



Northern Falcons Sponsorship Opportunities 2023

As a small club we rely on the generosity of amazing sponsors like yourself to help our club remain a fixture in the community. Your sponsorship goes to supplying player kits, enhancing or replacing our equipment and to the organising of continued training and fitness support from expert professionals in the community. **Northern Falcons** is a community club that prides itself on its ability to maximise sponsorship investment by engaging and connecting our members and supporters with our local business partners. We achieve this through cultivating relationships from one season to the next that creates deep, long and sustaining associations.

About the Northern Falcons

Our Mission: We are a family-centred football club dedicated to creating access to the diverse needs and abilities of our community.

Northern Falcons is a welcoming, ambitious community club. The club has an excellent reputation in the area (eg. Darebin club of the year 2017) and grown fast over the last five years to now have over 250 juniors girls and boys, as well as two senior teams, an Access All abilities (AAA) team and for the first time in 2021 a Masters team. A key focus of the club is female participation, and the club now has 45% female participation at junior level, and 40% female board membership. This will continue to be a big focus for the club for 2023 leveraging the Womens World Cup.

We offer excellent targeted exposure to local families, and northern suburbs through games, across various channels, including:

- **Northern Falcons** website, including a dedicated sponsorship page (4 million unique page views per month)
- Facebook page (1000 followers)
- Club e-newsletter (600 subscribers)
- Team shirts worn at home & away games throughout Northern Suburbs
- Ground signage at Hayes Park, Thornbury

We offer a range of Sponsorship options

- Game day shirt Sponsorship
- Game day Pitch Banner and Signage
- Social Media promotions and offers to members
- Drink bottle Sponsorship
- Custom (multiple options available)

Game day shirt sponsorship

Senior team – \$10000 per season (for three seasons)

Juniors (U12 – U17) – \$5000 per season (for three seasons)

Boys miniroos (U7 – U11) –\$5000 per season (for three seasons)

Girls miniroos (U7 – U11) – \$5000 per season (for three seasons) (SEEKING NEW SPONSOR FOR 2023)

- **Northern Falcons** playing tops featuring your logo & the Northern Falcons logo, to be worn each Sunday at both Home & Away match games
- Branding via the Club's website
- Branding via the Club's e-newsletter
- Branding via the Club's Facebook page

Due to the Club's game tops being worn by children of varying ages, your logo will be visible simultaneously at different match games at multiple sporting locations across the Northern suburbs, giving your business potential exposure to thousands of families each year.



Game day Pitch Banner and Signage

\$1,500 per season

- One tear drop banner (3metres) with your business logo prominently displayed at Hayes Park each Game Day (every Sunday from May to September)
- Branding via the Club's website
- Branding via the Club's e-newsletter
- Branding via the Club's Facebook page

Drink bottle sponsorship

\$1500 per 100 bottles

- Your business logo and club logo printed on club drink bottles
- Used by junior and mini-roos players on game day or while out and about.



Social Media promotions and offers to members

From \$500 per season

- One special offer or advertisement to club members per season
- Branding via the Club's website
- Branding via the Club's e-newsletter
- Branding via the Club's Facebook page
- Option where discounts are offered for commitment to use as provider for club events and catering

Where your sponsorship goes

Your sponsorship helps us keep our registration fees affordable ensuring it is more accessible for local families. Sponsorship helps to defray the cost of:

- Team uniforms and equipment
- Qualified coaches for young players
- Field rental and maintenance fees
- Referees
- Administration and operational expenses

Contact details

Have any other sponsorship ideas? Let us know!

For more information or queries regarding Club sponsorship, please contact one of our Committee members.

Club President	northernfalconsfc@gmail.com 0497 001 502
Club Secretary	office.nffc@gmail.com
Sponsorship Coordinator	0418 523 678

For additional Club details, please visit our website: <https://www.northernfalconsfc.com/>.

