



FRANKSTON YCW FOOTBALL NETBALL CLUB

2018 SPONSORSHIP PACKAGES



FRANKSTON YCW FNC PREMIERS 2014,15 ,16,17



STONEKITTENS NETBALL SIDES - 2017

- 2012 Joined MPNFL Netball
- 2013 C grade made Prelim final
- 2014 A, B C and D all made Grand final
- 2015 B Grade made Grand final
- 2016 B Grade premiers
- 2017 C & D Grade premiers
- B Grade runners up



FRANKSTON YCW FOOTBALL CLUB PROFILE

The Frankston YCW Football Club, commonly known as the Stonecats, has evolved from junior teams representing the Saint Francis Xavier Parish in Frankston to become a current powerhouse of the MPNFL - over a fifty year period.

The club has continued development in stature both on and off the field, with the club's culture and environment of fair play remaining instrumental in providing opportunities for both footballers and their families, to enjoy and participate in Australian Rules Football.



THE STONECATS COMMITMENT

The club is committed to providing a learning environment for the younger members of our club, where they are taught not only the skills required to participate in the sporting pursuits of the club, but are equally taught life skills that will serve them well both within our club and in the wider community.



CLUB VALUES

- Respect
- Selflessness
- Honesty
- Enjoyment
- Integrity
- Excellence
- Sportsmanship



CURRENT OVERVIEW - THE MOST SUCCESSFUL CLUB IN THE MPNFL

- Ground: Jubilee Park, Hillcrest Road (Frankston 'Melways' 102H4)
- 4 Senior Football teams- Seniors, Reserves, U/19's and U/17's.
- 2012 Victorian Country Football League (VCFL) Club of the Year
- Affiliated with Mornington Peninsula Nepean Football League (MPNFL) and Frankston and District Junior Football League (FDJFL)
- 9 Junior teams- from Under 9 through to Under 16
- 4 Senior Netball teams
- Auskick



CURRENT OVERVIEW - THE MOST SUCCESSFUL CLUB IN THE MPNFL

- 1000+ Club members including coterie groups, the Collopy Club and Club 20
- 1st XVIII Premiers (16): 1968, '74, '75, '89, '91, '92, '93, '97, 2003, '10, '11, 12, '14, 15, 16 and 17
- 2nd XVIII Premiers (7): 1973, '96, '97, 2001, '04, '11, '12
- 12 Under 18 premierships including Colts-U19
- B Grade Netball premiers 2016
- C & D Grade Netball premiers 2017
- AFL draftees include: Grant Thomas (St. Kilda), Michael McCarthy (Hawthorn), Matthew Wall (Richmond), Greg Lane (St. Kilda), Jeff White (Fremantle and Melbourne) and Dylan Robertson (Fremantle and St. Kilda).



PARTNERSHIP OPPORTUNITIES

SPONSORSHIP OF THE 'STONECATS' WILL ASSIST YOUR BUSINESS TO:

The Frankston YCW Football Netball Club has sponsorship opportunities providing a level of exposure that will suit your business.

Packages available are :

- **Partnership package** - Consideration: \$POA + cost of signage + GST (if applicable)
- **Jubilee Sponsor** - Consideration: \$5000 + cost of signage + GST (if applicable)
- **Major Sponsor** - Consideration: \$3000 + cost of signage + GST (if applicable)
- **Stonecat Sponsor** - Consideration: \$2000 + cost of signage + GST (if applicable)
- **Victory Sponsor** - Consideration: \$1000 + cost of signage + GST (if applicable)



PARTNERSHIP OPPORTUNITIES

BENEFITS

A partnership with the most successful football club in the competition provides a unique sponsorship opportunity for your business in terms of branding and product exposure.

- Enhance image/shaping consumer attitudes
- Drive sales and gain a competitive edge
- Create positive publicity/heightening publicity
- Generate awareness of the brands existence
- Expand networks

Each package can be tailored to meet your needs and represent value. Please contact raym@app.net.au for more details.



