



Established 1921

Incorporating

Seaford Netball Club

# 2012 Sponsorship Packages

“ A Cut Above The Rest ”



2011 MPNFL Peninsula U18's Grand Finalist

# “ A Cut Above The Rest ”



2011 MPNFL Peninsula Team of The Year  
Michael Kraska & Dean Kemble



2011 MPNFL Peninsula  
Leading Goal Kicker  
Michael Kraska



2011 MPNFL Peninsula  
U18's Best & Fairest  
Ken Lyons Medal  
Christopher Brooking



VCFL U19's  
Peter Knights Medal  
Luke Smith





## Seaford Football Club Inc

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### Welcome

The Seaford Football Club, incorporating the Seaford Netball Club, is located at the R.F. Miles Reserve which is situated in Seaford Road, Seaford. (refer to Melways 99-E5)

Founded in 1921 with the first game being played in 1922 the club has a proud tradition of being a community based, family oriented club providing a healthy and rewarding environment for the youth of the district in addition to entertaining a fiercely loyal crowd of supporters and sponsors.

Our recent past has seen us enjoying a considerable amount of success due to good planning and the endeavor of countless on and off-field personnel and our band of followers (your potential customers).

However, as in life, it would be foolhardy and dangerous to rest entirely on our laurels and, as a committed group, the committee, who are all volunteers, are actively seeking the assistance of our local business and trades community to provide some of the necessary financial support that will be needed going forward.

The operations of a football club involve more than simply “kick it to me”, there are significant costs associated with putting a team on the field including league, ground and umpiring fees, insurance costs, training and medical supplies, jumpers, footballs and other equipment.

While membership fees do provide funds for club operations, and we do have a large membership, these alone are not sufficient for the club to continue to grow and be successful.

Our sponsorship packages and options are intended to enable us to raise much needed funds to not only cover the above costs but to ensure that we remain a viable option for the up and coming players of the Seaford district in the years to come.

Let us put your name in front of both our own loyal band of supporters and players but also to the many visitors that we entertain each year at our home ground.

Come join us as we set sail on another enjoyable and hopefully a successful year and remember:



The Seaford Football Club is  
**“ A Cut Above The Rest ”**



# Seaford Football Club Inc Achievements

## Premierships (13)

1924 1926 1927 1934 1951 1954 1956 1970 1981 1985 2007 2008 2009

## Recent success

2006 - Seniors Preliminary Finalists, U18's - Premiers, U18's Colt - Premiers

2007 - Seniors - Premiers, Reserves Finals

2008 - Seniors & Reserves - Premiers

2009 - Seniors & Reserves - Premiers

2010 - Seniors – Runners-up, Reserves - Premiers

2011 - Seniors - Preliminary Finalists, Under18 - Runners-up

## 2011 League and Club Awards



**Michael Kraska**

Seniors Best and Fairest  
Club Leading Goal Kicker

MPNFL Peninsula  
Leading Goal Kicker  
98 Goals



**Callan Date**

Reserves Best and Fairest



**Peter Azzopardi**

Reserves Best and Fairest



**Brendan Doyle**

U18's Best and Fairest



**Luke Evans**

U18's Colt Best and Fairest



**Dylan Sloan**

MPNFL Peninsula  
Spirit of Football Award  
Club U18's Leading  
Goal Kicker  
29 Goals



**Damien Lawrence**

MPNFL Peninsula  
Young Gun Nominee



**Christopher Brooking**

Ken Lyons Medal  
U18's MPNFL Peninsula  
Best and Fairest



**Sally Mitchell**

MPNFL Peninsula Netball B  
Best and Fairest



**Glen Nestor**

Club Reserves  
Leading Goal Kicker  
22 Goals



**Luke Smith**

VCFL U19's  
Peter Knights Medal



**Jeremy Walker**

Life Member Inductee  
300+ Games



# Seaford Football Club Inc

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## President's Message

As President of the Seaford Football Club it is indeed an exciting time with four sides loaded with talent, 133 registered local sportsmen make up the playing structure under the guidance of Craig McIndoe who will extract the best. The last five years has seen continued success in the Mornington Peninsula Nepean Football League, Peninsula Division, with Senior Premierships in 2007, 2008 and 2009. We were then runners up in 2010 and finished third in season 2011 along with awards for Club Excellence.

Seaford Executives are working hard to put back value into the local business community by putting the Sponsors name and profile into the public eye with a range of packages plus the opportunity for local business people to get involved at club level.

Sponsors are guaranteed the best 'value for dollars' sponsorship available on the Peninsula with five club personnel working 24/7 to get it up and running. Making this their portfolio for season 2012, their aim is to secure your business and wanting you to come back for seasons to come.

Club home game attendances, half time catering, tickets to prominent club functions, ie mid year ball, presentation night to name only a few of the benefits available. One package will carry the number one ticket holder. Robert Harvey has carried that ticket for several seasons.

Seaford Netball Club was formed in season 2011 with two sides and came up Premiers in B Grade and finalists in the A Grade and for 2012 onwards the ladies are building to three sides, with the girls keen to extend on their fine start. The ladies are an integral part of this club going forward helping out wherever possible and keeping the good humour around the clubrooms.

As President this is my first year back at the Seaford club after 15 years on the MPNFL Board and it is certainly not hard to feel the excitement.

Our aim is to see your company logo on our club wall and I am positive we can make a good team together. My contact no. is 0419 519 505

I look forward to your support and involvement in the Seaford Football Club.

Thank you,

Ken Doherty  
President  
Seaford Football Club 2012



# Seaford Football Club Inc

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## Membership

Membership numbers will determine the success of a club as does success often determine membership support. Seaford has an exceptional membership with the strongest support group and biggest following in the Premier Division, and, its supporters have a reputation of loyalty rarely seen in any other Club.

## Players

The Playing Group consists of 130 Players with the Majority having played for Seaford Junior Football Club. Our Teams consist of our Senior Side, Reserves, Under 18's and our Development Colts Under 18 Side.

## Netballers

New ground was cut in 2010 with two Seaford Netball Sides representing our Club in both A and B Divisions. Our success on court with a B Grade Premiership and A Grade Preliminary Final appearance has prompted the Girls to Introduce a Third side in 2011 which will be striving for even more success. Seaford Football Club is committed to these Teams for the added strength of the Club and the opportunity for these girls to represent Seaford, and to be an integral part in developing our Football & Netball Cultures together as a club.

## Life Members

With a Strong History and Proud Tradition, Seaford's Life Members contribute in many areas from day to day operations to the overall wellbeing of the Club and all Members within. Life members safeguard through their experiences in the past that Seaford is always heading in the right Direction, and continue to assist in ensuring the future success of the Seaford Football Club

## The Future - Seaford Junior Football Club

Seaford Football Club is very fortunate to be associated with the Seaford Junior Football Club. Although independently run both Clubs have a very strong bond and common goal to promote Aussie Rules Football in our Local Community and to establish Social, Personal and Community skills. Formed and established in 1970 by Fred Stewart, gained official status with the F&DJFL in 1971, with about 350 to 400 Registered Junior Players each year, Seaford Junior Football is one of the largest and most successful clubs in the Competition.

Players like Robert Harvey (Dual Brownlow Medalists, St. Kilda), Robert Elphinstone (St. Kilda), Paul Johnson (West Coast & Melbourne), Aaron Edwards (West Coast & North Melbourne), Damian McCormack (Western Bulldogs), Marcus Marigliani (Essendon) have all worn the Seaford Junior Football Club Guernsey. The two Clubs' association over these years has led to a great partnership and has nurtured all levels of Football both on and off the field. It has allowed many different people to contribute to the Clubs' success and today the Seaford Football Club continues to look forward to another batch of young, enthusiastic, well-disciplined Seaford Junior Footballers take the next step into Senior Ranks



## Platinum Sponsorship

Includes:

4 x Memberships offering FREE ENTRY to ALL Home Games

1 x Platinum & 3 Copper Medallions

2 x Major Signage on Fence (2.5m x 1m)

1 x Signage on Players Quarter Time Break Banner - Home and Away

1 x Major sign on building entrance visible from car park

1 x Major sign in clubhouse above Bar

2 x Player Sponsorships (your nomination)

Logo, Advertising and Website Link on the Website:

[www.seafordfootballclub.org](http://www.seafordfootballclub.org) and [www.sportingpulse.com](http://www.sportingpulse.com) MPNFL Homepage

TV Scroll Advertising in Clubrooms

2 x Tickets to Annual Ball OR Presentation Night

2 x Game Day Coin Toss

Pre Home Game Senior Coach Addresses:

During Reserves Half Time

Seniors Half Time Home Game Function:

Drinks & Light food with Sponsorship Acknowledgement by President

Matchwear Naming Rights - 1st Choice of Jumpers or Shorts

Shorts, Jumpers, Seaford Shirt and Training Strip

2 x Current Seaford Polo Shirts

Signed and Framed Seaford Seniors 2012 Jumper

2 x Tickets to \$10,000 Draw

4 x Bumper Stickers

\$100 Tiger Cash Voucher for use at the club

Cost \$7,500

GST \$ 750

**TOTAL \$8,250**



## Gold Sponsorship

Includes:

3 x Memberships offering FREE ENTRY to ALL Home Games

1 x Gold & 2 x Copper Medallions

1 x Major Signage on Fence (2.5m x 1m)

1 x Signage on Players Quarter Time Break Banner - Home and Away games

1 x Signage in clubrooms above the Bar

2 x Player Sponsorships (your nomination)

Logo, Advertising and Website Link on the Website:

[www.seafordfootballclub.org](http://www.seafordfootballclub.org) and [www.sportingpulse.com](http://www.sportingpulse.com) MPNFL Homepage

TV Scroll Advertising in Clubrooms

2 Tickets to Annual Ball OR Presentation Night

1 x Game Day Coin Toss

Pre Home Game Senior Coach Addresses:

During Reserves Half Time

Seniors Half Time Home Game Function:

Drinks & Light food with Sponsorship Acknowledgement

by President

Club Apparel Naming Rights

Shorts, Jumpers, Seaford Shirts and Training Strips

1 x Current Seaford Polo Shirt

1 x Ticket to \$10,000 Draw

3 x Bumper Stickers

\$50 Tiger Cash Voucher for use at the club

Cost \$5,000

GST \$500

**TOTAL \$5,500**



## Silver Sponsorship

Includes:

2 x Memberships offering FREE ENTRY to ALL Home Games

1 x Silver & 1 x Copper Medallion

1 x Signage on Fence (2.0m x 1m)

1 x Signage in Clubrooms

1 x Player Sponsorships (your nomination)

Logo, Advertising and Website Link on the Website:

[www.seafordfootballclub.org](http://www.seafordfootballclub.org) and [www.sportingpulse.com](http://www.sportingpulse.com) MPNFL Homepage

TV Scroll Advertising in Clubrooms

2 x Tickets to Annual Ball or Presentation Night

Pre Home Game Senior Coach Addresses:

During Reserves Half Time

1 x Ticket to \$10,000 Draw

2 x Bumper Stickers

Cost	\$3,000
GST	\$ 300
<b>TOTAL</b>	<b>\$3,300</b>

## Bronze Sponsorship

Includes:

1 x Membership offering FREE ENTRY to ALL Home Games

1 x Bronze Medallion

1 x Signage on Fence (1.5m x 1m) or Sign in Clubrooms

1 x Player Sponsorship (your nomination)

Logo, Advertising and Website Link on the Website:

[www.seafordfootballclub.org](http://www.seafordfootballclub.org) and [www.sportingpulse.com](http://www.sportingpulse.com) MPNFL Homepage

TV Scroll Advertising in Clubrooms

1 x Ticket to Annual Ball or Presentation Night

Pre Home Game Senior Coach Addresses:

During Reserves Half Time

1 x Ticket to \$10,000 Draw

1 x Bumper Stickers

Cost	\$1,500
GST	\$ 150
<b>TOTAL</b>	<b>\$1,650</b>



# Seaford Football Club Inc Signage Packages

## Signage Option 1

Include:

- 2 x Boundary Fence Signs
- 1 x Portable Fence Sign at the Club main entrance.
- 1 x Sign on Main Interior Wall
- 1 x Sign in the players Change Room

Cost \$1,500  
 GST \$ 150  
**TOTAL \$1,650**



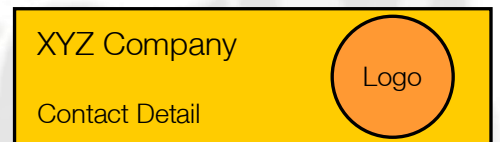
Boundary Fence Sign - Fixed  
2.0 m x 1.0 m

## Signage Option 2

Include:

- 1 x Boundary Fence Sign
- 1 x Portable Fence Sign at the Club main entrance.
- 1 x Sign on Main Interior Wall

Cost \$1,000  
 GST \$ 100  
**TOTAL \$1,100**



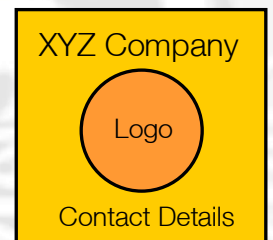
Fence Sign - Portable  
1.0 m x 0.5 m

## Signage Option 3

Include:

- 1 x Portable Fence Sign at the Club main entrance.
- 1 x Sign on Main Interior Wall

Cost \$500  
 GST \$ 50  
**TOTAL \$550**



Interior Wall Sign  
0.5 m x 0.5 m





Naming Right Options



Hoodies



Polo Shirts



Shorts



Training Jumpers

Apparel Sponsorship			
GARMENT	POSITION	LOCATION	PRICE
HOODIES	Front	(A)	\$250.00
	Rear	(B)	\$500.00
POLO SHIRTS	Front	(C)	\$750.00
	Rear	(D)	\$1500.00
TRAINING JUMPERS	Sleeves (each)	(A)	\$250.00
	Front (each)	(B)	\$500.00
	Rear	(C)	\$1000.00
SHORTS	Front	(D)	\$500.00
	Rear	(E)	\$1500.00

All price to Include 10% GST



## Options on Sponsorship Contract

All initial contracts are for one year's duration. Payment is to be made within 7 days of the signing of the contract, unless agreed otherwise by the Executive.

Sponsors option on subsequent future renewal of sponsorship will be offered at the conclusion of the contract period

( 1st April 2012 to 31st March 2013 ).

On completion of the contract, permission is granted to copyright.

## Signage

All signs remain the property of the Seaford Football Club.

The Executive will agree upon all positioning of signs.

All maintenance of the signs will be the responsibility of the Seaford Football Club.

Signs will be limited to three colors of your choice  
( extra colors POA )

The Club reserves the right to prohibit certain products advertised.

## Website

All Sponsors are to be included in scrolling advertising on the clubs website,

[www.seafordfootballclub.org](http://www.seafordfootballclub.org)

[www.sportingpulse.com](http://www.sportingpulse.com) MPNFL Homepage

## Clubroom TV

All Sponsors are to be included on the Scrolling TV within the clubrooms.



## Sponsorship Contract

### Sponsor's Copy

I would like to support the Seaford Football Club with a:

Platinum / Gold / Silver / Bronze Sponsorship or an Apparel / Signage Package

*(Please Circle)*

Contribution: \$ \_\_\_\_\_

Business / Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Ph No.: \_\_\_\_\_ Mobile: \_\_\_\_\_

Fax No.: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Website: \_\_\_\_\_

Artwork Required: Yes / No

Signed for/on behalf of:

Sponsor

Seaford Football Club Inc

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

**CLUB USE ONLY**

PAID BY: Cash / Cheque / Credit Card / EFTPos *(Circle one)*

Amount Paid:\$

CREDIT CARD:

Receipt No:

TYPE: MasterCard / Visa *(Circle one)* EXPIRY: \_\_\_\_/\_\_\_\_

Date Paid:

NAME ON CARD: \_\_\_\_\_

PAYMENT REFERENCE: \_\_\_\_\_

*(Card / Cheque / EFTPos Number/Reference)*

BALANCE OWING:\$

MEMBERSHIP NUMBER(S) ALLOCATED: \_\_\_\_\_



**“ A Cut Above The Rest ”**



## Sponsorship Contract

### Club's Copy

I would like to support the Seaford Football Club with a:

Platinum / Gold / Silver / Bronze Sponsorship or an Apparel / Signage Package

*(Please Circle)*

Contribution: \$ \_\_\_\_\_

Business / Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Ph No.: \_\_\_\_\_ Mobile: \_\_\_\_\_

Fax No.: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Website: \_\_\_\_\_

Artwork Required: Yes / No

Signed for/on behalf of:

Sponsor

Seaford Football Club Inc

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

#### CLUB USE ONLY

PAID BY: Cash / Cheque / Credit Card / EFTPos *(Circle one)*

Amount Paid:\$

CREDIT CARD:

Receipt No:

TYPE: MasterCard / Visa *(Circle one)* EXPIRY: \_\_\_\_/\_\_\_\_

Date Paid:

