



uowfc.org.au

Local business Sponsorship Proposal

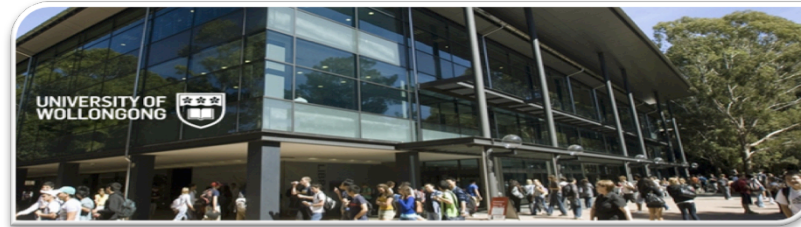
The University of Wollongong Football Club

President: Craig Barrass

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13 January 2014

Re: 2014 Sponsorship proposal for the University of Wollongong Football Club (UOWFC).

Firstly, thank you for taking the time to read and consider our proposal. UOWFC would love to offer you the opportunity to support local football in the Illawarra area. By taking the opportunity to support UOWFC you are supporting a club that consistently values the efforts of young students and challenges them to succeed in both their academic and sporting careers. UOWFC does **NOT** receive any financial assistance from the University of Wollongong whatsoever which results in a challenging financial environment for us to run a football club and provide this service to both students, graduates and the local football community.

UOWFC currently competes in the Illawarra Men's District League (First grade, Reserves and Youth under 20's). We have also had great success in recent years with our Woman's teams, affectionately known as the 'Hippos', and affiliated amateur league teams. Our teams have been involved in football at both a local, state and national level. In 2010 our Woman's 'Hippos' team won the FFA 'Amateur Team of the Year' and attended the FFA Gala dinner in Sydney which included the national Soccerroos team and numerous corporate and media identities. By supporting our club you will:

- Gain vital exposure for your business to the University of Wollongong student and staff community,
- Allow us to maintain and upgrade equipment and facilities,
- Subsidise the cost of player registration, allowing some promising players to compete when they otherwise may not be able to,
- Provide scholarships for talented young players to assist with both their sporting and academic pursuits.

There are many varied ways in which your business will benefit from sponsoring our club, included exposure at community events within the Illawarra region, exposure within the Illawarra football community, and direct marketing towards the UOW community. There is also media coverage in print and television, and of course the vital social media footprint of UOWFC. Not to mention the commercial benefits of becoming a 'priority business' for the UOWFC family.

The club has three levels of sponsorship, **Gold**, **Silver** and **Bronze**. The details of each level are outlined on the following pages. Please don't hesitate to contact me if you have any questions.

Kind Regards,

A blue ink handwritten signature, appearing to read 'Craig Barrass', with a long, sweeping underline.

Craig Barrass
UOWFC President
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<i>Sponsorship inclusions (all costs are per calendar year, Jan-Dec):</i>	GOLD (\$5,000)	SILVER (\$2,500)	BRONZE (\$1,000)
1. 'Your company/Brand logo on ALL playing strips for UOWFC teams.	Yes	<i>by negotiation</i>	-
2. Player/Team access for marketing initiatives as mutually agreed between your company and the University of Wollongong Football Club.	Yes	-	-
3. \$1000 'Young Player of the Year' scholarship to be awarded at the end of the current playing season (young player must be 20yrs or younger in that playing year, a current high school or University of Wollongong student and a returning UOWFC player in the following season to be eligible for payment of this scholarship),	Yes	-	-
4. Banner display of your company/brand logo at all UOWFC community events throughout the season (which may include blood donor drives, Bunnings BBQ's, Viva La Gong, Winter sleep out, UOW events etc).	Yes	Yes	-
5. A table of 10 at the University of Wollongong Football Club Trivia night (usually in May)	Yes	Yes	-
6. 4 tickets to the University of Wollongong Football Club presentation night (usually in October)	Yes	2x tickets	2x tickets
7. Banner and billboard display of your company/brand logo at Kooloobong Oval, Wollongong throughout the playing season, being the home ground of UOWFC and bordering a major access route to the University of Wollongong campus,	Yes	Yes	Yes
8. Banner display of your company/brand logo at all UOWFC functions for the year, including our season launch, trivia night, and presentation night.	Yes	Yes	Yes
9. Sponsor status for UOWFC and associated use of the UOWFC logo in marketing material, therefore being a priority business for UOWFC members, family and supporters,	Yes	Yes	Yes
10. Logo and marketing of your company/brand on all University of Wollongong Football Club correspondence , including newsletters, bulletins, letterheads and social media outlets	Yes	Yes	Yes
11. Promotion of your company/brand as major sponsor during ground announcements at UOWFC home games.	Yes	Yes	Yes