



FITZROY
FOOTBALL CLUB
INCORPORATING THE FITZROY REDS

Be a part of our team in 2018
Become a Sponsor



Great football - Great community
- Great culture

Great for Your Business

Fitzroy Football Club Sponsor Packages for 2018 – At a Glance

	Platinum	Gold	Silver	Bronze	Club
Your logo on the men's or women's playing jumper for the 3 years	3 Year Contract				
Your logo on playing shorts for the men or women for the season		3 Year Contract			
Framed Fitzroy Football Club jumper	✓				
Naming rights for a home game with local community promotion	✓				
Your banner at all senior home games	✓	✓			
Promotional article on the Club's website during the season	✓	✓			
Feature article in the Club's e-newsletter (RedRoy Mail) during the season	✓	✓			
Promotional opportunities via the Club's social media platforms	✓	✓			
Acknowledgement at Club functions and events	✓	✓	✓		
Material for your social media about your involvement with the club	✓	✓	✓		
President's Luncheon Focus	✓	✓	✓		
Complimentary tickets to the Redlow (Club Best & Fairest)	2	2	2		
Complimentary tickets to President's Luncheon (total)	10	6	4	2	
Your logo on the Sponsor Board in the club rooms	✓	✓	✓	✓	✓
Membership of Business Supporters Group with 3 networking events	✓	✓	✓	✓	✓
Your business listed with sponsors in the RedRoy Mail all season	Logo	Bus. Name	Bus. Name	Bus. Name	Bus. Name
Logo on Club website with link to your website	✓ Prominent	✓ Large	✓	✓	✓
Sponsorship certificate	✓	✓	✓	✓	✓
Free scarf and stubby holder	✓	✓	✓	✓	✓
Use of our approved sponsor "title"	✓	✓	✓	✓	✓
Price	\$10K	\$7.5K	\$5K	\$2.5K	\$1K

Platinum Sponsorship - \$10,000 pa

The ultimate footy package for a business looking to become part of a highly respected and loved community football club.

You get high exposure to a large, friendly and receptive audience. Your message will be prominent at the ground, at club functions, on line and in the local community. In fact, one home game will be named as your round and promoted locally.

It also provides a range of opportunities for you, your family and friends to get involved in the footy, and a great chance for you and your colleagues to network with like-minded business people.

Sign up for three years and we will put your name on either the men's or women's playing jumper for all to see.

Gold Sponsorship - \$7,500

A great package for a business looking for high exposure as a supporter of community football and wanting to maximise on-line opportunities. As a Gold Sponsor you will get regular mention in all our highly successful social media and, when available, material for your own social media platforms.

But we also get physical and provide a great range of social opportunities for you and your friends to enjoy community footy at its best. Networking with other business supporters will involve you in social ways to find synergies with other local businesses.

Sign up for three years and your logo will run onto the ground in every game on either the men's or women's the playing shorts.

Silver Sponsorship - \$5,000

This is a great package for getting involved as a supporter of a successful community football club. You get to attend our important events and get "presented" to our community at one of our President's luncheons on game day. Bring all the family or bring your business colleagues and enjoy the atmosphere.

We don't overlook your business either. You get full exposure to our physical and on-line audiences and enjoy the opportunities to talk directly to our wide and enthusiastic community and supporter base. The success and heritage of the Fitzroy Football Club will rub off on your business.

Bronze Sponsorship - \$2,500

If you don't have a lot of money to spend and are looking for a way of getting involved in the community, social and business benefits of being part of a successful community football club, this is your package.

You get to attend our networking and business supporter events and you get the full exposure to our community which comes from regularly reaching our physical and on-line audiences.

Involve the whole family or bring your friends and business colleagues. But come and enjoy the excitement of being involved in a successful footy club.

Club Sponsorship - \$1,000

This is our entry level package. It is designed to let you get involved with the club while giving you broad exposure to the community. Your business will be on our highly successful on-line media and in our regular newsletter and will reach a big and enthusiastic audience.

You also get to mingle with other business supporters at our networking events and find ways of working with them to extend your business reach.

A great low cost entry level package – with all the excitement of being involved with a successful football club.

Our Generous Community – Club Donors

At the Fitzroy Football Club we are proud of the generosity of our community. For years people have given without asking for anything in return.

They have given for the love of the game, the Club and to encourage greater involvement by young men and women in sporting activity and social participation through football.

These donors have for years made donations of cash to the club or have provided free “in-kind” goods and services. This plays an important part in our continued success.

This year we want to formally acknowledge our club donors, and say thank you in public way.

If you are unable to take a sponsorship package this year, we would welcome a donation of cash or the in-kind products and services we need.

Fitzroy Football Club Donor Recognition Programme for 2018

	Principal Supporter	Key Supporter	Club Supporter
Acknowledgement on our website (listing of names)	✓	✓	✓
Invitation to our 3 Business Supporter networking events	✓		
Complimentary Fitzroy scarf to get you through the Winter matches	✓	✓	
Contribution	\$1,500 +	\$1,000 - \$1,499	\$500-999

Of course, the wishes of donors who want to give anonymously will always be respected.

Our Other Options

There are many other ways that you can become involved with the club and get a benefit for you, your friends and your business.

Talk to us and we will work out something which meets your needs and budget.

Some ideas for you to think about ...

- If you are interested in a “whole of Club” sponsorship, including your business logo or name on all three squads – men, women and U19s – come and talk about how we can do something special for you.
- Are you are only interested in fostering our Under 19 squad – maybe you can get branding on their playing gear at an affordable price.
- Other apparel options may become available for branding as they come up for renewal. Register your interest and we will keep you informed.
- Signage options can become available for your use – again, register your interest.
- Your staff may be interested in volunteering – let us know.

Contact Us

If you want to become a Roys Sponsor, or if you have any questions, contact Kevin Sharp, Director Sponsorship, 0403 750 101 or any of our Board members who can be found at www.fitzroyfc.com.au