



# **SPONSORSHIP** **2023** **PACKAGES**



## ABOUT US

Established in 1886 we are one of Australia's oldest sporting clubs. Throughout our long history we have played a significant role in the Williamstown community, bringing people together in sporting endeavours for over 120 years from our home base at The Fearon Reserve.

Today, we are truly the 'community club' with most of our players, coaches and committee living and working in the Inner West. Our club has also grown considerably over the last decade, with us now boasting 7 sides every weekend, with 4 Senior Men's, 1 Senior Women's and 2 Under 19's sides. Our Senior Men compete in Premier B and our Senior Women compete in Division 1, in the VAFA, the largest amateur football league in the state.

## OUR COMMUNITY REACH

Our significant members, supporter base and strong relationship with the local community means – through sponsorship of our great club – you will be reaching your ideal customers and clientele in your local 'patch' through our significant presence and unique brand exposure opportunities.


Our clubrooms are well frequented throughout the year with the Sponsors Acknowledgement, Branding & Signage in and around the 2 separate Home Club Rooms – both at the Fearon in Williamstown, and Lofts Reserve in Newport.

A recent addition to the Sponsors acknowledgement, branding & signage lies in the recently installed digital scoreboard at the Fearon, which is used extensively on game day throughout the season.

In addition to the physical presence in and around the 3016 catchments, the club has a significant social media presence ready to promote your business to in excess of 1700 Instagram followers, 2000 Facebook followers and 600 Twitter followers, not to mention prominent Sponsorship Branding on the club website with links straight back to the homepage of your business.

We are excited to partner with you for this season & beyond

With thanks  
Williamstown CYMS Players & Committee



# **PREMIUM** SPONSORSHIP PACKAGE

## **Premium Sponsorship Package Includes:**

### **Branding, Signage & Social Media**

- Name / Logo on club jumper or shorts and selected off field apparel
- **\*New in 2023\*** Signage around our 2 home grounds, The Fearon Reserve, Williamstown and Lofts Reserve, Newport around the ground and inside club rooms (optional at cost price)
- **\*New in 2023\*** Digital scoreboard advertisements / promotion (name and logo or short video)
- Digital advertisement on the Fearon club room TVs
- Dedicated Social Media posts promoting your business, throughout the season
- **\*New in 2023\*** Access to our rapidly growing business network with over 250 connections, "The Gullyery" to help your business recruit and hire new employees
- Logo on front page of club website – Sponsors Banner
- Company Logo on Season 2023 Club Sponsors Board – Fearon Club Rooms
- Logo on official letterhead, which included club Member Communication
- Business name on all Season Membership cards & Club Drink Cards
- Business promotional article in email communication throughout year

### **Club Events & Game Day**

- 10 x tickets to Sponsors Luncheon
- 10 x tickets to Grand Final Eve Luncheon
- Pop Up Banners at all club events
- Discounted "Member Ticketing price" for Company Staff to all club events
- Club Membership / Drink Card (inc. 2 complimentary drinks x 9 Fearon home games)

### **Exclusivity Opportunity**

- Premium Sponsors are afforded exclusivity in their business Category for the sponsorship period
- Expected commitment (for club apparel and playing uniform signage) is 3 consecutive years
- Football season runs from March to September each year, with club activity for 10 months of the year
- Payment instalments can be broken up to 3 payments throughout the year

**PREMIUM Sponsorship Value**  
**\$10,000 (plus GST)**



# **GOLD** SPONSORSHIP PACKAGE

## **Gold Sponsorship Package Includes:**

### **Branding, Signage & Social Media**

- Name / Logo on Player apparel
- **\*New in 2023\*** Signage around our Second Home Ground - Lofts Reserve, Newport around the ground and inside club rooms (optional at cost price)
- **\*New in 2023\*** Digital scoreboard advertisements / promotion (name and logo or short video)
- Digital advertisement on the Fearon club room TVs
- Dedicated Social Media posts promoting your business, throughout the season
- **\*New in 2023\*** Access to our rapidly growing business network with over 250 connections, "The Gullery" to help your business recruit and hire new employees
- Logo on front page of club website – Sponsors Banner
- Company Logo on Season 2023 Club Sponsors Board – Fearon Club Rooms

