



**SOUTHERN BRANCH**

**INC.**

**SPONSORSHIP**

**PROPOSAL**

**2022-2023**



Southern Branch INC.  
Sponsorship Proposal.

Thank you for your interest in our Southern Branch Inc Sponsorship Proposal.

We are excited to announce that we will be signing up with new uniform suppliers for the  
2022 -2023 season.

Our Southern Branch 2022/ 2023 Strategic Plan is to partner with businesses who we believe will gain strong exposure from our sponsorship packages. This will increase branding opportunities to the wider community, including not only the Shoalhaven but the Greater Sydney community.

With our many branding opportunities including branding throughout the club house, flags, banners, broadcasts over the PA- partnered with our website and social media marketing -we believe your brand will have excellent exposure to the football community with regions covering Macarthur, Western Sydney, Bankstown, and Blacktown districts. Many of the teams coming from Greater Sydney will require accommodation and dining while here for the weekend which offers a great opportunity for your business.

Southern Branch Inc represents 8000 people across Four Associations and a region that stretches from Gerringong to the Victoria Border, and as West as the Southern Tablelands and Yass. Over the duration of 12 months there are 22 games played at home grounds. Resulting in over 300 players attending the fields weekly. Providing an audience of approximately 475 spectators (including family and friends of players) seeing your brand each week. Southern Branch Inc has teams covering U9'S to U16's and we are focused on providing the best facilities we can to help mould our next generation of youths. Southern Branch believes in encouraging, strengthening, and guiding our players skills and discipline to assist them in achieving their goals. We would love your financial support to help us build and encourage potentially, the next big football legend!



Southern Branch INC.  
Sponsorship Proposal.

**CONTENTS**

<u>ABOUT US</u>	<u>1</u>
<u>WHAT ARE THE BENEFITS OF SPONSORING SOUTHERN BRANCH INC</u>	<u>2</u>
<u>INCENTIVES</u>	<u>2</u>
<u>SOUTHERN BRANCH INC ASSOCIATIONS</u>	<u>3</u>
<u>AFFILIATIONS</u>	<u>3</u>
<u>PACKAGES</u>	<u>4-9</u>
<u>SIGNAGE SPACE RENTAL</u>	<u>4</u>
<u>BRONZE</u>	<u>5</u>
<u>GOLD</u>	<u>6</u>
<u>PLATINUM</u>	<u>7</u>
<u>DIAMOND</u>	<u>9</u>
<u>PRICE LIST</u>	<u>10</u>
<u>ADDITIONAL SPONSOR OPTIONS</u>	<u>11</u>
<u>PROVIDING IMAGING INSTRUCTIONS</u>	<u>11</u>
<u>SOUTHERN BRANCH INC CONTACT INFORMATION</u>	<u>11</u>
<u>SOUTHERN BRANCH INC. SPONSORSHIP REGISTRATION FORM</u>	<u>12</u>
<u>SAMPLE</u>	<u>13</u>



Southern Branch INC.  
Sponsorship Proposal.

## ABOUT US

Southern NSW Football has had many names since the mid 1960's it was first called New South Wales Amateur Soccer Federation Southern Branch, then the name changed to Southern NSW Soccer, later in approx. 2006 the name was then changed to Southern NSW Football Inc.

In the early years Southern took in the areas from Campbelltown to the Victorian border town of Albury then across to Eden and up to Berry on the Coast. In 1972 there was a restructure that saw the ACT form their own Associations leaving Southern. Also, the Riverina branch was formed that took in the Albury Wodonga area.

Southern's area now takes in Berry to Bowral / Bargo, Goulburn, Yass, Cooma then bypasses the ACT, includes Eden with all the towns on the East Coast to the North and South. There are four Associations that form Southern NSW Football, they are Far South Coast, Eurobodalla, Shoalhaven, and Southern Tablelands. Southern acts as an administration body for those associations.

In 1992 Southern created a pathway program for players within the branch, it entered under 11 and under 12 teams in the Sydney Junior League. This was followed a few years later with under 13 to under 16 teams who played in the NSW Super League. Players who played in those teams came from all over the branch and they would travel as far as Newcastle to play their games. The Branch runs annual Branch Championships in various age groups to give players the extra level playing against all Associations.

Southern Branch provides specialist coaching for all the players with qualified coaches and a paid director of coaching overseeing the programs. Many players have come through programs to play in the Southern Branch teams in the Sydney Youth League as well as the NSW NPL Females teams.

At present, Southern Branch has male and female players from under 9 to under 12 playing in the Skills Acquisition Program (SAP) which is a non-competition program played on modified fields. This is to give the players more touches on the ball to play different systems of play. We also have male teams from under 13 to under 16 in the Australian Youth League (AYL). AYL is played at South Nowra Sporting Complex, with some games played away in Goulbourn and Sydney. Both AYL and SAP teams are played against Sydney teams. Over the years we have had many players male and female who have played in our teams to go on and represent NSW Country at the National Titles, play in the A and W League and a few have gone on to represent Australia in under 17's, under 20's at the Olympics Games, the Matildas, and the Socceroos. Do not forget Adam Federici who was a Socceroo and is currently the Goalkeeper for Macarthur FC in the A league.



Southern Branch INC.  
Sponsorship Proposal.

## **WHAT ARE THE BENEFITS OF SPONSORING SOUTHERN BRANCH INC?**

- Supporting our younger generation of athletes.
- Being part of the wider community.
- Supporting the club.
- Creating brand exposure.
- Increasing word of mouth advertisement.
- Expanding your target market.
- High exposure of your business to potential customers.
- Building your business, a reputable name through the community.

## **INCENTIVES**

- Field Signage
  - Social and Digital Marketing
  - Uniform Sponsorship for 2022-2023
1. \$10 voucher to be used at our club canteen on 1 game day of your choice through the season.
  2. Signage board 900 x 2400
  3. Face book acknowledgment of your sponsorship. Including your business name, contact details and website URL. A scheduled weekly occurrence for 1 year will be set up with a min of 1once a week up to 4times per week.
  4. A4 Framed certificate of sponsorship for the club. Sponsor to Advertise in their own shop.
  5. Sponsors link to website through our website for the season.
  6. Tear drop flag.
  7. Sponsorship announcement of Business name and location over the PA System on home games
  8. Diamond Sponsor's logo as our Facebook cover photo for the Season.
  9. Diamond sponsor will receive a club jersey with logos framed for them to advertise in the shop.
  10. Business logo on our uniforms.



Southern Branch INC.  
Sponsorship Proposal.

**SOUTHERN BRANCH INC ASSOCIATIONS**



**AFFILIATIONS**





Southern Branch INC.  
Sponsorship Proposal.

## **PACKAGES**

### **SIGNAGE SPACE RENTAL**

Field signage space is available for you to rent for the year with 4 great field locations ranging from the highest point of visibility to the lowest. This package is for business who already have their own signs premade. All signs are to be 900 x2400mm alu panel

PRIME EXPOSURE

MIDDLE EXPOSURE

LOW EXPOSURE

GRANDSTAND EXPOSURE



Southern Branch INC.  
Sponsorship Proposal.

### **BRONZE PACKAGE**

1. \$10 voucher to be used at our club canteen on 1 game day of your choice through the season
2. A4 Framed certificate of sponsorship for the club. To display in your store.
3. 1x per week Face book acknowledgment of your sponsorship.

Including your Business name, contact details and website URL or Logo.

4. Signage board 900 x 2400mm alu panel **OR** 2m Tear Drop Flag with spike.





Southern Branch INC.  
Sponsorship Proposal.

### SILVER PACKAGE

1. \$10.00 voucher at our club canteen on 1 game day of your choice through the season.
2. A4 Framed certificate of sponsorship for the club. To display in your store.
3. 2x per week Face book acknowledgment of your sponsorship. Including your business name, contact details and website URL.
4. Signage board 900 x 2400
5. Your Logo on playing shorts for both SAP & AYL.



Southern Branch INC.  
Sponsorship Proposal.

### GOLD PACKAGE

1. \$10.00 voucher at our club canteen on 1 game day of your choice through the season.
2. A4 Framed certificate of sponsorship for the club. To display in your store.
3. 3x per week Face book acknowledgment of your sponsorship. Including your business name, contact details and website URL.
4. Signage board 900 x 2400
5. Your Logo on playing jersey sleeve for both SAP & AYL





Southern Branch INC.  
Sponsorship Proposal.

### PLATINUM PACKAGE

1. \$10.00 voucher at our club canteen on 1 game day of your choice through the season.
2. A4 Framed certificate of sponsorship for the club. To display in your store.
3. 4x per week Face book acknowledgment of your sponsorship. Including your business name, contact details and website URL.
4. Signage board 900 x 2400
5. Sponsors weblink advertised on our website for the season.
6. Tear drop flag
7. Logo on the back of the playing jersey above number.





Southern Branch INC.  
Sponsorship Proposal.

### DIAMOND PACKAGE

1. \$10.00 voucher at our club canteen on 1 game day of your choice through the season.
2. 5x per week Face book acknowledgment of your sponsorship. Including your business name, contact details and website URL.
3. Signage board 900 x 2400
4. Sponsors weblink advertised on our website for the season.
5. Your business Audio Ad to announce over the PA System on home games.
6. Your logo as our Facebook cover photo for the Season.
7. Tear drop flag.
8. Diamond sponsor will receive a club jersey with logos framed for them to advertise in the shop.
9. Business logo on the front middle position on the playing jersey.





Southern Branch INC.  
Sponsorship Proposal.

**PRICE LIST**

**Gold, silver, platinum, and diamond packages are for the duration of 2022 -2023.**

<b>SIGNAGE SPACE RENTAL</b>	
<b>PRIME EXPOSURE</b>	<b>350.00 P/A GST INC.</b>
<b>MIDDLE EXPOSURE</b>	<b>\$200.00 P/A GST INC.</b>
<b>LOW EXPOSURE</b>	<b>\$100.00 P/A GST INC.</b>
<b>GRANDSTAND EXPOSURE</b>	<b>\$250.00 P/A GST INC.</b>
<b>BRONZE</b>	<b>\$600.00 GST INC.</b>
<b>SILVER</b>	<b>\$1500.00 GST INC.</b>
<b>GOLD</b>	<b>\$3000.00 GST INC.</b>
<b>PLATINUM</b>	<b>\$7500.00 GST INC.</b>
<b>DIAMOND</b>	<b>\$15000.00 GST INC.</b>

- Signage space rental and bronze package available all through season.
- Silver, gold, platinum, and diamond packages to be finalised and paid in full **NOVEMBER 2021**



Southern Branch INC.  
Sponsorship Proposal.

### **ADDITIONAL SPONSOR OPTIONS**

Please note that all packages can be amended to suit your needs and wants as a business. Instead of a monetary sponsorship, if you have any goods or services you would like in exchange of a package, please put it forward via our sponsorship email. [southernbranchincsponsorship@outlook.com](mailto:southernbranchincsponsorship@outlook.com).

If any sponsors are interested in a market stall at our grounds on game day, please let us know.

### **PROVIDING IMAGING INSTRUCTIONS**

#### **Images to be emailed to in either:**

- Vector
- EPS
- AI
- PDF (can't be a jpeg as a PDF)

All Logo's and artwork are to be emailed to [southernbranchincsponsorship@outlook.com](mailto:southernbranchincsponsorship@outlook.com)

If signage artwork needs to be designed or amended, it will incur additional charges.

### **SOUTHERN BRANCH INC CONTACT INFORMATION**

George Hyam	Vice President	0400 330 804
Danielle Bozza	Sponsorship Co-Ordinator	0431 473 117

Email: [southernbranchincsponsorship@outlook.com](mailto:southernbranchincsponsorship@outlook.com)



Southern Branch INC.  
Sponsorship Proposal.

**SOUTHERN BRANCH INC. SPONSORSHIP REGISTRATION FORM**

Please fill in the below registration form and email it to

[southernbranchincsponsorship@outlook.com](mailto:southernbranchincsponsorship@outlook.com)

<b>BUSINESS NAME</b>	
<b>BUSSINESS ADDRESS</b>	
<b>ABN/ CRN</b>	
<b>PERSON OF CONTACT</b>	
<b>CONTACT NUMBER</b>	
<b>EMAIL</b>	
<b>WEBSITE</b>	
<b>FACEBOOK</b>	

If you require more information, please contact our Sponsorship Co-Ordinator

Danielle Bozza 0431 473 117

**PLEASE TALK TO YOUR FINANCIAL TAX ADVISOR IN RELATION TO CLAIMING TAX REDUCTION FROM SPONSORSHIP.**

**PAYMENT**

**BANK TRANSFER**

ACCOUNT NAME: Southern Branch INC

BSB: 032-691

ACCOUNT NUMBER: 148392

REFERENCE: BUSINESS NAME

**All payments are to be transferred in full into the provided bank account prior to receiving any advertisement.**

**On Behalf of Southern Branch INC, we would like to say thank you for your support and we look forward to working with you for this year and hopefully many.**





Southern Branch INC.  
Sponsorship Proposal.

900x 2400mm Alu Panel's will be displayed around field 3.



2m Tear drop Flag with spike.

- Sponsor's Logo
- Proudly
- Sponsoring
- Southern Logo

