



BERWICK JUNIOR FOOTBAL CLUB

# *Sponsorship*

SEASON 2024

**BJfc**

# about us

The Berwick Junior Football Club stands as a proud and successful member of the South East Juniors Football League. Renowned for its positive reputation and inclusive culture, BJFC has firmly positioned itself as a family-oriented club, providing an excellent environment for children to engage in football and nurture their skills.

Our consistent growth year after year is a testament to the enjoyable experience we offer our players, who eagerly return season after season. At BJFC, we prioritise participation, fair rotations, and ample game time, ensuring that every child feels valued and involved.

The club takes pride in its rich history, boasting a roster of past players that includes notable names such as Tom Scully, Mark Graham, Brendan Fevola, Shane Tuck, Justin Leppitsch, Matt Buntine, Oscar Clavarino, Mac Andrew, Miller Bergman, and, most recently, Jaxon Binns.

In 2023, we proudly fielded 21 teams, comprising over 464 enthusiastic kids ranging from U8 to U18. Notably, our Under 11's and 17.5 Prem A teams secured Premiership victories. The growth of our Girls teams is particularly noteworthy, with a consistent strengthening seen across U12, U14, U16, and U18 categories. Looking ahead, we are excited about the prospect of introducing Under 10 Girls teams in 2024, further expanding our commitment to fostering youth talent and sportsmanship.

In 2023 we had the following boys and girls teams:

## **Mixed:**

2 x Under 8  
1 x Under 9  
2 x Under 10  
2 x Under 11  
2 x Under 12  
2 x Under 13

## **Boys**

2 x Under 14  
1 x Under 15  
3 x Under 17.5

## **Girls:**

1 x Under 12  
1 x Under 14  
1 X Under 16  
1 x Under 19

We also run a very successful Auskick on Saturday mornings seeing over 150 kids on the oval each weekend.

Parents, volunteers and Sponsors are the cornerstone of the Berwick Junior Football Club, and any involvement as a sponsor, would be greatly valued by our players, parents and the wider BJFC Community.

Join our success story! We are always on the lookout for new sponsors to support the club and are gearing up for a huge season ahead, so if your business or a business you know or wishes to become involved with our great club, then please contact us via [sponsorship@bjfc.com.au](mailto:sponsorship@bjfc.com.au).

# our reach

Our website serves as a vital communication hub for our members and their families, registering over 20,000 hits annually from more than 9,000 unique visitors.

Across our social media platforms, including Facebook and Instagram, we boast a combined following exceeding 2,800 reaching a broader audience of over 3,900 through consistent content updates. Through electronic mail, we maintain regular contact with our member database of 600+ families.

As we expand our Under 10 girls' category and transition Top Age players into Senior Competitions, our reach extends even further into the broader community, enhancing our visibility.

# major sponsor – (please contact the club to discuss)

Our Major Sponsor will receive the following:

- Jumper Sponsorship (Company Logo on the back of playing jumpers U8-U17 boys)
- Major Sponsor recognition on home page of Club website and recognition on all social media accounts
- Signage at both home grounds
- Sponsor of the Round (to be determined once fixture released)
- 2 x Family Night Sponsorship
- Primary level electronic scoreboard advertising
- Minimum 3 x social media / email promotions during the season
- Advertising on BJFC website Sponsor Page
- Logo on Sponsors board in clubrooms
- Signage in Arch Brown Club Rooms
- Prime position of logo on website
- Certificate of Appreciation



## gold sponsor - \$4,000 + gst

Our Gold Sponsors will receive the following:

- Goal Point signage at Arch Brown (2)
- Optional Signage at Berwick Fields
- Gold Sponsor recognition on website and all social media accounts
- Minimum 2 x social media / email promotions during the season
- 1 x Family Night Sponsorship (includes advertising and social media/ email promotion)
- Secondary level electronic scoreboard advertising
- Sponsor of the Round (to be determined once fixture released)
- Advertising on BJFC website Sponsor Page
- Certificate of Appreciation

## silver sponsor - \$2,000 + gst

Our Silver Sponsors will receive the following:

- Signage at Arch Brown (2)
- Silver Sponsor recognition on website and all social media accounts
- Minimum 2 x Social Media promotions during the season
- Third level electronic scoreboard advertising
- Sponsor of the Round (to be determined once fixture released)
- Advertising on BJFC website Sponsor Page
- Certificate of Appreciation

## bronze sponsor - \$1,300 + gst

Our Bronze Sponsors will receive the following:

- Signage at Arch Brown Reserve (1)
- Bronze Sponsor recognition on website and all social media accounts
- Minimum 1 x Social Media promotion during the season
- Logo on Sponsors page on BJFC website and link to business
- Certificate of Appreciation

## boundary signage - \$600 + gst

- ◆ Boundary signage at Arch Brown (1)
- ◆ Logo on Sponsors page on BJFC website and link to business
- ◆ Certificate of Appreciation

## community partner- \$250 + gst or match day awards

As a Community Partner you will have your business logo on our sponsors page of the website, logo on the sponsors board in the club rooms and a certificate of appreciation.

Get in touch with us to discuss our packages and opportunities further, by contacting us Sponsorship team via email at [sponsorship@bjfc.com.au](mailto:sponsorship@bjfc.com.au) and let us help you grow your business whilst supporting the Berwick Junior Football Club for season 2023.



# Sponsorship Agreement

Date: \_\_\_\_\_

## Sponsorship Package:

- ◆ Major
- ◆ Gold
- ◆ Silver
- ◆ Bronze
- ◆ Ground Signage
- ◆ Community Partner

## Sponsorship Term:

- ◆ 1 Year
- ◆ 2 Years
- ◆ 3 Years

Amount Including GST: \_\_\_\_\_

Business Company \_\_\_\_\_

Name:Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone / Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

**Executed as an agreement between the following parties:**

\_\_\_\_\_  
BJFC Executive Representative

\_\_\_\_\_  
Company Representative

\_\_\_\_\_  
Position at Club

\_\_\_\_\_  
Position

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature