



2020 SPONSORSHIP PACKAGES

Proudly representing women's soccer across the Bayside and Kingston regions in the National Premier League.



BAYSIDE UNITED FOOTBALL CLUB: WHO ARE WE?

Bayside United Football Club (BUFC) is one of 10 Victorian teams that compete in the NPL for women (WNPL) - the highest competitive league in Victoria outside the W-League. BUFC is one of the few stand-alone 'female only' National Premier League (NPL) clubs.

BUFC was formed in 2015 by a consortium of community soccer clubs from the Melbourne Bayside area with support from Bayside and Kingston Councils. Our connection with these clubs continues to this day and we provide a pathway for girls who want to develop from community clubs to playing at a higher level.

Our Teams and Training Programs

In addition to our flagship Women's 'Senior' team, we field teams in under 12, under 14, under 16 and under 19 (reserves) age groups. The club now has over 100 players and trainees ranging in age from 10 to 32 years. Our players are selected each year after extensive trials and represent the very best talent from the Bayside/Kingston areas and beyond.

During our pre-season, from November to February, our squads meet, train and play practice games with other clubs. Our playing season runs from February to September each year.

In addition, BUFC also provides access to a 'Soccer Development Program' for other talented girls, from our broader community and consortium clubs, offering them the opportunity to experience higher level training throughout the season.





BAYSIDE UNITED FOOTBALL CLUB: WHO ARE WE?

Location and Community Engagement

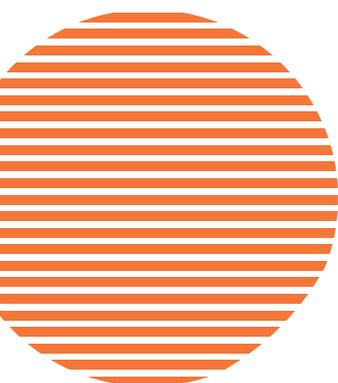
The Club's home ground is in a prominent location at the Kingston Heath Soccer Complex in Cheltenham. We have access to high quality rooms, equipment and both synthetic and grass pitches for training and home games with multiple opportunities for sponsor signage.

During the season, all Senior games are broadcast live on the Football Victoria YouTube Channel and Facebook page. We have a very active social media (Facebook and Instagram) presence with multiple posts distributed each week; the weekly audience reach can average 12-15,000. In addition, we have a well constructed website where we share updates and news. We also communicate regularly to a broad audience via email and text.

BUFC Administration & Coaching Staff

The administration associated with running a club like BUFC falls to a small but dedicated team of volunteers, most of whom are parents with many being also busy professionals in full-time employment. Led by our President, they include Club Coordinators, Club Administrator, Secretary, Sponsorship Coordinators, Event Coordinator, Graphic Designers and Social Media Coordinator, as well as individual Team Managers.

As a club, we are committed to excellence in soccer coaching and holistic development. To deliver this BUFC invests in a highly qualified team of contracted coaches, assistant and technical coaches as well as performance staff, led by our Technical Director. This skilled and dedicated team ensure we can provide the very best training, development programs and playing experience for 100s of our talented women and girls throughout the year.





OUR APPROACH TO GROWTH

Soccer is the most highly participated in, and watched, sport for women and girls in Australia.

Participation numbers exceed both netball and AFLW, and with the continued success of our national female team, The Matildas, as well as the growing profile of the national W League, it is anticipated female soccer will continue to rapidly grow.

In 2019, Football Victoria launched a new plan for female soccer in Victoria. It included the introduction of additional State level competition therefore increasing the opportunity for talented women and girls to grow and develop.

For BUFC, having been awarded 5-star status by Football Victoria in 2019, we also continue to focus on our growth and 2020 promises to be another exciting year as we build on the strong performance of all our teams in the 2019 season, including our **U14 Premiership and Grand Final winning team.**





OUR APPROACH TO GROWTH

Our Vision

We strongly believe in the uniqueness and strength of women's sport. Consequently, BUFC is committed to providing talented players in our region with a high quality development program that creates the best opportunities for them to succeed and reach their goals.

Despite being a relatively young WNPL club, BUFC has developed a holistic and rigorous program, based on development in the junior program and performance in the senior program.

In early 2019 BUFC introduced a holistic and personalised philosophy across its development program that focused on the technical, athletic and personal development of our players. We are looking forward to expanding on this in 2020.

Our Goal

BUFC will be a top 4 WNPL club and the club of choice for talented players in the Bayside and Kingston regions. We will be recognized for the way we play, and for how we develop our players' technical skills and positive behaviours.

We are extremely proud that BUFC is the **only WNPL club with a female Technical Director (Margot Robinne - ex French international player)** and that we have created a dedicated and outstanding performance department to support our coaches and ensure each player has optimum opportunity to realise their potential as a soccer player.

All our coaches and specialist performance staff have been appointed for their innovation, skills, expertise and commitment to our philosophy. These appointments are a critical part of the club's three-year plan for growth and development.

MARGOT ROBINNE - TECHNICAL DIRECTOR





A SPONSORSHIP EXPERIENCE WITH BUFC

Being able to achieve our aspirations does carry costs including, but not limited to, game and practice equipment, referee fees, training and coaching staff costs, training/home/away kits, and hiring of facilities.

While our fund raising events and initiatives plus player fees cover many of these costs, we rely on sponsors to help cover the remaining expenses incurred during the season, including providing funds to help subsidise players from parts of our community who may otherwise not be able to participate at this level.

We see our sponsors as true partners in the growth of BUFC and embrace them as part of our growing community. We would love to work and partner with those organisations and individuals who want to support women's sport, and who share our values: **trust, hard work and respect.**

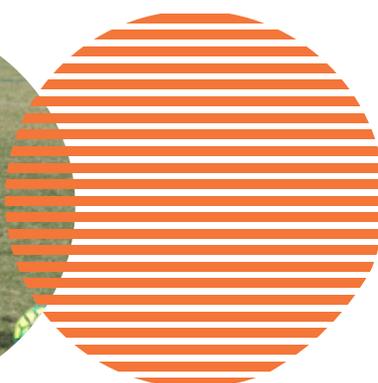
This proposal provides information on the branding, engagement and promotional opportunities that we can create for organisations and individuals in 2020 and beyond.

How sponsoring BUFC can benefit your company

Women's sport, especially soccer, is not only growing at a faster rate than men's sport, but in many ways it's more marketable. Nielsen research has found that female athletes appeal to a wider audience; not only a traditional male audience, but the growing female audience that includes young women who play or watch soccer and also their mothers who control the majority of the household expenditure.

Female sport also scores significantly higher than male sport for key influencer traits, such as inspiration, social responsibility and health body image, while scoring far lower for undesirable traits such as association with aggression. This is why women's sport is becoming increasingly attractive to sponsors.

BUFC recruit from, train and play in the wider Bayside and Kingston regions, as well as playing away games across Victoria. Our senior games are also live streamed on social media. Consequently, players and supporters from across Victoria are exposed to our sponsors' branding, businesses and services.





A SPONSORSHIP EXPERIENCE WITH BUFC

For many reasons, becoming a sponsor and partner with BUFC can offer great benefits and opportunities, and can enable you to:

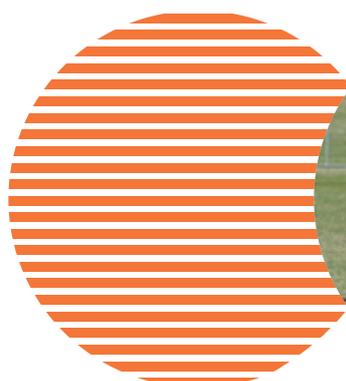
- Build your business, product or brand profile and generate awareness in the broader Bayside and Kingston communities and beyond;
- Help attract new, and maintain existing, customers and clients;
- Create brand loyalty and good will with existing and new customers/clients as well as your employees, by demonstrating how your business/organisation is a strong corporate citizen, helping to increase opportunities for, and growth of, female sport in your local community; and
- Use your investment as a tax deduction. Sponsoring a sport's team is a tax deductible expense.

You can achieve this by:

- **Naming rights:** create a strong association between the club and sponsor, usually offered as a sole right:
 - An event - Annual Quiz Night, Player Presentation Night, End of Season Awards
 - Our Soccer Development Training Program
 - Biannual School Holiday Clinics
 - End of Season Award
 - Weekly Awards.

• **Brand Presence:** your logo and where relevant your tagline or company/product information can be included on:

- Signage - at our home grounds for home games
- Players Home, Away and Training Kits, Team Manager & Coaching Kits (worn multiple times a week) - this can be across the club or for, individual teams or players
- Across the various club communications platforms:
 - Social media pages (Facebook/Instagram), individual social media posts and on BUFC live streamed games
 - Email newsletter updates and other club communications e.g. sponsor statement/logo included in all email signatures from club
 - BUFC website - news updates/social feed link
 - Events and functions - pull up banners
 - Potential to feature on Club/Sponsor bumper stickers.