NAME ON CARD: \_\_\_\_\_

PAYMENT REFERENCE: \_\_\_\_\_

*(Card / Cheque / EFTPos Number/Reference)*

BALANCE OWING:\$

MEMBERSHIP NUMBER(S) ALLOCATED: \_\_\_\_\_



“ A Cut Above The Rest “

# Seaford Football Club Inc Reference



## Seaford Football Club Inc. ABN: 59 712 358 456

Established 1921

R.F. Miles Reserve  
Seaford Road, Seaford  
Clubrooms: 9786 7895

Postal Address: PO BOX 202, Seaford 3198

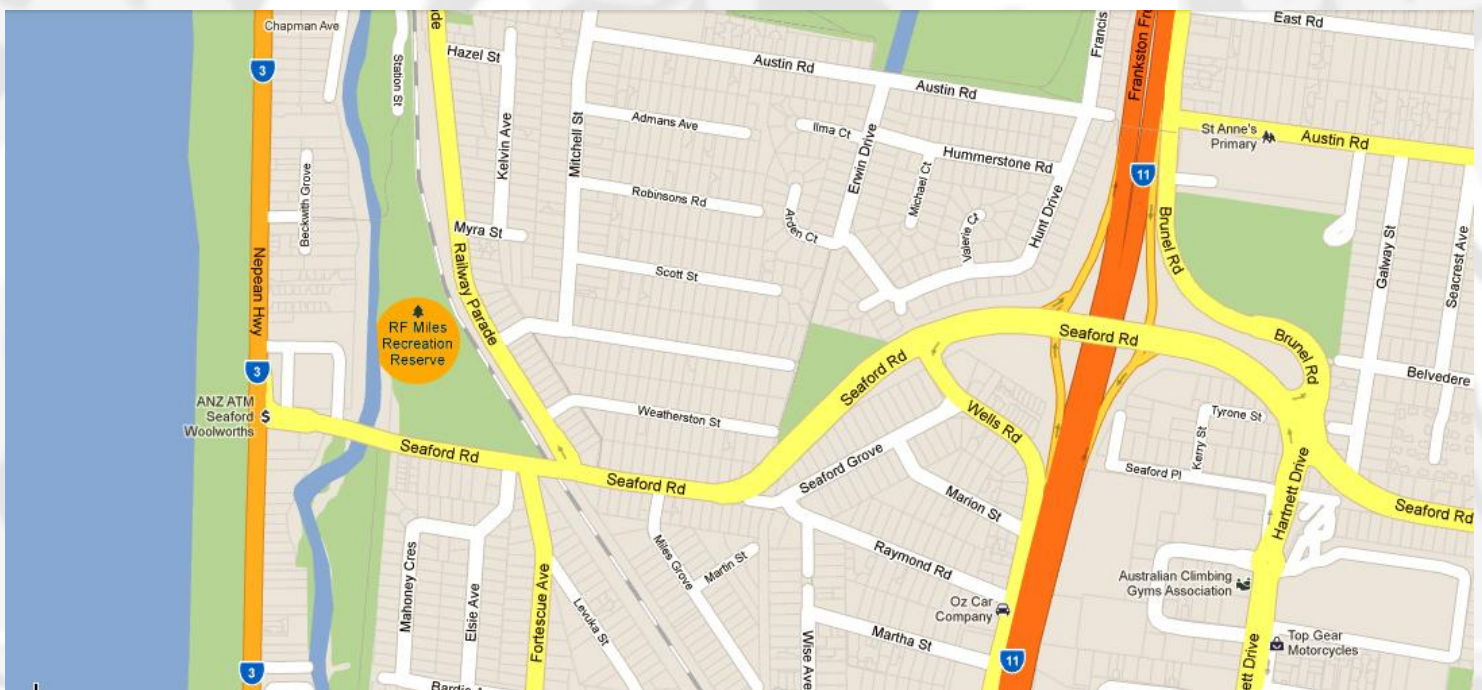
eMail: [secretary@seafordfootballclub.org](mailto:secretary@seafordfootballclub.org)

Melways (2012 Edition 38): Map: 99 Grid Reference: E5

### Contacts:

Ken Doherty (President) 0419 519 505

Glen Edgerton (Sponsorships) 0418 788 299



## Tigerland - RF Miles Recreation Reserve





**Seaford Tigers**  
**“ A Cut Above The Rest ”**  
**In 2012**