

# SPONSORING THE ADELAIDE HILLS HAWKS



# Demonstrating Support for the Adelaide Hills Hawks

The Hawks are seeking supporters who share the community values of the club yet want to strive to compete with the best in the State and to provide opportunities for local juniors to aspire and develop to be the best they can in their chosen sport of soccer. The Hawks have developed an Academy and will have 14 teams playing competition under the FFSA including two women's teams, boys' and girls' juniors and three senior men's teams playing at Woodside. In the past year considerable efforts have been made to upgrade the facilities at Woodside including improvements to the changing rooms, development of a warm up area, purchase of a mobile canteen and connection of electricity.

**However, whilst Hawks teams are competitive in this State based competition and the Club is professionally run through its network of parents and volunteers, Club facilities remain sub-standard for a Club of this size and status.**

Funds raised through sponsorship and other support will be channeled into site improvement and player development. This will enable young players to aspire to play at the top levels of State soccer in the Adelaide Hills.

The most significant way organizations or individuals can support the AHSC is through financial sponsorship. The Club offers three level of **"Sponsorship"** packages and three levels of **"Supporter"** packages. These packages are offered as Gold, Silver and Bronze packages and are detailed below. There is also an opportunity to sponsor a senior player or players. The following details these packages as well as outlining other ways individuals and businesses can help the Hawks



# Sponsorship Packages

Three levels of sponsorship are being offered

- **Gold Sponsor**
- **Silver Sponsor**
- **Bronze Sponsor**

## **Gold Sponsor – Ground**

Negotiable- 3 year deal preferred.

Naming Rights to Woodside “Hawks Nest” including pitch facilities and Training Ground, including production of Gate and ground signage.

Brand exposure on Club Publications, major advertisements in all match day programs, web advertisement and website links and brand exposure on other event promotion material, newspaper advertising etc

Kit sponsorship (as available)

Match day guest passes and hospitality.

Fence signage (2 m x 1 m)

Industry exclusivity



## **Silver Sponsors –**

Negotiable-3 year deal preferred

Advertisement in match day program, website and Club promotional material.

Free advertisement and Website link.

Ground signage (two signs 2m x 1m)

Match day guest passes.

Kit sponsorship (as available)

Industry exclusivity

2x 100 Club tickets



## **Bronze Sponsor –**

Annual Investment: \$3,000 pa (1-3 years)

Brand advertisement in match day program, advertising on website; web link

Match day guest passes.

Ground signage (one sign 2m x 1 m)

1x100 Club ticket



# Supporters Packages

There are three levels of Supporter Packages. The three levels are

- **Gold Supporter**
- **Silver Supporter**
- **Bronze Supporter**

## Gold-\$1,000 (value)

Match day guest passes  
Ground signage (1m x 1m)  
Signage renewable annually for \$250)  
Acknowledgement in match day program,  
Club promotional material, website  
advertisement and link  
Gold Supporter Certificate  
1 complementary 100 Club ticket



## Bronze-\$250

Two match day passes  
Acknowledgement in match day program,  
website acknowledgement  
Bronze Supporter Certificate

## Silver -\$500 (value)

Match day guest passes  
Ground signage (1m x 1m-at cost)  
Signage renewable annually for \$250  
Acknowledgement in match day program,  
Club promotional material and website  
Silver Supporter Certificate



# More Ways to support the Hawks

## **Player Sponsorship**

*Businesses friends or families are encourage to sponsor a senior player(men or Women) for \$300 . Each sponsored player receives a significant reduction in their subscription fees. Businesses receive program and website acknowledgement.*

## **Signs Advertising your Business at the Woodside Pitch**

*Businesses will be entitled to erect at sign (1 m x 1 m or 2m x 1 meter at the Hawks Nest for the 2010 season. The sign will remain at the ground for subsequent seasons for an annual renewable fee . Costs range from \$500 to \$750 dependent on size of sign.*

## **100 Club**

*This is the Club's main annual raffle and is suitable for individuals and businesses who may not be in a position to take a Sponsorship Supporter or Sponsorship package but still wish to express support for the Club. Each ticket is \$100 and entitles free entry to games as well as inclusion in the Hundred Club raffle held every home game with the weekly prize of \$ 150 and the final match day prize of \$ 500. In addition this year there are **two early bird prizes** at Christmas and Valentines day for those who purchase their ticket/s early. These Early Bird Prizes have been donated Edible Blooms.*



*The Club is happy to negotiate individual sponsorship packages .*

*Please contact the President, Ans Papini on 0407291007*