

UNIVERSITY OF TASMANIA FOOTBALL CLUB

SPONSORSHIP PROPOSAL



Football





SPONSORSHIP PROPOSAL

Thank you for allowing us the opportunity to present to you our proposal for your business to support UTAS Football Club for Season 2024.

As a volunteer run, local sports Club, we are reliant upon the generous support of local businesses and individuals to continue providing opportunities and benefits for our players. We are excited by the opportunity to partner with you and continue to bring these benefits to our members and local community.

THE CLUB

The University of Tasmania Football (Soccer) Club (UTASFC) is a locally run, community-based sports club that is affiliated with UTAS Sport. We are passionate about seeing people participating in football whether they be new or experienced and enjoy playing. From these 2 foundations is where we believe success comes from.

Our Club has a proud history in Tasmanian football, beginning in 1950 with just 16 players. Since then our Club has grown to over 200 members from 14 different teams, including Junior/Youth (7), Men (5) and Women (2). In 2023 our membership numbers are as follows:

- 65 Youth Players
- 54 Female Players
- 45 Senior Mens Players
- 90 Mens Social Players

We also have a proud group of Life Members, many of which can be found each week on the sidelines continuing to support UTASFC.

We proudly take to the field as 'The Bees' and there's nothing better than a packed day of football up at our home ground 'The Hive' (Olinda Grove Sports Fields).

We are supported by UTAS Sport, however the Club itself is managed by a dedicated volunteer base, who selflessly commit their time, skills and support in order to help us be an affordable, inclusive and community centred Club. The vast majority of our volunteer base is made up of our players themselves.

In 2024, we will be continuing to expand our Youth Program in partnership with Strike Soccer School. Our youth players over the last 3 years have benefited greatly from their team of qualified and experienced coaches. We hope to add additional teams to the program and continuing providing quality training and a supportive environment for these players. Our biggest aim is to try and increase youth girl's participation. In 2023 we had 1 U/12 Girls team so we would look to add to that and expand the age groups we can offer teams.



THE NEED

Sport is hugely beneficial to people, however it is expensive. Just to put a player on the park for a season (registration insurance, referee fees, team nominations, coaching) it costs almost \$500. This poses a number of challenges for our Club, including:

- Something that we believe sets us apart is our affordability. We have relatively low fees for our Youth Players as well as offering heavily discounted fees for current UTAS students, whilst keeping the cost for other members as low as possible. Due to this the money we receive from our members registrations doesn't even cover the cost of putting them on the field.
- In order to offer our players quality training opportunities, equipment needs to be purchased. There are some items of equipment that last many years, however they are expensive. But there are many training items that must be replaced each season as they simply don't last. Equipment costs each season can be anywhere in the range of \$12,000-\$15,000.
- Then there is the general running of the Club. There are bills to pay, and overhead costs of stock and merchandise.

Support from sponsors is crucial for making ends meet and keeping our great Club open affordable. As a Club we also don't want to just sit idle and be content with where we are. We strive to constantly grow and develop and sometimes this incur costs. The decisions are always driven by how can we make our Club and the experience of our players better.

An example of a big purchase we did in season 2022 in order to improve the experience of our players was to get a VEO Camera. This is a quick and simple video set up that allows the coaches of our senior teams to record and/or livestream our games. The benefits from being able to watch performance and get high quality, specific feedback on individual and team performance are huge. It will also come in helpful throughout the winter months when ground availability due to weather means our coaching teams have to get creative in the way that we train, learn and develop.

As we have said before, we also strive to have the players be the ones benefiting from donations and support from the wider community. We exist to enable them to play.



WHY SPONSOR?

As a part of the local community for over 70 years, UTAS Football Club has made a lasting impact on so many. We are affiliated with the University, and hold to the same value that participation in sport drives engagement, not just in the sport, but the Club and wider community.

Sponsorship is a unique opportunity to partner with local community groups to help promote this and promote your own businesses engagement in the community.

We do not just see this as support from you, but as a partnership as well. Brand promotion amongst our members and across our platforms is essential. We offer a variety of ways to provide our sponsors with brand exposure, including:

- Social media exposure
- Print media
- Physical Signage
- Brand exposure on playing kits
- Promotion amongst our current members and life members
- Club events and social activities held at sponsor venues when appropriate

We are also always open to ideas of how to continue building community engagement between the Club and its supporters and sponsors and the wider community.

OPTIONS

As we understand all businesses are different, we would like to present to you a number of different options that are available to our prospective sponsors. Each option is valued and appreciated by the Club and will help us to continue providing our members with an affordable, quality, and inclusive Club to be a part of. See the table for a full explanation of our tiers, noting that perhaps the options we have outlined don't quite fit with your business model, in which case we would love to discuss a custom package that would best benefit both our Club and your business.

As we are thinking long term when it comes to the Club, we are keen to find sponsors who are also wanting to build a long-term partnership with us, so we ask that you might consider signing on for our 2-year sponsorship with the option of a 3rd year extension (2+1).



SPONSORSHIP TIERS

Category Cost	Major	Gold	Silver	Bronze	Female Football*	Youth (Per team)	In Kind
	\$5000	\$2500	\$1000	\$500	\$1500	\$1000	TBC
Signage							
Sponsor logo on ground fencing	✓	✓	✓		✓	✓	
Sponsor logo on Senior Teams (x4) uniforms (Front) <small>*This only applies to a 2+1 contract</small>	✓						
Sponsor logo on Senior Teams (x4) uniforms (Back) <small>*This only applies to a 2+1 contract</small>		✓					
Sponsor logo on Senior Teams (x4) uniforms (Sleeve) <small>*This only applies to a 2+1 contract</small>			✓				
Sponsor on all Women's and Youth Girls Uniforms					✓		
Sponsor logo in clubroom/Kiosk	✓	✓	✓	✓	✓	✓	✓
Communications							
Acknowledgement as Major/Gold/Silver/Bronze sponsor at events and all promotional material	✓	✓	✓	✓			
Acknowledgement as A Female Football sponsor at events and all promotional material					✓		
Acknowledgement as Youth sponsor at events and all promotional material						✓	
Sponsor story on club website and social media platforms	✓	✓			✓		
Sponsor logo on club website and social media platforms	✓	✓	✓	✓	✓	✓	✓
Events							
Invitation to club fundraising and award nights	✓	✓	✓		✓	✓	
Invitation to our Female Football Week function	✓				✓		
Other							
Naming rights for Player of the Round Award (to be advertised on social media platforms)	✓	✓					
Naming rights for Female Player of the Round					✓		
A piece of Club merchandise to display in your business	✓	✓	✓		✓		

*Female Football Sponsor – 100% of your financial support would go towards equipment, training and development of our growing female program.



TESTIMONIALS

ZAMBRERO (KINGSTON PLAZA & NORTH HOBART)

At the heart of Zambrero is a commitment to promote a healthy community that makes a positive impact in our world. Your locally owned Kingston Plaza and North Hobart Zambrero stores believe strongly in this commitment!

We are particularly passionate about the development of women's sport we constantly think about how we better support each other.

We have witnessed the Unibees grow from strength to strength, with new possibilities still becoming reality.

By sponsoring the Unibees, we feel extremely proud to be a part of re-writing the story for the amazing and aspiring young women footballers who are committed to make a positive impact and continue to push boundaries, challenge the status quo, and provide opportunities to help inspire the next generation.

They are truly ZamGood and Zinspirational!

Zambrero

KINGSTON PLAZA & NORTH HOBART





SPONSORSHIP NOMINATION FORM

- Major Sponsor
- (2+1 Year - inc playing kit logos)
- Gold Sponsor
- (2+1 Year - inc playing kit logos)
- Silver Sponsor
- (2+1 Year - inc playing kit logos)
- Bronze Sponsor
- Female Football Sponsor
- Youth Sponsor
- Custom (Please outline below)
- In Kind (please state type)

Sponsorship Category: _____ Sponsorship Value: \$_____

Organisation / Business Name: _____

Signature: _____ Date: ____ / ____ / ____

Contact Name: _____ Position Title: _____

Address: _____

Tel: () _____ E-mail: () _____

Other (Requensts from us as a Club in support of your business: _____

Please complete all fields and return to: Ellisa Bowditch (president.utasfc@gmail.com)
Upon receipt of your nomination, a member of the Club's committee will be in contact to confirm your sponsorship and finalise payment.

Thank you for support. The club and I look forward to working with you over the coming year. For any questions, please feel free to contact me directly.

Kind Regards,

Ellisa Bowditch
President - University of Tasmania Football Club
president.utasfc@gmail.com



UNIVERSITY of
TASMANIA



Football

