

# Kalamunda & Districts Junior Football Club

## 2023 Sponsorship Program



**Kalamunda & Districts Junior Football Club (KDJFC)** is located within the Kalamunda Sports Precinct on the corner of Recreation and Canning Roads, Kalamunda. KDJFC share the Kostera Oval facilities with Kalamunda Cricket Club, Kalamunda Lesmurdie Little Athletics Club and Kalamunda Senior High School.

KDJFC, established in 1952, has a long and proud history in the City of Kalamunda. This past season, the Club had over 450 active players who reside in the City of Kalamunda (Kalamunda, Lesmurdie, Gooseberry Hill, Walliston, Pickering Brook, Maida Vale, Bickley, Wattle Grove, High Wycombe and Forrestfield) and its surrounding suburbs (Helena Valley, Guildford, Woodbridge, Darlington, Parkerville, Bellevue and beyond).

KDJFC offers school-aged players of all skill levels, the opportunity to play football. Our club currently offers the following programs:

**Auskick** catering for our “Tiger Cubs” Pre-Primary to Year 2, introduces AFL to children of all abilities every Saturday morning with over 150 participants.

**Modified Rules Competition** catering for players Year 3 to Year 6 – developing skills in a restricted and safe learning environment. Fixtured Friday nights and Sundays throughout the Swan Districts area.

**Youth Competition** for those in Year 7 to Year 12. Building on skills and developing strength in conjunction with Swan Districts and State development programs. Fixtured throughout the Swan, East Perth and Perth Districts (Metro) on Friday evenings and Sundays.

**Female Only Competition** We had fantastic player numbers in 2022 and saw significant growth in our female competition. KDJFC fielded team in age groups 3/4, 5/6, 7/8, and 9/10. The year 9/10 girls had an amazing year going undefeated all the way through to the Tigers inaugural female Premiership. Catering for female players with modified rules competition for years 3 to 6 and a youth competition for years 7 to 12. Building on skills and developing strengths in conjunction with Swan Districts’ development programs. Fixtured on Friday nights throughout the Swan, East Perth and Perth Districts (Metro) Competition.

**Coaching Development** - KDJFC prides itself in ensuring that the coaches who are fostering the development of our players are all accredited with the AFL. The club also helps with the development of its coaches through hosting training sessions with the WAFC and SDFC and through the establishment of mentoring programs for new coaches.

KDJFC, like all community clubs, relies heavily on the hard work and generosity of the volunteers and local community members. As we continue to nurture and grow our club, the financial support of our sponsors is essential in enabling the club to provide the necessary facilities and equipment to make our player’s AFL football experience as rich as it can be.

Your support is highly valued, and we welcome your feedback together with the opportunity to discuss how we can support your business. In 2023 we have created the following packages which outline how your business can contribute to the success of our club and in return KDJFC’s commitment to you and your business. All packages are designed to maximise the exposure of your business to the local and extended communities. KDJFC is seeking sponsorship to assist with seasonal running costs, equipment purchases and programs aimed at returning investment into our players.

Thank you for considering sponsorship of our Club and its members.

Ash Johnson, Club President  
Kalamunda & Districts Junior Football Club

## Sponsorship Packages:

Corporate sponsorships allow our club to purchase much-needed equipment and assist with running costs throughout the year. In 2023, we are offering the following Financial or Sponsorship in Kind (Goods and Services) packages.

### Sponsorship in Kind

Sponsorship in kind is a way to sponsor our club by way of discount or donation through Goods and Services. The following packages will provide the club the ability to reduce our running costs in areas of repairs, maintenance, products, and maximising community input from our existing members. As a strong community-based club, we love to give back and support our local community. If you have a small business that could assist in any of the areas below, reach out to our club president to discuss how we can work together to grow our club and your business.

### Services Packages (Repairs & Maintenance)

Each year we must perform the following repairs and maintenance around the club which takes away from reinvesting into our players and coaches. Can your business assist us with providing the following services?

