

SPONSORSHIP 2019



A BIT OF HISTORY



The original Swinburne Soccer Club was formed more than 40 years ago in 1978. Through the decades, the Club has played in the Amateur Soccer Federation of Victoria (VicSoccer), the VicSoccer Women's League and the Football Federation of Victoria.

In 2006 the Club moved to its current home ground, Howard Dawson Reserve at Glen Iris. In 2007 the women's team entered the Football Federation of Victoria competition and in 2012 won the Championship.

Today all our teams play in the Football Federation of Victoria MetroLeagues. Last season we fielded three men's and one women's teams.

The Club exists for the players, all of whom play for their fitness, for fun and for the competition. Some seasons are more successful than others on the scoreboard but we always have a great time playing the sport we love.



SWINBURNE FOOTBALL CLUB

Swinburne Football Club is the official football (soccer) club of Swinburne University and is based in Melbourne's inner east. As a student football club, our primary goal is to provide a fun, social and competitive environment for all members of both Swinburne University and the wider community, to enjoy the world game. We think that soccer is more fun if you keep getting better at it, so we put a big focus on coaching and development, always striving to play the best football we can. After training and games our focus is on a great social culture, which is cultivated through a mix of social and football related events and activities.

Our home ground is Howard Dawson Reserve, Glen Iris, where we train on Tuesday and Thursday evenings and play all our home games on Sundays. The regular season runs from March to September with pre-season training commencing in January.

While we are affiliated with the university we are open to student and non-student players. We have a strong multicultural mix of about 100 male and female members with an age group ranging from 18 to 35.





SPONSORSHIP

Swinburne FC is seeking to form a partnership with local businesses with the aim of providing benefits to both parties. Yearly running costs of the club total more than \$40,000 and while the university provides us with a small subsidy, we rely heavily on member registration fees, fundraising and sponsorship to help cover these costs. Partnerships with local businesses can help provide quality coaches and equipment and help reduce membership fees to make the club more affordable for everyone.

We detail of some of the potential benefits for local businesses in the following section.



WHAT ARE THE BENEFITS?

LOCAL DEMOGRAPHIC

Our players reside primarily in the Hawthorn area and include students, both local and international, as well as many young professionals. A number of our players live on-campus at Swinburne but many more live in the suburbs of Hawthorn and Camberwell and surrounding areas. Discretionary income is high. A sponsorship of Swinburne FC is a great opportunity for businesses to increase their customer base by leverage their 'localness' with a local community.

COMMUNITY INVOLVEMENT

A partnership with Swinburne FC will also support a Club that has been a part of the local community for more than forty years, promoting health, fitness and fun.

BRAND AWARENESS

Through various means of promotion by Swinburne FC, local businesses would gain great brand awareness through our network of contacts. Details of our network reach are covered in the following section.



A LOT OF EXPOSURE

UNIVERSITY STUDENTS

Swinburne University has approx. 60,000 students spread across 4 campuses in Melbourne, and 1 in Malaysia. Through websites, social media, print media and promotional events, local businesses has a huge opportunity for free advertising.

MEMBERS

In addition to University Students, local businesses would have direct access to around 100 playing members each year comprising of male and female students and non-students from all over the world with an age group ranging from 17 to 35.

WEBSITE

swinburnefc.com is our club's official website and attracts over 300 visits each week. Local businesses could have logos and/or banners displayed all year round.

unione.swin.edu.au is our web page associated with the university and provides a secondary source of potential advertising space.

SOCIAL MEDIA

Swinburne FC has Facebook groups with approximately 300 members, a Facebook page with approximately 400 followers, and an Instagram account with approximately 200 followers. These could be used to promote similar social media accounts for local businesses.

CLUB MATCH DAYS

Each week Swinburne FC is exposed to over 200 players, officials and supporters from both our and our opposition's team. In addition there are often up to 50 local community members visiting the reserve for family events and exercise each home game. The season runs from March until September each year and there is the potential for ground signage and advertising.

CLUB EVENTS

Swinburne FC holds numerous social events and activities throughout the year, which exposes us to even more of the community. Examples include trivia night, presentation night and tournament days. In addition there are several open days held at the university with exposure to thousands of students. Again, there is opportunity for local businesses for advertising and promotion.



OUR PACKAGES

*All packages are customisable
*All signage provided by sponsor

	GOLD	SILVER	BRONZE	SOCIAL MEDIA
NAMING RIGHTS	Match Day or Club Function	Match Day or Club Function	-	-
TEAM SHIRT BRANDING	Men's Seniors & Reserves Team – Main Sponsor – Chest Logo	Men's Seniors & Reserves Team – Supporting Sponsor (Back, Arm, etc)	Women's / Thirds Team Home/Away	-
PROMOTIONAL MATERIAL	Match day field (large corflute) and canteen signage	Match day field and canteen signage	Match day field and canteen signage	
WEBSITE	Logo with link	Logo with link	Logo with link	Logo with link
SOCIAL MEDIA PROMOTION	Regular Facebook & Instagram updates with promotions	Regular Facebook & Instagram updates with promotions	Regular Facebook & Instagram updates with promotions	Regular Facebook & Instagram updates with promotions
EMAIL PROMOTION	Logo present on email footer for all communications	Logo present on email footer for all communications	Logo present on email footer for all communications	
	\$2500	\$1500	\$1000	\$500

TALK SOON!

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