



Tuggeranong Valley Australian Football Club

PARTNERSHIP PROPOSAL

2021

OUR CLUB

The Tuggeranong Valley Australian Football Club (TVAFC) has been providing the Tuggeranong Community with a great sporting club atmosphere and environment, with a history dating back to 1968.

TVAFC provides the Tuggeranong Valley with a single Australian Rules Football Club for players from 5 years of age through to Seniors, equating too approximately:

- 3 Auskick Centres with around 150 kids,
- 22 Junior teams from under 9s up, and
- 6 Senior men's and women's

Overall the total participants in the TVAFC is approximately 700 players and their families.

OUR VISION

The TVAFC's vision is to be the destination club for AFL in the Valley through a sustainable and successful AFL environment that is fun, inclusive, and family orientated. Providing a clear and competitive pathway from Juniors to Seniors.

- ✓ We encourage participation as players and in support roles
- ✓ We offer opportunities for personal development across the whole Club
- ✓ We offer pathways for progression in the sport and opportunities to contribute to the Tuggeranong and broader Canberra community
- ✓ We develop and provide facilities to support the Club and Australian Rules football

Our core values are:

- FAMILY
- RESPECT
- COMMITMENT
- HONESTY
- INCLUSION

Our focus areas are:

- CULTURE
- PROFESSIONALISM
- JUNIOR DEVELOPMENT
- ON FIELD PERFORMANCE
- FACILITIES

All your partnership funds go towards creating an atmosphere that players and their families can enjoy. Providing an environment for players to learn and develop alongside people in a community minded, socially responsible and safe environment.

If you can't find exactly what you are looking for then I am more than happy to sit down with you and work out a package that better suits your needs.

Please don't hesitate to contact me directly on 0418 632 634 if you have any questions at all.

Bob Hughes
Vice President
Tuggeranong Valley Australian Football Club

Standing Strong... Running On... Mighty Tuggeranong

COMMUNITY PARTNER PACKAGES

PLATINUM PARTNER

Amount: \$POA

As a Platinum Partner, your financial commitment will be utilised to improve facilities, provide community engagement, as well as reduce the impost incurred through ground fees, insurance and other running costs throughout the year.

In return the TVAFC commit to providing you with the following benefits:

- ✓ Major logo placement on all Senior and Junior playing jumpers – (front or back) & all Club attire for duration of partnership
- ✓ 2 panel signage displayed permanently at our Home Ground, Greenway Oval, which will be viewed by all users of Greenway Oval during the year, along with a tear drop banner to be displayed at junior home games
- ✓ Listed as a Platinum Partner on our website, with a link to your business website
- ✓ Recognition in the TVAFC newsletter that is distributed to the TVAFC Community
- ✓ Sharing news feeds on social media
- ✓ Naming rights to a TVAFC round of football of your choosing to be advertised through social media and print platforms
- ✓ Opportunities to market products, services or exclusive offers to the TVAFC Community;
- ✓ 2 TVAFC Polo shirts
- ✓ Tickets to the TVAFC Season Launch
- ✓ Table at AFL Canberra Grand Final Luncheon or similar
- ✓ VIP invitation to all official Club events and acknowledgement as the Club's Platinum sponsor at every official event
- ✓ Framed TVAFC football jumper



Standing Strong... Running On... Mighty Tuggeranong

COMMUNITY PARTNER PACKAGES

GOLD PARTNER

Amount: \$15,000 +GST per year

As a Gold Partner your financial commitment will be utilised to purchase modern training equipment, along with new playing jerseys and club polos as they are required.

In return, the TVAFC commit to providing you with the following benefits:

- ✓ Minor logo placement on all Junior & Seniors playing jumpers and Club shirts for duration of partnership
- ✓ 2 panel signage displayed permanently at our Home Ground, Greenway Oval, which will be viewed by all users of Greenway Oval during the year, along with a tear drop banner to be displayed at junior home games
- ✓ Listed as a Gold Partner on our website, with a link to your business website
- ✓ Recognition in the TVAFC newsletter that is distributed to the TVAFC Community
- ✓ Sharing news feeds on social media
- ✓ Opportunities to market products, services or exclusive offers to the TVAFC Community
- ✓ 2 TVAFC Polo shirts
- ✓ 2 tickets to TVAFC Season Launch
- ✓ 2 tickets to AFL Canberra Grand Final Luncheon or similar event
- ✓ VIP invitation to all official club events and acknowledgement as the Club's Gold sponsor at every official event
- ✓ Framed TVAFC jumper



Standing Strong... Running On... Mighty Tuggeranong

COMMUNITY PARTNER PACKAGES

SILVER PREMIUM PARTNER

Amount: \$10,000 +GST per year

As a Silver Premium Partner your financial commitment will contribute to the provision of community events held by the club along with the associated costs of developing our coaches and support staff to ensure they have the required skills and knowledge to perform their roles.

In return, the TVAFC commit to providing you with the following benefits:

- ✓ Minor Logo placement on all Senior and Junior playing shorts and Club shirts for duration of partnership
- ✓ 2 panel signage displayed permanently at our Home Ground, Greenway Oval, which will be viewed by all users of Greenway Oval during the year, along with a tear drop banner to be displayed at junior home games
- ✓ Listed as a Silver Premium Partner on TVAFC website, with a link to your business website;
- ✓ Recognition in the TVAFC newsletter that is distributed to the TVAFC Community
- ✓ Sharing news feeds on social media
- ✓ Opportunities to market products, services or exclusive offers to the TVAFC Community
- ✓ 2 TVAFC Polo shirts
- ✓ 2 tickets to TVAFC Season Launch
- ✓ 2 tickets to AFL Canberra Grand Final Luncheon or similar event
- ✓ VIP invitation to all official club events and acknowledgement as the Club's silver premium sponsor at every official event
- ✓ Framed TVAFC jumper



Standing Strong... Running On... Mighty Tuggeranong

COMMUNITY PARTNER PACKAGES

SILVER PARTNER

Amount: \$5,000 +GST per year

As a Silver Partner, your financial commitment will be utilised to support the Club, through training and development needs and supplementing umpire and association costs.

In return, the TVAFC commit to providing you with the following benefits:

- ✓ Minor Logo placement on all Senior and Junior Club shirts for duration of partnership
- ✓ 1 Panel Signage displayed at home games
- ✓ Listed as a Silver Partner on TVAFC website, with a link to your business website
- ✓ Recognition in the TVAFC newsletter that is distributed to the TVAFC Community
- ✓ Sharing news feeds on social media
- ✓ Opportunities to market products, services or exclusive offers to the TVAFC Community
- ✓ 2 TVAFC Polo shirts
- ✓ 2 tickets to TVAFC Season Launch
- ✓ 2 tickets to AFL Canberra Grand Final Luncheon or similar event
- ✓ A framed TVAFC jumper



Standing Strong... Running On... Mighty Tuggeranong

COMMUNITY PARTNER PACKAGES

BRONZE PARTNER

Amount: \$2,500 +GST per year

As a Bronze Partner, your financial commitment will be utilised to support either the Senior or Junior program at the Club, reducing the impost incurred through ground fees, insurance and other running costs throughout the year.

In return, the TVAFC commit to providing you with the following benefits:

- ✓ Logo placement on TVAFC player warm up T-Shirts for 2021
- ✓ Signage displayed at home games supplied by sponsor
- ✓ Listed as a Bronze Partner on TVAFC website, with a link to your business website
- ✓ Recognition in the TVAFC newsletter that is distributed to the TVAFC Community
- ✓ Exposure to our players, supporters and families of the TVAFC
- ✓ Sharing news feeds on social media
- ✓ Opportunities to market product, services or exclusive offers to the TVAFC Community
- ✓ 1 TVAFC Polo shirt
- ✓ 1 ticket to TVAFC Season Launch
- ✓ 1 ticket to TVAFC Presentation Night



Standing Strong... Running On... Mighty Tuggeranong

COMMUNITY PARTNER PACKAGES

GIRLS COMMUNITY PARTNER

Amount: \$3000 plus GST per year

Female participation in AFL is growing. The Tuggeranong Valley has seen exceptional growth in the Girls Only competition with 2021 providing 6 age groups for over 150 girls. We want to continue to grow our all-girl's teams and your partnership would allow for us to continue growing and supporting female participation at all levels of our AFL Program, including funding female specific training and development programs for our coaches and coaching staff.

This is a great way to be involved in the growth of female participation in sport.

In return, the TVAFC commit to providing you with the following benefits:

- ✓ Minor Logo placement on all new Junior girls playing shorts
- ✓ Signage displayed at Junior home games to be provided by sponsor
- ✓ Listed as a Girls Community Partner on TVAFC website, with a link to your business website
- ✓ Recognition in the TVAFC newsletter that is distributed to the TVAFC Community
- ✓ Sharing news feeds on social media
- ✓ Opportunities to market products, services or exclusive offers to the TVAFC Community
- ✓ 1 TVAFC Polo shirts
- ✓ 1 tickets to TVAFC Season Launch



COMMUNITY PARTNER PACKAGES

GAME-DAY PARTNER

Amount: \$2,500 +GST per year

As a Game-Day Partner for the 2021 season, the TVAFC commit to providing you with the following benefits:

- ✓ Listed as a Game-Day Partner on TVAFC website, with a link to your business website
- ✓ Drinks and Food package for 5 at the TVAFC Pavilion at Greenway Oval
- ✓ 5 TVAFC Club polo's
- ✓ Meet the Senior Playing Group on game day
- ✓ Ground banner for the day
- ✓ Recognition in the TVAFC newsletter that is distributed to the TVAFC Community
- ✓ Exposure to our players, supporters and families of the TVAFC
- ✓ Sharing news feeds on social media
- ✓ Opportunities to market product, services or exclusive offers to the TVAFC Community

JUNIOR TEAM PARTNER

Amount: \$850 +GST per year

As a Junior Team Partner (single team only) for all Junior teams, including Women's Rising Stars, the TVAFC commit to providing you with the following benefits:

- ✓ Listed as a Partner on TVAFC website
- ✓ Signage displayed at the home games, to be provided by sponsor
- ✓ Recognition in the TVAFC newsletter that is distributed to the TVAFC Community
- ✓ Exposure to our players, supporters and families of the TVAFC
- ✓ Sharing news feeds on social media
- ✓ Opportunities to market product, services or exclusive offers to the TVAFC Community
- ✓ VIP invitation to all official Junior Club events and acknowledgement as the Junior team sponsor at official events



Standing Strong... Running On... Mighty Tuggeranong

COMMUNITY PARTNER PACKAGES

AUSKICK ROOKIES PARTNER

Amount: \$1500 +GST per year

As the Tuggeranong Valley Auskick Rookies partner your financial commitment would contribute towards the running costs of the Auskick Program. The Auskick Program generally runs for a 10 week period each year and is aimed at the 5-8 year age group.

In 2021, there will be three Auskick Centres catering for approximately 150 children.

As an Auskick Rookies Partner, the TVAFC commit to providing you with the following benefits:

- ✓ Logo placement on TVAFC Auskick Rookies tops
- ✓ Signage displayed at each Auskick Centre
- ✓ Listed as a Bronze Partner on TVAFC website, with a link to your business website
- ✓ Recognition in the TVAFC newsletter that is distributed to the TVAFC Community
- ✓ Exposure to our players, supporters and families of the TVAFC
- ✓ Sharing news feeds on social media
- ✓ Opportunities to market product, services or exclusive offers to the TVAFC Community
- ✓ 1 TVAFC Polo shirt
- ✓ 1 ticket to TVAFC Season Launch
- ✓ An invitation to present the medallions at the TVAFC Rookies Presentation Night



COMMUNITY PARTNER PACKAGES

PLAYER SPONSOR

Amount: \$500 +GST per year

As a Player Sponsor, the TVAFC commit to providing you with the following benefits:

- ✓ Acknowledgment as sponsor of nominated or selected player for the 2021 season
- ✓ Recognition on "Player Profile" sign displayed at all TVAFC home games at Greenway Oval
- ✓ Recognition as Player Sponsor on Player Profile Wall displayed in the Club's Pavilion
- ✓ Recognition in the TVAFC newsletter that is distributed to the TVAFC Community
- ✓ Recognition on TVAFC website
- ✓ Recognition at weekly presentation nights
- ✓ 1 TVAFC polo shirt
- ✓ 1 ticket to Sponsors Event
- ✓ Opportunity to promote any product, services or exclusive offers to the TVAFC Community



Standing Strong... Running On... Mighty Tuggeranong

WHAT HAPPENS NEXT

THANK YOU!

Thank you for taking the time to consider supporting our Club.

With your help, and the help of others, including our own very strong supporter base, I believe that 2021 is going to be an exciting period of growth for the Tuggeranong Valley Australian Football Club and its football teams.

The Tuggeranong Valley Australian Football Club looks forward to a successful partnership with your organisation.

Please don't hesitate to contact me directly if you wish to discuss this, or any of our other sponsorship packages that can be tailored to suit you.

Yours sincerely

Bob Hughes
Vice President
Tuggeranong Valley Australian Football Club
0418 632 634



Standing Strong... Running On... Mighty Tuggeranong