A SPONSORSHIP EXPERIENCE WITH BUFC

- **Product Sales / Exposure** - we can help you reach all our members and followers (via social media posts, emails alerts, texts and at promotional materials or product displays at events/home games) so you can share information about your business, including any special offers and deals.
- **Provision/distribution of product samples,** discount cards, VIP status or incentives to members - this could also be via weekly awards, end of season awards or at other events.
- **Sponsor Presence/Involvement** - BUFC can offer attendance to games, invitations to attend and talk at functions, opportunities to present awards, toss the coin, address the players pre match, speak at functions or sponsor mention/ interviews during live broadcast of senior home games.
- **Club personnel/player engagement** with your business or organisation - our teams, specialist coaches or senior players could attend a promotional event; present or talk to your business/organisation about effective fitness training, team work, leadership, or how about employee team building with a training session and short game against our senior team!





OUR PACKAGES

We offer different sponsorship packages and options according to your budget and have outlined some standard sponsorship packages. However, we are open to working with you to customise a package that best meets your needs and budget.

If you are interested in becoming a sponsor and partnering with Bayside United Football Club 'ORANGE AND BLACK' in 2020, then we would love to hear from you. Please contact our Sponsorship Manager via email at media@baysideunitedfc.com.au



BRONZE PACKAGE \$2,000

- Logo printed on back of all teams' home/away shorts
- Company named on all print/digital promotional materials
- Named on our social media- Facebook and Instagram
- Provision/distribution of product samples, discount cards, VIP status or incentives
- 2 x VIP Invitations to all BUFC events

BUFC SILVER SPONSOR \$5,000

- Logo printed on front of all teams' home/away shorts
- Ground signage (medium) on home game day
- Company named on all print/digital promotional materials
- Branding on website
- Named on our social media- Facebook and Instagram
- 1 x Promotional Social Media Post per year (Facebook and Instagram)
- Provision/distribution of product samples, discount cards, VIP status or incentives
- Promotion opportunity at a BUFC event



BUFC GOLD SPONSOR \$10,000

- Logo printed on the back of our home/away top kits
- Ground signage (medium) at home game day
- Company named on all print/digital promotional materials
- Branding on social media page & website and link to your corporate website and/or social media pages
- Named on our social media posts - Facebook and Instagram
- Naming rights for one End of Season Award
- Naming rights to our bi-annual school holiday clinics
- 2 x Promotional Social Media Posts per year - Facebook and Instagram
- Provision/distribution of product samples, discount cards, VIP status or incentives
- 2 x VIP Invitations to all BUFC events



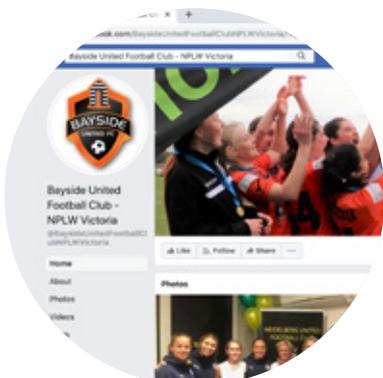


OUR PACKAGES



BUFC PLATINIUM SPONSOR \$30,000

- Recognition as a major club sponsor - BUFC signage, social media, club correspondence, events
- Large logo printed in prominent front position on all kits - Team home & away tops and Coaches staff/Team Manager kits
- Ground signage (Large) at home games
- Branding on social media page & website, link to your corporate website and/or social media pages
- Company named on all print/digital promotional materials
- 2 x Promotional Social Media Posts per year (Facebook and Instagram) - with close to 3000 combined followers and continually growing
- 2 x Direct marketing (email/text) to our member database per year
- 2 x mentions/interviews during the live coverage of our Senior Game during the season.
- Provision/distribution of product samples, discount cards, VIP status or incentives
- Naming rights for weekly Best on Ground Award for the Senior Team
- Naming rights for one End of Season Award - Senior Team
- Naming right to a key club event - promotional information included event advertising and speaker opportunity at event (share brief information about your business/organisation)
- Named on our social media - Facebook and Instagram
- Associate the name of the company with our U14 Half-Time challenge
- Create 2 x team bonding event/experience for your company and employees that would match your company culture and goals e.g. tailored motivational speaker/presentation, tailored fitness session, fun soccer game/tournament, or a service to your clients
- 2 x VIP Invitations to all BUFC events





BAYSIDE UNITED FOOTBALL CLUB - WNPL VICTORIA



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