JUBILEE SPONSOR

- Prominent double ground sign x4: be seen at Frankston's best multi-use sporting venue all year round: **Value \$3000**
- Sponsors sign within the social rooms: **Value \$800**
- Sponsors sign within the Stonecats' change rooms: **Value \$500**
- Logo recognition on the sponsors board within the social rooms: **Value \$300**
- Acknowledgement of sponsor in all club media including website (with a hyperlink to your website), newsletters and annual reports: **Value \$500**
- Collopy club membership x3: **Value \$1500**
- Player sponsorship: **Value \$200**
- \$10,000 cash draw tickets x2: **Value \$400**
- Stonecat merchandise pack including jacket, hoodie, and polo: **Value \$185**
- 2x tickets to each of the following functions:
 - *Presentation dinner at Frankston RSL date TBA*
 - *Annual ball at Frankston RSL date TBA*
- Sponsors lunch and all other scheduled club match day luncheons
- **Value \$1000**

Total value: \$8335

Consideration: \$5000 + cost of signage + GST (if applicable)



MAJOR SPONSOR

- Prominent double ground sign x3: be seen at Frankston's best multi-use sporting venue all year round: **Value \$2250**
- Sponsors sign within the social rooms: **Value \$800**
- Logo recognition on the sponsors board within the social rooms: **Value \$300**
- Acknowledgement of sponsor in all club media including website (with a hyperlink to your website), newsletters and annual reports: **Value \$500**
- Collopy club membership x2: **Value \$1000**
- Player sponsorship: **Value \$200**
- \$10,000 cash draw ticket: **Value \$200**
- Stonecat merchandise pack including jacket, hoodie, and polo: **Value \$185**
- 2x tickets to each of the following functions:
 - *Presentation dinner at Frankston RSL date TBA*
 - *Annual ball at Frankston RSL date TBA*
- Sponsors lunch and all other scheduled club match day luncheons: **Value \$6385**

Total value: \$5885

**Consideration: \$3000 + cost
of signage + GST (if
applicable)**



STONECAT SPONSOR

- Prominent double ground sign x2: be seen at Frankston's best multi-use sporting venue all year round: **Value \$1500**
- Sponsors sign within the social rooms: **Value \$800**
- Logo recognition on the sponsors board within the social rooms: **Value \$300**
- Acknowledgement of sponsor in all club media including website (with a hyperlink to your website), newsletters and annual reports: **Value \$500**
- Collopy club membership x2: **Value \$1,000**
- Sponsors lunch x2: **Value \$100**

Total value: \$4200

Consideration: \$2000+ cost of signage + GST (if applicable)



VICTORY SPONSOR

- Prominent double ground sign: be seen at Frankston's best multi-use sporting venue all year round: **Value \$750**
- Acknowledgement of sponsor in all club media including website (with a hyperlink to your website), newsletters and annual reports: **Value \$500**
- Collopy club membership: **Value \$500**
- Player sponsorship: **Value \$200**
- Sponsors lunch x2: **Value \$100**

Total value: \$2050

Consideration: \$1000+ cost of signage + GST (if applicable)



PLEASE NOTE THE FOLLOWING OBLIGATIONS:

1. [partner/sponsor name's] obligations

[partner/sponsor name] will be responsible for the provision and cost of any logos, bromides and artwork for badges referred to in this proposal and any related costs for their production.

2. Frankston YCW Football Netball Club Inc obligations

Frankston YCW Football Netball Club Inc shall be responsible for the following:

The installation of any signage, advertising, and logo recognition referred to in this proposal and the continual recognition of [partner/sponsor name] as a major partner and/or sponsor to all its players, members, sponsors and supporters.

Contact details:

Michael Lamb - President

Ph. 0407 774744

Ray Matthews - Sponsorship coordinator

Ph. 0413 751 923

John Coburn

Ph. 0417 302 744





FRANKSTON YCW FOOTBALL NETBALL CLUB

2018 SIGNAGE PROPOSAL

GROUND FENCE ADVERTISING

OPTION 1

1 x 2400 x 900mm ground advertising board
Investment \$400 plus cost of sign \$200
Plus GST

OPTION 2

1 x 4800mm x 900mm ground advertising board
Investment \$500 plus cost of sign \$400
Plus GST

OPTION 3

Either option 1 or 2 plus internal signage for
an extra \$100
Plus GST



Note – signage is on the main oval -now called the John Coburn oval - seen by all YCW Seniors, Junior supporters and opposition sides - not to mention Peninsula Heat in summer and all other recreational users.

Sponsors will also be featured on the club website and Facebook page.

