



SURREY PARK FOOTBALL CLUB
Sponsorship Packages - 2024

SURREY PARK FOOTBALL CLUB

Sponsorship Packages 2024



Our Club

- Community-based local football club
- 18 teams across Men's, Women's, Boys and Girls
- Competing in one of the largest Leagues across Australia
- Located on a high profile corner in Box Hill
- Looking to continue recent on-field successes
- 'Good Sports' and 'Tackling Illegal Drugs' accreditation

Our Reach

- Over 1,100 social media followers
- Engaging 5,000+ local residents
- Strong database with 2,000+ email contacts
- 30,000+ cars per day passing our home ground
- 1,000+ people attending our home games
- 50k+ annual visits to surreyparkfc.com.au

Real Value

- Packages to suit all budgets – from just \$275 (inc. GST)
- Annual Business Directory to drive your business
- Game-day opportunities to promote your business
- Fence signage providing 365 day exposure
- Electronic scoreboard for match day exposure
- Website exposure
- Participation in club events included in package

Get On Board!

- Help keep local football strong
- Provide a pathway for our junior boys and girls
- Read the full pack attached to this email, or
- Head to surreyparkfc.com.au to check us out, or
- Contact **Andrew Toomey** 0438 536 232 or **Ian Girvan** 0466 734 219 to discuss your interest
- Tax deductible options for individual sponsors





Club Vision

To operate an inclusive, successful, community-based sporting club that is financially strong and which provides the opportunity for personal development, personal achievement and team success.





Our Goals

Club improvement driven through internal growth

Financially and Administratively Strong, stable and sustainable

Inclusive, Supportive Club Environment

Consistently competitive in a way that does not compromise our culture or core values

Active approach to develop Club facilities to benefit the Community

Supporting Values

Community

Fairness

Respect

Integrity

Excellence



SURREY PARK FOOTBALL CLUB

Some key information about the Club



Why support Surrey Park... join in our drive for future sustainable success

- 2024 brings on our 30th season in our current form as Surrey Park Football Club, after being formed through the amalgamation of our two founding clubs in 1994 (Surrey Hills Football Club – established in 1887, and East Camberwell Football Club).
- 2023 was our most successful year in our history, with:
 - Our Men's Senior team winning the Division 4 Premiership;
 - The Men's Reserve team reaching the Division 4 Grand Final (falling short by 2 points);
 - Our U19's team winning the Division 2 Premiership, capping off an undefeated year; and
 - Our Women's Team making the Division Grand Final in only their 3rd year in the EFNL.
- Our Senior Men (Seniors and Development) will now compete in Division 3 of the Eastern Football Netball League (largest domestic football competition in Australia) and we also field a Men's U19's team (Division 1 in 2024). Our Women's team currently also competes in Division 2 of the EFNL Competition. This allows us to meet our strategy of providing a football path from Juniors into Senior football for all boys and girls at Surrey Park
- Surrey Park Football Club turns over close to \$250,000 per annum to allow us to successfully compete in the EFNL - Sponsorship is the cornerstone to our financial success – 33% of our revenue comes from Sponsor support but we would like to push it to be closer to 40% of our funding to help make the club sustainable longer term
- We NEED your support !!

