point or 2.

The Senior Football Club created a mission statement - **One Club, One Goal, Two Flags** and with the playing group on board, set about putting in the hard work required to achieve this goal.

Whilst football has been our “core business”, the GWFNC has looked at additional ways to grow the Club and Our Netball teams (Blue and Yellow) both made it to their Grand Finals in 2018 with the Blue team winning making it back to back, while the Yellow team fell short after what was a fantastic season. Netball Teams have increased to 4 Teams in 2019

In 2019 Both the Under 13's and Under 15's Won the Grand Final Whilst The Senior Teams continued a rebuilding phase.

This diverse, new organization will ensure that we remain Waverley's prominent sporting club well into the future. 2020 is set to be an extremely successful year for the Hawks.

□ From The President

This Football Club is driven by the passion of its people. On-field, we have a group of committed young men, playing at both senior and junior levels in one of the strongest leagues in Victoria. Excitingly, 2019 was a significant event in our Club's history – winning 2 Junior Flags, one that has been the dream of many. It is very important that our Club, members, supporters and the wider community get behind our club going forward.

Off-field, a dedicated committee strives to give its players every opportunity to excel and reach the Club's goals of a Premiership and delivering a junior program that focuses on participation and enjoyment for all. We are a very inclusive and community focused club

The club has been working very hard off field since the end of last season across all areas. We have many exciting things happening at the club including facility / infrastructure improvements, our massive junior program and, of course, a big push at Senior Football level with the intention to get back up into the top end of the competition in 2020. Growth is an area of significant focus. We are scouting new teams for U19 and our First Womens U17 Team to be introduced to our club in 2020.

These opportunities can only be provided through the assistance of individuals and organisations willing to support the Club with financial backing.

However, we don't see support from our Sponsors as a donation. We have a dedicated sponsorship sub-committee, specifically formulated to work individually with our sponsors and drive real business outcomes, as well as the opportunity to share in the passion and emotion that only grass roots sport can provide.

I look forward to welcoming you into the Glen Waverley Hawks Football Netball Club community in 2020.

Gary Hocking – Club President 2019

What are the benefits of supporting our club?

- Association with Waverley's premier community football club playing in the prestigious EFNL competition.
- Opportunity to expose your business to the football club's network. The club's current database consists of more than 1,000 active players & supporters.
- Opportunity to expose your business to the GWHFNC network.
- Opportunity to be a sponsorship pioneer in relation to our new U19 and U17 women's football teams
- Business exposure via the club's new state of the art website with sophisticated back of house CRM capability for your business to target specific groups at the club.
- Exposure via Social Media
- Branding opportunities around the club on match days and at social functions
- Improve your business's link with the community.

□ Sponsor / Support Packages

- Major sponsor/s: **Available upon request**
- Platinum sponsor: **\$5,000**
- Gold Sponsor: **\$2,000 and \$3 000**
- Silver Sponsor: **\$1,250**
- Player Sponsor: **\$200 and \$300 and \$500**
- Junior Jumper **\$2,000**
- Junior Player **\$300 and \$450 and \$600**

□ Major Sponsor

- Fence signage around ground (two boards at no charge and extra boards at cost price)
- Recognition as 'Major Sponsor' on boards in clubrooms
- Recognition as 'Major Sponsor' on homepage of www.glenwaverleyhawks.com
- Naming rights to one major GWHFNC social event
- Logo on Club Polo Shirt (prominent positioning)
- First rights to negotiate naming rights to front and back of playing jumper and playing shorts
- Opportunity to advertise directly to GWHFNC database
- Opportunity to provide 10 minute presentation to a match day luncheon audience
- Full page feature and advertising in GWHFNC newsletter (and other communications)
- Opportunity to provide presentation to playing group during season
- Naming rights to one home game luncheon (including over and above signage on day)
- Invitation to all major club functions for 2 people to attend (free of charge)
- Attendance to all home match day luncheons for 2 people (free of charge)
- **For further details on major sponsor investment, please contact representative from the club's sponsorship committee to discuss. Refer back page for contact details**

□ Major Sponsor



□ Platinum Sponsor

- Fence signage around ground (one board at no charge and extras at cost price)
- Recognition as 'Platinum Sponsor' on boards in clubrooms
- Recognition as 'Platinum Sponsor' on www.glenwaverleyhawks.com website
- Opportunity to advertise directly to GWHFNC database
- Opportunity to provide 10 minute presentation to playing group during season
- Half page age feature and advertising in GWHFNC newsletter (and other communications)
- Naming rights to one home game luncheon (including over and above signage on day)
- Logo on Club Polo Shirt (prominent positioning)
- 2 Tickets for the Major Draw including entry to function
- 2 Club Polo Shirts
- Invitation to all major club functions for 1 person to attend (free of charge).
- Attendance to all home match day luncheons for 2 people (free of charge).

.. **Cost = \$5,000**

□ Gold Sponsor

- Fence signage around ground (one board at no charge)
- Recognition as 'Gold Sponsor' on boards in clubrooms
- Recognition as 'Gold Sponsor' on www.glenwaverleyhawks.com website
- Opportunity to advertise directly to GWHFNC database
- 2 Tickets for the Major Draw including entry to function
- 2 Club Polo Shirts
- Attendance to two home match day luncheons for 2 people of charge).

Cost = \$2,000

- **Gold Plus: Cost = \$3,000** (all of the above Gold Sponsor benefits plus Logo on Club Polo Shirt)

☐ Silver Sponsor

- ☐ Fence signage around ground (at cost price)
- ☐ Recognition as 'Silver Sponsor' on boards in clubrooms
- ☐ Recognition as 'Silver Sponsor' on www.glenwaverleyhawks.com website
- ☐ Opportunity to advertise directly to GWHFNC database
- ☐ 1 Ticket for the Major Draw including entry to function
- ☐ 1 Club Polo Shirt
- ☐ Free attendance to one home match day luncheon for 2 people person

.. Cost = \$1,250

□ Senior Player Sponsor

□ Bronze Player Sponsor:

- Recognition of player sponsorship under player's photo on the sponsor TV Display in the clubrooms
- Recognition as 'Player Sponsor' on www.glenwaverleyhawks.com website
- Free Entry to All Home Games

□ **Cost = \$200**

□ Silver Player Sponsor:

□ ***All of the above Bronze Benefits Plus***

- Free Club Scarf & Polo Shirt
- 1 Ticket for the Major Draw including entry to function

□ **Cost = \$300**

□ Gold Sponsor:

□ ***All of the above Bronze & Silver Benefits Plus***

- 2 Tickets for the Major Draw including entry to function
- 2 x Invitation to Club Matchday Thank You Function

□ **Cost = \$500**

□ Junior Support Sponsorship

The **Glen Waverley Hawks Junior Football Club** recognize and greatly appreciate the valuable contribution that sponsors make in allowing our club to provide the best possible facilities and infrastructure for our players, members and supporters. That's why sponsoring a **Glen Waverley Hawks Junior Football Club Player** is not just a donation, but a sound business decision, one where it is beneficial for both parties.

The **Glen Waverley Hawks Junior Football Club** is committed to upholding our club culture and traditions and pursuing excellence, both on the field and within the community. With a host of exciting young players coming through **NOW** is the time to get behind us. We have a range of sponsorship packages to suit every budget, there is no better time to get on board the **Junior Hawks and Support a Child in Active Sport**.

□ Junior Player Sponsorship

□ **BRONZE HAWKER- JUNIOR PLAYER SPONSOR - \$300**

This sponsorship will pay for 1 Junior Players Annual fees and provide them with:

- A Training Top Warm Up Top with their Name and **Your Logo Printed on the back**
- You will also be displayed as the Sponsor of the Player on the Rolling Advertisement on Social Room TV Screens

□ Junior Support Sponsorship

□ SILVER HAWKER- JUNIOR PLAYER SPONSOR - \$450

This sponsorship will pay for 1 Junior Players Annual fees and provide them with:

- A Training Warm Up Top with their Name and **Your Logo Printed on the back**
- A Training Bag / Playing Socks / Playing Shorts
- You will also be displayed as the Sponsor of the Player on the Rolling Advertisement on Social Room TV Screens

□ GOLD HAWKER- JUNIOR PLAYER SPONSOR - \$600

This sponsorship will pay for 1 Junior Players Annual fees and provide them with:

- A Training Warm Up Top with their Name and **Your Logo Printed on the back**
- A Training Bag / Playing Socks / Playing Shorts / Player Hoodie or Track Jacket
- Your Logo Sign on Wall in Social Club Rooms
- You will also be displayed as the Sponsor of the Player on the Rolling Advertisement on Social Room TV Screens
- You will Receive a club Hat and Scarfe
- You will receive invite to Sponsors Luncheon

□ Junior Jumper Sponsor

- Fence signage around ground
- Logo on a set of junior jumpers (for 1 season)
- Recognition as 'Silver Sponsor' on boards in clubrooms
- Recognition as 'Silver Sponsor' on www.glenwaverleyhawks.com website
- Opportunity to advertise directly to GWHFNC database
- 1 Ticket for the Major Draw including entry to function
- 1 Club Polo Shirt & Club Scarf
- Free attendance to one home match day luncheon for 2 people person
- **Cost = \$2000**

□ Contacts

- If you too would like to partner with the **Glen Waverley Hawks Football Netball Club and / Glen Waverley Hawks Junior Football Club** please feel free to give us a call or send an email so we can discuss the range of Sponsorship Opportunities available with benefits including Advertising on our Playing / Supporter Apparel, Ground Signage, Exposure through social Media including the Club Website, Facebook, and newsletters, Networking Opportunities, sponsors lunches and much more.
- To Discuss any of the Support / Sponsorship Packages in more detail, please contact:

Christine Darvell info@glenwaverleyhawks.com or Mobile **0419 199 764**

- Or one of the committee members below:

Gary Hocking	Senior Club President	snr.president.gwh@mail.tidyhq.com	0408 445 252
Bec Snape	Junior Club President	jnr.president.gwh@mail.tidyhq.com	0435 934 737
Andrew Newey	Club Secretary	secretary.gwh@mail.tidyhq.com	0421 115 148
Andrew Potts	Club Treasurer	treasurer.gwh@mail.tidyhq.com	0424 969 228
Christine Darvell	Sponsorship	info@glenwaverleyhawks.com	0419 199 764

Be a part of something special in season 2020
1 Club, 1 Goal, 2 Flags