



BERWICK JUNIOR FOOTBAL CLUB

Sponsorship

SEASON 2023

BJfc

about us

The Berwick Junior Football club is a successful member of the South East Juniors Football League.

The positive reputation and culture of BJFC has continued to establish ourselves as a family orientated club with an excellent environment for children to play football and develop their skills.

We continue to grow each year, because our players want to return. They enjoy playing with BJFC where the club has many club policies ensuring participation, rotations and even game time.

Our club boasts past players 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 2022, we were set to field 23 teams with a total of over 471 kids at our club, fielding teams from U8's to U18, with 3 Premiership winning sides in Under 13's, 17 and 18 Girls. Our Girls teams are strengthening year after year and we continue to field teams in U12, U14, U16 and U18 girls.

In 2022 we had the following boys and girls teams:

- 1 x Under 8 boys team
- 2 x Under 9 boys teams
- 2 x Under 10 boys teams
- 2 x Under 11 boys teams
- 2 x Under 12 boys teams
- 1 x Under 12 girls team
- 2 x Under 13 boys teams
- 1 x Under 14 boys team
- 1 x Under 14 girls team
- 2 x Under 15 boys teams
- 1 x Under 16 girls team
- 3 x Under 17 boys teams
- 1 x Under 18 girls team

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, ~~will~~ be greatly valued by our players, parents and the wider BJFC Community.

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 of wishes to become involved with our great club, then please contact us via sponsorship@bjfc.com.au.

our reach

Our website is an integral part of our communication to our members and their families. We consistently have over 20,000 hits per year with over 9,000 unique visitors.

Our Social Media accounts such as Facebook and Instagram have a combined following of over 1700, with a wider reach of over 500+ with continued content being posted. Our member database has 600+ families which we reach through electronic mail on a regular basis.

With the addition of our Under 13, 14, 15 and Under 14 Girls joining the Top Age Competition, this generates even more exposure throughout the broader community.

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 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