### **Club Events & Game Day**

- Discounted "Member Ticketing price" for Company Staff to all club events
- Club Membership / Drink Card (inc. 2 complimentary drinks x 9 Fearon home games)

### **Sponsorship Opportunity**

- Gold Sponsorship categories are the entry level Corporate Sponsorship Package
- Expected commitment (for club apparel and playing uniform signage) is 2 consecutive years
- Football season runs from March to September each year, with club activity for 10 months of the year
- Payment instalments can be broken up to 2 payments throughout the year if required

**GOLD Sponsorship Value**  
**\$5,000** (plus GST) per season





# COMMUNITY PARTNERSHIP PACKAGE

## **Community Partnership Package Includes: Branding, Signage & Social Media**

- **\*New in 2023\*** Digital scoreboard advertisements / promotion (name and logo or short video)
- **\*New in 2023\*** Access to our rapidly growing business network with over 250 connections, "The Gullyery" to help your business recruit and hire new employees
- Company Logo on Season 2023 Club Sponsors Board – Fearon Club Rooms
- Logo on front page of club website – Sponsors Banner
- Company Logo on the front page of the e-newsletter
- Promotion of your business through an article in newsletter in season as well as various electronic digital marketing (email & Facebook or another social media medium of your choice)

## **Club Events & Game Day**

- Discounted "Member Ticketing price" for Company Staff to all club events
- Club Membership / Drink Card (inc. 2 complimentary drinks x 9 Fearon home games)

## **Sponsorship Opportunity**

- Commitment - 2023 Season
- Community Partnership Packages are ideal for local small business partners & community groups
- Football season runs from March to September each year, with club activity for 10 months of the year

**COMMUNITY PARTNERSHIP Package Value**  
**\$2,500 (plus GST) per season**



# **PLAYER** SPONSORSHIP PACKAGE

## **Player Sponsorship Package Includes:**

### **Player Sponsors Fees**

- Your Player's Club Participation fees for the 2023 season - paid!

### **Branding, Signage & Social Media**

- **\*New in 2023\*** Access to our rapidly growing business network with over 250 connections, "The Gullyery" to help your business recruit and hire new employees
- Company Logo on Season 2023 Player Sponsors Board - Fearon Club Rooms
- Logo & Company / Private name on club website - Player Sponsors Page
- **\*New in 2023\*** Digital scoreboard - Player Sponsors Acknowledgement (Name or Company Logo)
- Company Logo & Branding on Sponsors Promotional Video
- Company Logo / Name on Williamstown CYMS electronic marketing (prominent on social media and emailed to almost 1000 locals and club supporters)

### **Club Events & Game Day**

- 1 x Ticket to either Presidents Lunch or Sponsors Lunch
- Discounted "Member Ticketing price" to all club events
- Club Membership / Drink Card (inc. 2 complimentary drinks x 9 Fearon home games)

### **Sponsorship Opportunity**

- Commitment - 2023 Season
- Easiest way to help your sponsored player whilst engaging with the club throughout the year at the club events
- Football season runs from March to September each year, with club activity for 10 months of the year

**PLAYER Sponsorship Value**  
**\$700** (inc GST) per season



# **CLUB SUPPORTER & MEMBER PACKAGE**

## **Club Supporter & Member Package Includes:**

### **Club Apparel**

- Choice of 2023 Club Scarf or beanie

### **Club Events & Game Day**

- Discounted "Member Ticketing price" to all club events

### **Club Voting Rights**

- Commitment - 2023 Season
- Club Voting Rights
- Club updates, newsletters, social media updates

## **Club Supporter & Member Value**

**\$100** (Inc GST) per season



*Proudly*  
**SPONSORED BY**

"This Space is Reserved for  
Your Company Name & Logo  
on our 2023 Sponsors Board"

## Committed 2023 Premium Sponsors:



## Committed 2023 Gold Sponsors:



## Committed 2023 Community Partners:

