



# KBH BRUMBIES HOCKEY CLUB Sponsorship Proposal



[www.kbhbrumbies.org.au](http://www.kbhbrumbies.org.au)

*Thanks for your interest in supporting the KBH Hockey Club. As you are no doubt aware, we are a Mens, Womens and Junior (boys and girls) hockey club based in Box Hill.*

We have some of the best facilities of any hockey club in the Melbourne. Having been established in 1905 we have a very proud tradition as a hockey club that is both highly successful and inclusive of people playing at all levels (from social to First Grade).

We are currently one of the largest hockey clubs in Melbourne, with over 20 Junior teams and 20 Senior Teams (+ 600 players).

## **KBH BRUMBIES MISSION**

Our mission is to become one of the best hockey clubs in Australia, both on- and off-field.



## **On-Field**

Being one of the best on-field is measured by more than just wins and premierships - although these are important to us. It is also measured by how much we can help every player, coach and umpire grow their skills - both as individuals and as part of a team, while nurturing in them a love for the game and a positive, respectful approach to those they share the pitch with.

Nothing reflects better on our club than a highly skilled player, coach or umpire being an integral part of their team, treating everyone with respect and clearly loving what they do.

## **Off-Field**

Being one of the best hockey clubs off the field is primarily measured by our sense of community, within the walls of the club, within the broader state, national and international hockey community, and within the wider local community of the City of Whitehorse.

Within the walls of the club we measure this through the members we have across juniors, seniors and masters, and the relationships that are fostered across those levels through playing, coaching, volunteering and social activities.

Within the broader state, national and international hockey community we measure this through how welcome Brumbies are at other clubs and other representative levels, and how much these other clubs and representative levels look forward to their time interacting with us.

Within the wider local community of the City of Whitehorse we measure this by how well we relate with the Local Council, the other sporting organisations we interact with at Elgar Park and the residents of the local area.

## KBH BRUMBIES VISION

We see a future where we are the first club people consider joining across all ages, from the youngest child to the oldest veteran.

The aim is to entice people to come to The Brumbies because we are successful and they want to share in that success, but also because of how we are successful - we are a club that builds and nurtures in a sustainable manner, where anyone is welcome who wants to go about their hockey and their participation in the right way.

### **Our Values Are:**

1. Affordable family day out.
2. Enjoyment playing team sport.
3. Whole family participation.
4. Involvement for spectators, players & members.
5. Safe competition for all ages and genders.
6. Code of Conduct and policies for the protection and the enjoyment of players, spectators and visitors.
7. Junior development is paramount.

## KBH HOCKEY CLUB PREMIUM NAMING RIGHTS SPONSOR

**\$5,000 per annum (+GST) – 3 years minimum**

For our Premium Naming Rights Sponsors, an individual, tailored sponsorship plan will be developed in conjunction with the relevant party, broadly based on the following:

- Company Name on **PLAYING SHIRTS** for Premier League Men and Women
- OR
- **Company Name** on **TRAINING SHIRTS** for Premier League Men and Women
- OR
- **KBH JUNIOR ACADEMY** named after your company and included on the training tops.
- OR
- **KBH UMPIRES ACADEMY** named after your Company and included on the umpiring tops.
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## **Sponsorship Benefits to the KBH**

Our generous sponsors enable the KBH Hockey Club to keep our fees to a minimum which we feel offers current and potential members the financial ability to participate. Low fees are a vital part of involving whole families in hockey. The KBH Hockey Club also encourages membership participation to keep fees low by utilizing volunteers in all executive, fundraising and coaching roles

We offer different levels of sponsorship: Premium Naming Rights Sponsor, Major Sponsor, Supporting Sponsor & Player Sponsor.

We have set out some more information on each level over the next few pages and would welcome discussing them further with you. We are also happy to try and tailor a package that will suit your needs.



- **In addition, you may want to utilise some of the following to promote your company:**
- **ANNOUNCEMENT OF SUPPORT** at each Premier League Home Game (11 per year), including logo on scoreboard, and allocated a blockbuster Saturday double-header Home Game and promoted as a Premium Sponsor with the opportunity to present a best player award at a Mens and Womens game.
- **SPONSORSHIP SIGN** (approx. 2 metres by 1m) for the period of sponsorship (paid for by sponsor)
- **LISTED ON KBH HOME PAGE** with link to company website.
- **LISTED IN EACH MONTHLY KBH NEWSLETTER** and communications to club members (combined circulation over 1000 email addresses going to approximately 2000 people)
- **Opportunity to place FREE ADVERTISEMENT** or feature article in monthly KBH newsletter and communications to club members (combined circulation over 1000 email addresses going to approximately 2000 people)

# KBH HOCKEY CLUB MAJOR SPONSOR

*\$2,000 per annum (+GST)*

For our Major Sponsors, a sponsorship plan will be developed in conjunction with the relevant party, broadly based on the following:

- **SPONSORSHIP SIGN** (approx. 2 metres by 1m) for the period of sponsorship (paid for by sponsor)
- **LISTED ON KBH HOME PAGE** with link to company website:
- **LISTED ON FOOTER OF EACH MONTHLY KBH NEWSLETTER** and communications to club members (combined circulation over 1000 email addresses going to approximately 2000 people).



- Opportunity to place **FREE ADVERTISEMENT** or feature article in monthly KBH newsletter and communications to club members (combined circulation over 1000 email addresses going to approximately 1500 people)
- **ALLOCATED A PREMIER LEAGUE DOUBLE HEADER HOME GAME** and promoted as a sponsor with the opportunity to present a best player award



## KBH HOCKEY CLUB SUPPORTING SPONSOR

*\$1,000 per annum*

For our Supporting Sponsors, the opportunity to discuss promotion via one or more of the following:

- **SPONSORSHIP SIGN** (approx. 2 metres by 1m) for the period of sponsorship (paid for by sponsor)
- Opportunity to place **FREE ADVERTISEMENT** or feature article in monthly KBH newsletter and communications to club members (combined circulation over 1000 email addresses going to approximately 2000 people)
- **LISTED ON KBH HOME PAGE** with link to company website:



## OTHER CATEGORIES - SPONSORSHIP IN-KIND

Can you provide a good or service in-kind or discounted in return for advertising?

## PLAYER SPONSORSHIP

Sponsor your favourite player and support the club at the same time.