- Air Conditioning Servicing April.
- Carpet Cleaning – Annual -Sept.
- Window Cleaning – Annual Sept.
- General Cleaning Services (Change Rooms, Bathrooms, Kitchen and General Area)
- Motorbike Servicing – April
- Electrical Repairs, Safety Testing and Compliance Checking – April
- Refrigeration Repairs, Safety Testing and Compliance Checking – April
- Air Compressor Servicing – April
- Plumbing Services – where required
- Carpentry/Handyman Services – where required

### Product Packages (Goods/Consumables)

Can your business assist us with providing the following services?

- Meat Supplies – Events/Canteen
- Bakery Supplies – Events/Canteen
- Oranges/Fruit – ½ Time/Canteen
- Volunteers – Reward Packs
- Signage – tear drop banners, signage, stickers, design of flyers
- Feeding the Tigers – meals or supplies towards training night dinners
- Speciality Awards/Trophies – Match Day / Player Awards
- First Aid
- Canteen & Cleaning Consumables

## Major sponsorship packages

KDJFC welcome a major sponsor, please contact [sponsorship@kdjfc.com.au](mailto:sponsorship@kdjfc.com.au) to discuss opportunity currently available. As a major sponsor we can offer a custom package which could include but not limited to the following:

- Priority sign location on roof of clubrooms
- Priority sign location on opposite side of clubrooms
- Business Logo on Team Photos
- Business Logo on Game Day Footballs
- Framed Playing Guernsey
- Business Logo on Goal Post Pads

## Sponsorship Packages

Sponsorship Level	BRONZE	SILVER	GOLD	PLATINUM
Sponsorship Commitment (Minimum contract length)	1 year	1 year	2 years	2 years
Season Cost (per year)	\$500	\$1000	\$1500	\$2500
Digital Media Package #1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
KDJFC Polo Shirt (x1) **	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Business displayed in Sponsors Corner Signage at Clubrooms	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity to host a promotional stand at season launch event an	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition of sponsorship announcement at end of year club functions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Public Address announcements made at selected games	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity to host a promotional stand at a home game of your choice	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Invitation to club presentation evenings (Best & Fairest Night excluded)		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Naming Rights to a specific round during the season.		<input checked="" type="checkbox"/>		
Digital Media Package #2			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Teardrop banner displayed outside KDJFC Clubrooms	Sponsor to provide	Sponsor to provide	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Small External Boundary signage at Ground (1200x900)			<input checked="" type="checkbox"/>	
Large External Boundary signage at Ground (2400x900)				<input checked="" type="checkbox"/>
KDJFC Game Day Jacket (x1) **				<input checked="" type="checkbox"/>
Your Logo on Training Shirts				<input checked="" type="checkbox"/>

\*\* One polo shirt or One game day jacket for every 2 years of consecutive sponsorship

## KDJFC Wishlist items

As with all community clubs, sponsorship is a vital link for the continuous improvement and success into the development of our players from Auskick to Year 12. Sponsorship funds assist the club to provide the facilities and equipment necessary to make our players AFL football experience as rich as it can possibly be.

- Electronic Scoreboard (option to brand with sponsor business name or logo)
- Goal Post pads \$2000 for full oval (option to brand with sponsors logo/business name for an additional cost)
- Extra training equipment, such as Bump Bags, Tackle bags, Ruck bags
- New water bottle carriers
- Carts for Team Managers

## Sponsorship Benefits

With access to over 400 players, their families and visiting sides attending our club for fixtured games or training sessions during the season, our club can expand your business's exposure to a large audience of the local hills and wider community. On average we have over 1200 people at the club every weekend. We also have a strong digital presence and attend larger events such as Gala Days, Carnivals, Club Parade Days hosted by WAFC and SDFC, all increasing your business exposure to a wider audience.

*Key benefits of sponsoring the Tigers include\*:*

- Increased exposure for your business to our members and a wide cross selection of the local communities
- Certificate of Appreciation
- Sponsor in Focus
- Introducing new customers to your business
- External roof signage at ground giving exposure to the entire precinct as well as all passing traffic.
- External boundary signage at ground giving exposure to the entire precinct all year round.
- Internal signage comprising of pull up banner
- Increased customer loyalty with your business supporting and being involved with a local community sporting club.
- Logo and Business Name listed as sponsors on website
- Complimentary Club Polo or Club Jacket
- Invitation to presentation evening for 2 people.
- Sponsors Logo on all game balls used throughout the year. These balls will then be used as training and warm up balls for a further 2 years.
- Opportunity to host a promotional stand at a home game of your choice

\*Note refer attached conditions on previous page.

- **Digital Media Advertising Package #1**
  - 3 x Social media posts on club social media channels and website \*\*
  - Inclusion of Logo in 'Sponsors' section of Tiger Tales newsletter (monthly)
  - Inclusion of Logo/Business Name in the slideshow on Clubroom TV
  - 1 x Sponsor in Focus section in Newsletter - Advertise your business, promotions etc
  - Business Name/Logo and Business profile listed on the website
- **Digital Media Advertising Package #2**
  - 6 x Social media posts on club social media and website (one per month) \*\*
  - 6 x Social media video story posts on social media channels \*\*
  - Inclusion of Logo in 'Sponsors' section of Tiger Tales newsletter (monthly)
  - Inclusion of Logo/Business Name in the slideshow on Clubroom TV
  - Business Name/Logo and Business profile listed on the website
  - 1 x Sponsor in Focus section in Newsletter - Advertise your business, promotions etc
  - Weekly video post promoting an active lifestyle, wellness, community inclusion and environmental initiatives directed at players and/or family members.

### **\*\* Sponsor to provide images, logos to KDJFC Social**

All packages are negotiable in terms of both benefits and sponsorship dollars.

Alternative sponsorship offers that better meet your business requirements will be considered and approved by Kalamunda & Districts Junior Football Club Executive Committee. In approving alternative sponsorship offers, the Committee will ensure that existing sponsors are not disadvantaged.

For further information regarding KDJFC sponsorship proposals please contact:

### **CONTACT**

Ash Johnson  
President  
Kalamunda & Districts Junior Football Club  
E: [president@kdjfc.com.au](mailto:president@kdjfc.com.au)  
M: 0438 880 333

Tammy Norregaard  
Treasurer  
Kalamunda & Districts Junior Football Club  
E: [treasurer@kdjfc.com.au](mailto:treasurer@kdjfc.com.au)  
M: 0479 093 300

SPONSORSHIP APPLICATION

COMPANY DETAILS			
Business Name:			
Address:			
ABN:		Are you Registered for GST:	
Trading Name:			
Contact Number:			

CONTACT DETAILS– Main contact during sponsorship contract	
Name:	
Contact Number:	
Email:	

INVOICING DETAILS– Details of Accounts person	
Name:	
Contact Number:	
Email:	

SPONOSRSHIP DETAILS	
Package Selected:	
Contract Length:	
For Goods and Services packages, please provide details of what you or your company will be providing (eg, Compressor Maintenance, Plumbing etc)	
Additional Comments:	

MARKETING & LOGOS	
Please email a hi-res logo through to <a href="mailto:enquiries@kdjfc.com.au">enquiries@kdjfc.com.au</a> . If you have any offers for club members during the season, these can be emailed through to <a href="mailto:enquiries@kdjfc.com.au">enquiries@kdjfc.com.au</a> also.	
Brief Description of your company / business. (Company Profile):	

ACCEPTANCE OF SPONSORSHIP PROPOSAL	
By signing below, you agree that you have read the sponsorship package document and accept the terms and conditions set out in the package you have selected.	
Signed:	KDJFC President
	Signed:
Date:	Date:

