



# **SPONSORSHIP OPPORTUNITIES 2021**



*Join our Blues family, a club with rich history and a prosperous future.*

The Launceston Football Club has been a backbone of the Tasmanian football community for the past 145 years, with our senior team competing in Tasmania's premier football competition, the Tasmanian State League since 2009.

We are the oldest football club in Tasmania.

With 16 teams competing in 5 separate competitions, our brand is seen by many on a wide range of platforms: from on field, off-field apparel, television, print media, social media, signage and much more.

We are the largest followed Tasmanian football team on Facebook, a relatively new but extremely important marketing platform for this day and age with an estimated 90% of people now utilising this social media juggernaut.

Sponsorship of the Launceston Football Club can provide many benefits to your business. Benefits include heightening awareness and recognition of your company brand in the local community, effective advertising and exposure, opportunities to entertain your clients or staff members not only at the games, but also at our Blues functions held throughout the year.

Sponsorship packages start from as little as \$550 and can be tailored to suit your individual business.

There is no better time to show your support and get behind our club than now!

We encourage you to partner with the Launceston Football Club and reap the benefits of aligning with a brand that is continually striving for success and growth.



## MISSION, VISION & GOALS

### **Our Mission**

The Launceston Football Club is a community-based club committed to the development and promotion of Australian Rules Football within the city of Launceston and the greater West Tamar community of Tasmania.

### **Our Vision**

To be the leading & most respected sports & community club in Tasmania.

### **Our Goals**

To participate in all finals series in all grades of the TSL competition each year.

To provide a clear pathway for our juniors to development and continue their football journey.

To ensure the long-term success of the Launceston Football Club through the adoption of industry-best business and practice.

To be a respected corporate citizen through the development of partnerships with the business, sporting and service communities of Tasmania.

To ensure the long-term success and future of the Launceston Football Club and to meet the needs of our local football community.



## OUR HISTORY

Over 145 Years of Football History

Over 2100 games of Senior Football

34 Premierships

427 Premiership Players

77 Club Captains

Produced Multiple VFL & AFL Talent

In the Tasmanian Football Hall of Fame as a Great Club

19 Players in the Tasmanian Football Hall of Fame

Chat to us about sponsoring Launceston FC

Malcolm Atkins

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## CLUB MEMBERSHIP

### CLUB MEMBERSHIP

\$100 +GST

- Recognition as a member on LFC Website
- Seasons pass to all TSL Home Games
- Membership sticker
- Supporters Cap or Beanie
- Members Scarf

### WINDSORIANS MEMBERSHIP – Past Players and Officials.

\$100 + GST

- Seasons Pass to all TSL Home Games
- Windsorians Membership Sticker.
- Invitation to a Home Game Windsorians event – inc: catering.
- Windsorians Members Scarf.





# SPONSORSHIP OPPORTUNITIES

## NAMING RIGHTS SPONSOR

\$20,000 pa +GST (Minimum 5 year deal) – 1 only available

### Signage & Advertising

- Logo on Main position on our Jumper, training gear and off field apparel
- Logo Signage at the Entrance to the Ground
- Logo signage on Top of the Clubrooms
- Logo on the West Tamar Highway Signage Board
- Logo on Official Sponsor Banner in Clubrooms
- 3 of 5m x 1m Boundary Fence signs
- Logo on Scoreboard on Game Days
- Logo on Top of LFC Letterhead
- Email signature on all LFC correspondence
- Facebook & Instagram advertisements through LFC pages (all year)
- Acknowledgment on LFC Website (Front Page and Sponsors Page)
- Acknowledgement on sponsors Digital Signage Screen in Clubrooms

### Hospitality

- 6 x Season Passes to all TSL Home Games in 2021
- Table for 6 at each Presidents Luncheons which includes beer, wine and lunch with a Guest Speaker.
- Invitation to attend 2021 Seasons launch and the McAuley Medal Dinner.
- Invitation to Sponsors Mid Year Luncheon
- Photo opportunity with Player at your business

### Also receive:

- Membership Stickers
- Club Polo, Scarves
- Official Team Photo



# SPONSORSHIP OPPORTUNITIES

## **GOLD SPONSOR**

\$15,000 pa +GST (Minimum 3 year deal) – 3 only available

### **Signage & Advertising**

- Logo on Club Jumper
- Logo on Off field apparel.
- Logo on Official Sponsor Banner in Clubrooms
- 2 of 5m x 1m Boundary Fence signs
- Logo on Scoreboard on Game Days
- Logo on bottom of Letterhead
- Email signature on all LFC correspondence
- Facebook & Instagram advertisements through LFC pages (across year)
- Acknowledgment on LFC Website (Front Page and Sponsors Page)
- Acknowledgement on sponsors Digital Signage Screen in Clubrooms

### **Hospitality**

- 6 x Season Passes to all TSL Home Games in 2021
- Table for 6 at each Presidents Luncheons which includes beer, wine and lunch with a Guest Speaker.
- Invitation to attend 2021 Seasons launch and the McAuley Medal Dinner.
- Invitation to Sponsors Mid Year Luncheon
- Photo opportunity with Players at your business

### **Also receive:**

- Membership Stickers
- Club Polo
- Official Team Photo



# SPONSORSHIP OPPORTUNITIES

## SILVER SPONSOR

\$10,000 pa +GST (Minimum 3 year deal)- 3 only available

### Signage & Advertising

- Logo on Off field apparel.
- Logo on Official Sponsor Banner in Clubrooms
- 2 of 5m x 1m Boundary Fence signs
- Logo on Scoreboard on Game Days
- Logo on bottom of Letterhead
- Facebook & Instagram advertisements through LFC pages (across year)
- Acknowledgment on LFC Website (Front Page and Sponsors Page)
- Acknowledgement on sponsors Digital Signage Screen in Clubrooms

### Hospitality

- 4 x Season Passes to all TSL Home Games in 2021
- 4 tickets to each Presidents Luncheons which includes beer, wine and lunch with a Guest Speaker.
- Invitation to attend 2021 Seasons launch and the McAuley Medal Dinner.
- Invitation to Sponsors Mid Year Luncheon
- Photo opportunity with Players at your business

### Also receive:

- Membership Stickers
- Club Polo
- Official Team Photo





# SPONSORSHIP OPPORTUNITIES

## **BRONZE SPONSOR**

\$5,000 pa +GST – 3 only available

### **Signage & Advertising**

- Logo on selected Off field apparel.
- Logo on Official Sponsor Banner in Clubrooms
- 5m x 1m Boundary Fence signs
- Facebook & Instagram advertisements through LFC pages.
- Acknowledgment on LFC Website (Front Page and Sponsors Page)
- Acknowledgement on sponsors Digital Signage Screen in Clubrooms

### **Hospitality**

- 2 x Season Passes to all TSL Home Games in 2021
- 2 tickets to each Presidents Luncheons which includes beer, wine and lunch with a Guest Speaker.
- Invitation to attend 2021 Seasons launch and the McAuley Medal Dinner.
- Invitation to Sponsors Mid Year Luncheon
- Photo opportunity with Players at your business

### **Also receive:**

- Membership Stickers
- Club Polo
- Official Team Photo



# SPONSORSHIP OPPORTUNITIES

## GROUND SIGNAGE & PLAYER SPONSOR

\$1,500 pa +GST

### Signage & Advertising

- 5m x 1m Boundary Fence sign
- Sponsors name on Players locker (Players 1 -38 only)
- Acknowledgment on LFC Website (Sponsors Page)
- Acknowledgement on sponsors Digital Signage Screen in Clubrooms

### Hospitality

- Season Pass to all TSL Home Games in 2021
- Invitation to attend 2021 Seasons launch and the McAuley Medal Dinner.
- Invitation to Sponsors Mid Year Luncheon.
- Photo opportunity with Sponsored Player.

### Also receive:

- Membership Sticker.
- Members scarf / beanie / cap (Choose 2)
- Photo of Sponsored Player

**Ground Signage only at \$1100.00 per year ... \$900 per year if 3 year deal signed (+gst)**



## SPONSORSHIP OPPORTUNITIES

### PLAYER SPONSOR – Male

\$550.00 pa +GST

#### Signage & Advertising

- Logo on Sponsored Players locker or Player Wall.
- Acknowledgment on LFC Website (Sponsors Page)
- Acknowledgement on sponsors Digital Signage Screen in Clubrooms

#### Hospitality

- Seasons Pass to all TSL Home Games in 2021
- Invitation to attend 2021 Seasons launch and the McAuley Medal Dinner.
- Invitation to Sponsors Mid Year Luncheon.
- Photo opportunity with Sponsored Player.

#### Also receive:

- Membership Sticker.
- Members scarf / beanie / cap (Choose 2)
- Photo of Sponsored Player

### PLAYER SPONSOR – Female

\$500.00 pa +GST

- All of the above except the locker signage/acknowledgment

**Your Sponsored player will receive their on field and off field gear for 2021.**

### JUMPER SPONSORSHIP - \$70.00 + gst

- Acknowledged on LFC website and opportunity to present to your



## *Club Contact Details*

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