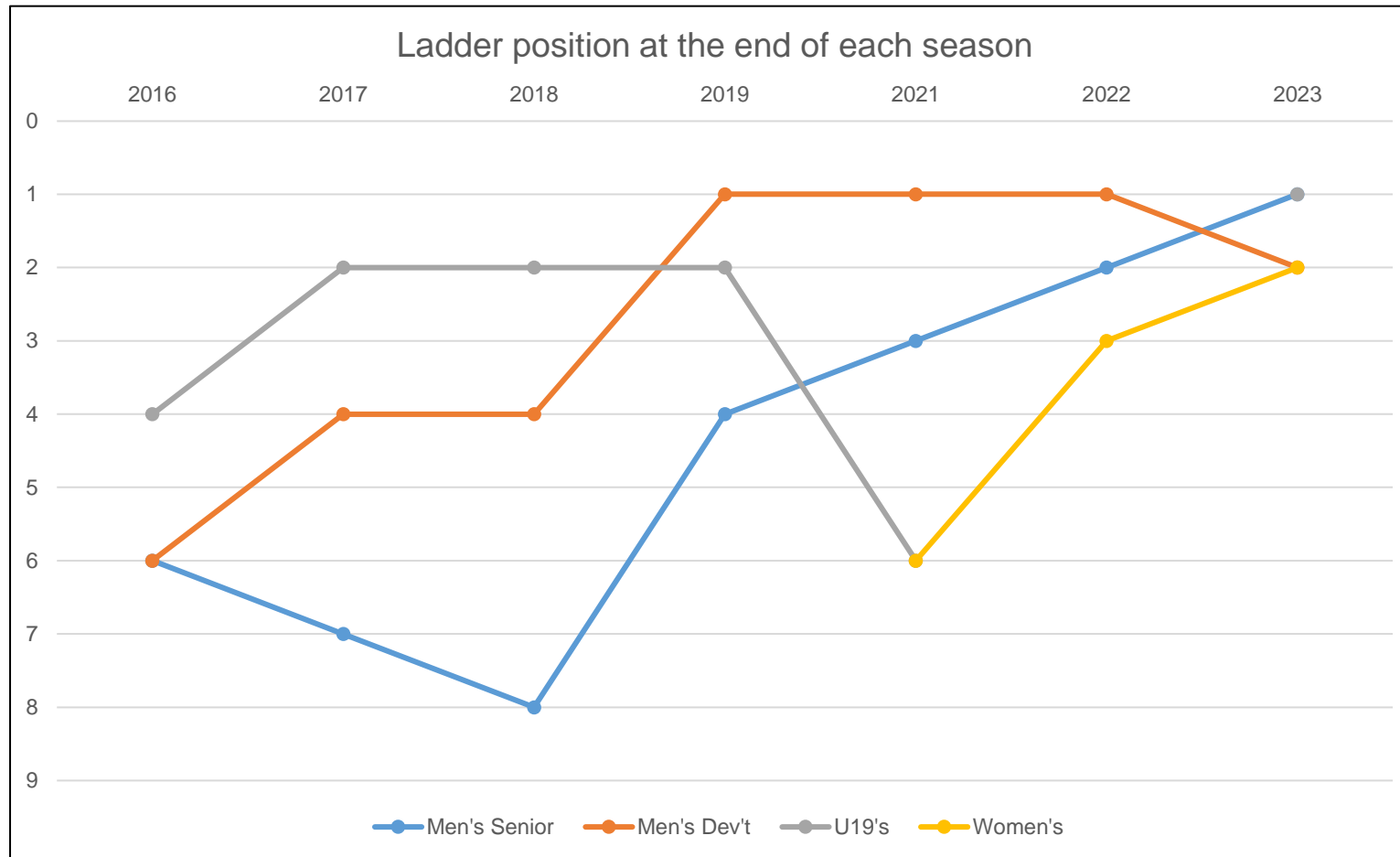


SURREY PARK FOOTBALL CLUB

Performance Overview



Current Team Performances



*Note: 2021 our U19's team played in the Premier Division for the first time, in 2022 we did not field an U19's team and in 2023 they Won the Division 2 Premiership.



SURREY PARK FOOTBALL CLUB

Business benefits from sponsoring SPFC



Significant local reach to support your business

- We play in the EFNL, recognised as one of the most successful sporting leagues in Australia
- Advertise via Our social media (We have over 1,100 people follow our sites) - We've appointed a dedicated Social Media Manager to drive activity and visibility for our sponsors  
- Gain direct access to over 150 players, over 100 club members and through our junior club also access over 400 families – we reach **5000 people per week** through our social media and club contacts
- We have close to **2000 on our email distribution list** and expect this to grow as we generate followers with our Women's team
- Our oval is one the corner of Canterbury and Elgar roads – over **30,000 cars per day** pass our pavilion and can see our advertising / sponsorship logos
- We produce and distribute a Surrey Park Sponsors business directory, which is distributed to all players and members and is available at the club and on our website page to help generate interest for local businesses
- Get involved in game day competitions and enjoy the community atmosphere at our home games & join the Surrey community at social events (typically 4 - 6 per season)
- Review our sponsorship options for more details and opportunities to join Surrey and its community in 2024



SURREY PARK FOOTBALL CLUB

Aligning your brand with a reputable sporting club...



We hold and have maintained over many years our Good Sports and Illegal Drugs accreditation...

LEVEL THREE ACCREDITATION



The Alcohol and Drug Foundation's Good Sports Program recognises the achievement of

Surrey Park Football Club

in addressing the following:

- For embracing the Good Sports values
- For providing a positive, healthy and family friendly sporting experience for all
- For contributing to reducing alcohol and smoking related harm in the community

Dr Erin Lalor / CEO
Alcohol and Drug Foundation

2020



TACKLING ILLEGAL DRUGS ACCREDITATION



The Alcohol and Drug Foundation's Good Sports Program recognises the achievement of the

Surrey Park Football Club

for:

- Committing to developing an illegal drugs policy at the club
- Contributing to reducing illegal drugs related issues in the community
- Providing a positive, healthy and family-friendly sporting experience for all

Dr Erin Lalor / CEO
Alcohol and Drug Foundation

2020



SURREY PARK FOOTBALL CLUB
Sponsorship package details



SURREY PARK FOOTBALL CLUB

A range of Sponsorship packages to suit your budget and involvement...



Sponsorship Types	Platinum (Min. \$6000) (\$6,600 inc. GST)	Gold (\$3,000) (\$3,300 inc. GST)	Silver (\$2,000) (\$2,200 inc. GST)	Player sponsor (\$250) (\$275 inc. GST)
Advertisement in the Surrey Park Business Network Directory	Full Page	1/2 Page	1/4 page	1/4 page
Advertisement attached to social media post	Weekly	Fortnightly	Monthly	X1 per season
Panther Membership	X1	x1	X1	X1
Business Promotion on the SPFC website	Main Page	Sponsor page	Sponsor page	Sponsor page
Choice of free tickets to President or Ladies Lunch (valued at \$65 per ticket)	X2	X1		
Ticket in Reverse Car raffle - 1 in 1000 chance to win a car valued at close to \$27k	X1	X1		
Free tickets to Surrey Park presentation night (valued at \$125 per ticket)	X2	X1		
Permanent Fence signage (3.6m x 0.9)	X2	X2	X1	
Opportunity to have best weekly player named after your company (1 each for Men's Seniors, Men's Reserves, Men's U19's & Women's)	X			
For Surrey home games, an opportunity to be "Game Day" sponsor (x4 per year)	X			
Business Logo visible in the SPFC clubrooms year round	X			X
Photo of player with Business logo displayed on clubroom walls (season)				X





Player Sponsor payment options	Cost
<p>Player Sponsor is being paid by a business entity:</p> <ul style="list-style-type: none"> • Provide Kane Henden (henden16@hotmail.com) with the sponsor details / business details (name, ABN) • Kane will provide this information to our Treasurer • We will generate an invoice that the business can then pay 	<p>\$275 (\$250 + GST \$25)</p>
<p>Player Sponsor is being paid by an individual who wants to take advantage of obtaining a tax deductible receipt</p> <ul style="list-style-type: none"> • Provide Kane Henden (henden16@hotmail.com) with the sponsorship details • The Sponsor is to pay \$25 to our SPFC account directly <ul style="list-style-type: none"> • Acct: Surrey Park Football Club, BSB: 633000, Acct: 132694308 • Note the player name in the reference field • The sponsor is to pay \$250 to our project on the Australian Sports Foundation website and will receive a tax deductible receipt (note the player being sponsored in the comments) https://asf.org.au/projects/surrey-park-football-club/spfc-player-welfare-fund 	<p>\$275</p>
<p>Player Sponsor is being paid by an individual who doesn't want to take advantage of obtaining a tax deductible receipt</p> <ul style="list-style-type: none"> • Provide Kane Henden (henden16@hotmail.com) with the sponsorship details • The Sponsor is to pay \$250 to our SPFC account directly (acct details above) 	<p>\$250</p>





We've changed the structure to give you greatest value for money

- You're sponsoring a club with a positive trajectory and with a strong presence in both Men's and Women's football in the largest competition in Australia
- We've simplified the packages so you can see clearly what's included in your annual sponsorship – Choose the package that suits your business
- We've upgraded our social media presence so we will be far more active and visible than in previous years – Note our new website presence too.





Club Contact details

For further details about our club and the sponsorship arrangements available please feel free to contact the committee members noted below :

Andrew Toomey (Sponsorship Mgr) – 0438 536 232 surreyparkfc.vicepres@gmail.com

Ian Girvan (Secretary) – 0466 734 219 surreyparkfc.secretary@gmail.com

