



# Sponsorship Prospectus 2022

**RESPECT**

**DISCIPLINE**

**COMMITMENT**

**UNITY**

**SUPPORT**



Croydon City Soccer Club would not operate as successfully without the wonderful financial and in-kind support from our loyal sponsors.







Sponsoring a large and vibrant amateur football club like Croydon City SC can help you to promote your business to a wide customer audience.

As we move forward with our planned and well-structured future, which includes the now finished \$8 million redevelopment of our home at Dorset Recreation Reserve, we believe your involvement with the club as a sponsor, at any level, will have significant benefits to your business. The new facility will be multipurpose venue, expanding exposure opportunities beyond soccer to all precinct users, for example Park Run, Cricket Clubs and dog walkers.

We find local supporters are not only loyal to their club, but also keen to support the businesses that support their club. Along with our social media posts, we create a sponsor directory so that everyone knows who our sponsors are. Additionally, Dorset Recreation Reserve will host up to 20 games of football per week plus training, clinics, tournaments and FFV Finals Series.

Your business will have some of the greatest local exposure that can be found in today's competitive market for a very modest outlay.

Croydon City SC actively promotes its sponsors and regularly urges Club Members to reciprocate this valuable support with their custom.

	Website	<a href="http://www.croydoncitysc.org.au">www.croydoncitysc.org.au</a>
	Facebook	<a href="https://www.facebook.com/croydoncitysoccerclub">croydoncitysoccerclub</a>
	Facebook Members Page (closed)	<a href="#">CCSC Members</a>
	Instagram	<a href="https://www.instagram.com/croydoncitysc">croydoncitysc</a>
	TeamApp	<a href="https://www.teamapp.com/">https://www.teamapp.com/</a>
	YouTube Channel	<a href="#">Croydon City Soccer Club - YouTube</a>



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## ABOUT US

Croydon City Soccer Club has a proud history dating back to 1957. It is one of the oldest and largest soccer clubs in the Eastern suburbs.

Croydon City SC is a family orientated club heading into our 65<sup>th</sup> year of participating in and promoting soccer. The club functions through the dedication and effort of volunteers who are passionate about amateur sports and providing a safe, supportive environment for all members of the community.

We are a progressive and aspirational Club with a strong focus on engaging all members of our local community in amateur sport. We take pride in offering value, commitment and a family friendly environment at all levels of competition and providing a pathway for all players from Juniors through to Seniors.

Soccer is the most popular sport in Australia according to the Australian Sports Commission with over 1.1 million participants nationally and for many years has been the sport of choice for both males and females. This creates significant opportunities for sponsors.

2022 promises to be a great year for Croydon City SC and in turn, for our sponsors.

## OUR REACH

300+ players

- 60+ participants in our Kickers Program for 4-7 year olds
- 8 MiniRoos Teams
- 6 Junior Teams
- 3 Senior Women's Teams
- 3 Senior Men's Teams

### Online Presence

- Public Page with >1800 followers
- Dedicated Members Page
- YouTube Channel showcasing matches and highlights
- Instagram Page with >1000 followers

### Established Relationships

- Member of Football Federation Australia and Football Victoria
- Club Victory Member (Melbourne Victory affiliation)
- Bendigo Bank Referral Program
- Australian Sports Foundation Partner

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# SPONSORSHIP PACKAGES

Details	Platinum	Gold	Silver	Bronze	Team Sponsor	Senior Player Sponsor	Match Day & Video Highlights Sponsor
Investment	\$10,000	\$5,000	\$2,500	\$1,000	\$500 per team	\$750	\$3,000
No. of packages	One Package includes all Seniors*, Juniors & MiniRoos#	1 x Seniors*	Two 1 x MiniRoos# OR 1 x Juniors#	Multiple	All Teams	24	1
Signage	Ground signage behind goals on Grass Pitch	2 x 6 m banners (one on each pitch)	2 x 3 m Banners	1 x 3 m Banner	-	-	1 x 3 m banner
Dedicated Social Media Promotions	12 /annum	12 /annum	6 /annum	4 /annum	1 / annum	2 /annum	Match Day Announcements Goal Highlights
Clothing Logo Opportunities	<ul style="list-style-type: none"> <li>• Front of Playing Shirt (Snr, Jnrs &amp; MiniRoos)</li> <li>• All club clothing and merchandise</li> </ul>	<ul style="list-style-type: none"> <li>• Back of Playing Shirt (Snrs*)</li> <li>• Club clothing and merchandise</li> </ul>	<ul style="list-style-type: none"> <li>• Back of Playing Shirt (MROos or Jnrs)</li> </ul>	-	<ul style="list-style-type: none"> <li>• Player's Shorts in specified team</li> </ul>	-	-
Logo Placements	<ul style="list-style-type: none"> <li>• Website</li> <li>• Facebook Page</li> <li>• Match Promotions</li> <li>• Club Promotions</li> <li>• Sponsor Directory</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Facebook Page</li> <li>• Club Promotions</li> <li>• Sponsor Directory</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Facebook Page</li> <li>• Club Promotions</li> <li>• Sponsor Directory</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Sponsor Directory</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Sponsor Directory</li> </ul>	<ul style="list-style-type: none"> <li>• Clubroom</li> <li>• Website</li> <li>• Sponsor Directory</li> </ul>	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• YouTube Channel</li> <li>• Website</li> <li>• Sponsor Directory</li> </ul>
Other	<ul style="list-style-type: none"> <li>• 2 x tickets to Season Launch &amp; Presentation Night</li> </ul>	<ul style="list-style-type: none"> <li>• 2 x tickets to Season Launch &amp; Presentation Night</li> </ul>				<ul style="list-style-type: none"> <li>• Registration fees for player are covered</li> </ul>	<ul style="list-style-type: none"> <li>• Video match highlights</li> <li>• Social media match/ team announcements</li> </ul>

\* Includes Men's and Women's Senior, Reserve and third teams

# Juniors includes boys and girls teams, aged U13-U18, MiniRoos includes boys and girls teams, aged U7-u12

All sponsors receive a CCSC merchandise pack including a club scarf, beanie and cap.

All sponsors to provide quality image files.





We would like to thank you for considering sponsorship of Croydon City Soccer Club.

We look forward to speaking with you soon regarding any queries you may have.

All sponsorship packages are flexible, and we can arrange almost anything to suit both your needs and budget.

Jody Altmann

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