

GLENELG FOOTBALL CLUB

SPONSORSHIP OPPORTUNITIES

2019



ACH Group Stadium, Glenelg



GLENELG FOOTBALL CLUB

Glenelg Football Club was formed in 1920: it is an iconic SANFL club. We exist to provide the Glenelg Community with a club which is all embracing, and which instils a sense of pride through its work both on and off the field. Football operations are supported through membership, sponsorship, fundraising and licensed club operations. The most recent change is that of Women's football which is an extension of our current football operations as opposed to a new portfolio.

Mission Statement:

To be the most successful Club in the SANFL through on field performances by way of winning premierships in male and female football competitions and off field by becoming a leader in financial sustainability and community engagement

Vision – what will it look like when we are there?

- We develop into a Club which finishes in the finals and is a title threat every year, a position from which we can win the premiership
- We are the benchmark for youth development, recruitment and coaching
- We are the benchmark for women's football and the elite pathway for same
- The community sees the Club as their Club through community engagement projects developed and carried out by the Club
- We are financially self-sufficient and invest all profit back into football and infrastructure projects which will build the long-term future of the Club
- We are the sporting employer of choice due to our culture and all staff, players and volunteers feel privileged to work for the Club and to be part of its family

KPI's

The success of the above focus can be measured as follows:

- Finals every year
- Successful introduction of a Women's State League team in 2017
- Membership exceeding 3,000
- Home Crowds exceeding 3,000
- Financially self-sufficient
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THREE KEY PILLARS OF ONGOING FOOTBALL SUCCESS

1. Appoint the best coaches:
Appoint qualified coaches with ambition, a devotion to football and a record of achievement.
2. Establish the best player list:
Lists always evolve. It will require a successful junior player development pathway for both males and females. When required it will also require an affordable and effective recruitment structure.
3. Provide the best facilities:
First class facilities are the pre-requisite for sustained player retention. Importantly they can also be a critical consideration in the recruitment process. The provision of first-class facilities can also be a legacy to the community.





STADIUM SIGNAGE

Corflute Boundary Signage
7200mm x 800mm

\$1600+gst
p/a

Free-standing perimeter signage –
Eastern side

\$5000+gst
p/a

Free-standing perimeter signage –
Northern/Southern end

\$2500+gst
p/a

Scoreboard Signage – South-
Eastern Corner

P.O.A

Grandstand Signage

\$500+gst
p/a





GLENELG FOOTBALL CLUB 2018 DIGITAL FOLLOWING



9000+ LIKES
POST REACH: 1.6 MILLION
POST IMPRESSIONS: 2.4 MILLION



46,000 + USERS
106,000+ SESSIONS
190,000+ PAGE VIEWS



3,500+



2,400+



DIGITAL PASS

207 SUBSCRIBERS



64%



CH. 7 BROADCAST

17,500+

AVG VIEWERSHIP
PER MATCH



DATABASE

18,000+





WEBSITE & DIGITAL ADVERTISING

As a club we are making a conscious effort to drive all members and supporters to our website. The Glenelg Football Club website currently hosts over 106,000 sessions per year with more than 46,000 users and 190,000 total page views, providing maximum advertising exposure for your brand.

Glenelg Football Club also provides LED signage advertising opportunities on one of the busiest arterial roads in Adelaide. Our high-quality LED display located on Brighton Road sees more than 46,000 vehicles pass through every day. The display is fully customisable, allowing you to promote your brand exactly the way you need.

Standard website banner
March - August

FROM
\$500+gst

Standard website banner
September - February

FROM
\$250+gst

Website Tile

FROM
\$2500+gst
p/a

Brighton Road LED

FROM
\$2500+gst
p/w

Tiger App: Landing Page

FROM
\$500 p/a
p/a

Tiger App: in-app banner

FROM
\$250+gst
p/a

*Conditions apply





DIGITAL PASS

SANFL DIGITAL PASS

SPONSOR INTEGRATION PROPERTIES

\$2500 +gst (per category)

STURT
TEAM LINE-UP

15	S. MCMAHON	7	F. EVANS	19	T. HARMS
9	Z. KIRKWOOD	14	M. EVANS	16	K. BEARD
10	B. SUMNER	43	A. RILEY	8	J. STEPHENS
41	M. CROCKER	12	J. SUTCLIFFE	23	J. BATTERSBY
20	S. COLQUHOUN	25	G. PAGE	13	P. WILSON
31	R. GILFOY	5	J. HONE	30	J. OSBORN
35	T. READ	39	S. SLIMMING	38	J. DODD

TEAM SHEET

DISPOSALS

MCDONALD'S QUARTER TIME McWRAP

22	C. SHAOLIANG	21	B. GILLETTE
18	D. FOGARTY		

QTR TIME

	G	B	T
PORT ADELAIDE MAGPIES	2	3	15
STURT	4	1	25

QTR TIME BREAK

GLIDEROL garage doors

Gliderol Player Spotlight
Ben Hansen

- 3 GOALS
- 8 KICKS
- 5 HANDBALLS
- 13 DISPOSALS

1ST 20:26

PORT ADELAIDE MAGPIES	9
STURT	18

PLAYER SPOTLIGHT

2017 SANFL MACCA'S LEAGUE GRAND FINAL

STURT VS PORT ADELAIDE

VILIS Family Bakery

QTR TIME

	G	B	T
PORT ADELAIDE MAGPIES	2	3	15
STURT	4	1	25

SCORES (SHOWN FOR HOME TEAM)

- First Goal Scorer also available





MEN'S, WOMEN'S & JUNIOR FOOTBALL

Men's Player Sponsorship

\$1000 +gst

Women's Player Sponsorship

\$250+gst

Player Apparel

P.O.A

Tiger Academy

\$6000+gst

U/16 & U/18 Football

P.O.A

Junior Development

P.O.A





CAPTAIN'S CLUB

What is the Captain's Club?

The Captain's Club is a unique opportunity to join a new Fundraising group at the Club.

Captain's Club Host: Peter Carey

The infamous number 5, the Club captain of both our Women's & Men's now proudly wears that number each year.

Primary Purpose

To access an exclusive networking group whose primary focus is to provide specific support to our players.

Features

- Half time access to refreshments in the President's Room for all home games
- Two (2) Tickets to the Club's premier function, for the year.
- Pre-Season Cocktail Function: Hosted by Nick Chigwidden, Coach and players in attendance
- GFC Home Match Membership (conditions apply)
- Purchase wines from The Glenelg Club

Cost:

Captains Club is at \$1,300 +gst. All monies are to assist with Player Retention, transfer fees and Football requirements to enable Glenelg Football Club to provide players with the best facilities.

CAPTAIN'S CLUB

\$1300+gst





SPONSORSHIP INCLUSIONS

- **Sponsors card (all Sponsorships receive a card)**
 - Card with Sponsor's company name
 - 10% off in the Glenelg Club Bar & Bistro
 - 10% off Conferences and Seminars held within the Glenelg Club
 - 10% off GFC Merchandise
 - 2x Grandstand seating all Home match games (non-reserved)
 - Purchase wines from The Glenelg Club
 - 2 x tickets to half time Home match refreshments – served in the Presidents Room

- **Glenelg Football Club Membership (subject to type of Sponsorship)**

Sponsorship is an integral part of the Glenelg Football Club. If you would like to join us, please contact our Commercial Operations Manager:

Kristin Jeffery

Glenelg Football Club

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