

SCORE GREAT COVERAGE FOR YOUR BUSINESS PARTNER WITH OUR FOOTBALL CLUB

2017 SPONSORSHIP
PROPOSAL



SEASON 2017 SUPPORTED BY

LONG STANDING SPONSORS AND CORPORATE PARTNERS



WELCOME TO DUNBAR ROVERS FOOTBALL CLUB

Dunbar Rovers Football (DRFC) is an incorporated association based in the Eastern Suburbs of Sydney. We are run by dedicated and passionate volunteers who work quietly behind the scenes to ensure our members get to play the beautiful game week in week out.

Our club was founded in 1991 by a group of friends who enjoyed a game of football on Sunday afternoons but couldn't always make training on weekdays, so decided to set up a team that had a bit more flexibility. The name originates from the pub that they frequented post match on Sunday afternoons, The Old Dunbar Hotel, 27 Renny Street, Paddington.

Jump forward 26 seasons and the club is now home to nearly 500 registered members, comprising of male and female players, competing in The Eastern Football Association in junior and senior competitions, ranging in age from 4 years of age to 65+. In 2016, the club had another great season, winning its 33rd minor premiership, its 33rd grand final win and 55th Grand Final appearance. To add to the silverware our Women's Championship side won their 5th consecutive league title and second consecutive Grand final. They also won the Football NSW State Cup a first for the club and for the Eastern Suburbs.

Our Premier team made it to the ESFA Cup final, narrowly missing out to making it back to back wins. We also saw a

number of our All Age Teams complete the double with the AA6's winning the ESFA shield to complete the treble. As you can see read have become one of the most successful & highly regarded clubs in the state and our vision is to improve season by season.

While a significant portion of our costs are covered through player registration fees, it does not fully cover the rising costs of playing football in the Eastern Suburbs. This is why we reach out to local businesses for their support.

In this sponsorship pack we will share with you our club history, the people who make it run like clockwork, how we make a difference and a range of new and exciting sponsorship opportunities that we hope will be of interest to you and your organisation.

We believe that with your support, we can continue providing football to all ages and work towards fulfilling our club's ambitious goals for this season and many more to come.

Thank you for taking the time to read this and I hope that Dunbar Rovers can work with your organisation in the future.



The original club shirt



WORKING TOGETHER

Our sponsors play an integral part of insuring that Dunbar remains at the top of its game and makes a difference in our local community.

Finding sponsors with the right focus and fit is important to us. Many of our sponsors have grown their businesses alongside our football club. We recognise that value must be given to and from both sides of the playing field.

At the heart of the success of these programmes is teamwork and collaboration. During the course of the season, our sponsorship team will work with you to maximise the value of your participation and your ROI. Our team can work closely with your respective marketing teams to tailor a set of awareness activities that ensure your organisation gains the right mix of exposure and engagement with our members and our wider Dunbar community.

We look forward to working with our sponsors in 2017 and nurturing long lasting partnerships that strengthen from season to season.



WHO WE ARE

- Professionally-run aspirational amateur club
- 18 EFSA Seniors Teams & 7 Juniors Teams
- Over 500 registered players: 250 men, 84 women, 60 masters, 100+ juniors
- Playing in the Eastern Suburbs Football Association (ESFA)
- Heartland now covers the northern half of the Eastern Suburbs, from the Harbour Bridge, south to Alexandria (where the club trains), and east to the beaches.
- An eclectic mix of Australians and overseas senior players at the Club, with 22 different nationalities represented!
- NSW Men's State Champions in 2008 and 2014.
- FNSW Womens State Cup Champions 2015, 2016 Champion of Champions
- ESFA Shield Mens Winners 2015
- Creating a legacy for our future with a funded grassroots football program for junior players.
- 4 Home grounds in the Eastern Suburbs (NCIE, Centennial Parklands, Reg Bartley Oval, Moore Park)



25 SEASONS STRONG

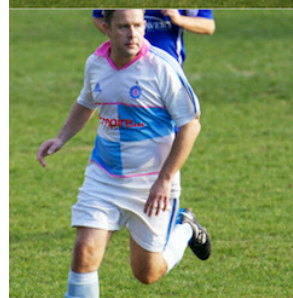
A PERFECT YEAR TO PARTNER WITH US



55
CLUB
GRAND FINALS



33
GRAND
FINAL WINS



33
MINOR
PREMIERSHIPS



OUR MEMBERS



75% MALE



25% FEMALE



ADULT MEMBERS

ARE GROWING
IN NUMBER
EVERY YEAR

355

2015

382

2016



JUNIOR MEMBERS

115

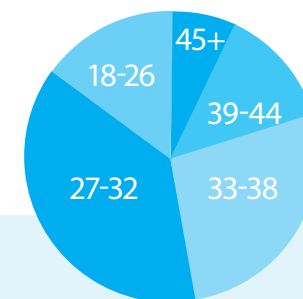
2015

169

2016



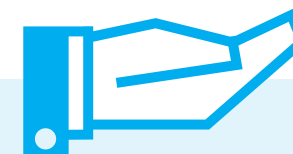
RANGE FROM 18-64



25% WORK IN
ADVERTISING/PR & MEDIA

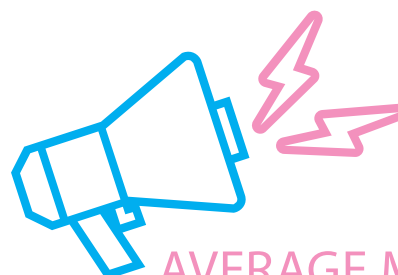


50%
EARN MORE
THAN \$100K



1605

THE LARGEST FACEBOOK
FOLLOWING IN ESFA



10,482

AVERAGE MONTHLY REACHES IN 2016



HOW WE MAKE A DIFFERENCE IN THE WORLD



Dunbar Juniors Programme

Dunbar's first contribution into junior football was in 2008 through an official charitable initiative via a partnership with the Football Project of Indochina Starfish Foundation (ISF)

In 2012 and 2013, supported by our sponsor Link Market Services, Dunbar established a fully sponsored weekly program at the National Centre of Indigenous Excellence (NCIE) in Redfern for local girls and boys aged from 4 to 9 as an introduction into football in addition to running free school holiday programs for kids aged 5 and 6 in July and September. In 2013, Dunbar also entered its first junior Under 9 team into the local Eastern Suburbs Football Association (ESFA) competition and ran its own training hub for 20 young kid's aged 5-7 players at Centennial Park on Saturday mornings.

In 2014 Dunbar continued to grow its player registrations to 50 and fielded 2 teams in the ESFA competitions with its home ground being Centennial Park.

In 2015, having resecured the use of the National Centre of Indigenous Excellence (NCIE) in Redfern as it's home ground, Dunbar grew its juniors hub numbers for kids turning 5, 6 and 7 to

50 kids and fielded 7 teams aged from Under 8 to Under 12 in the local ESFA competition using Queens Park as its home ground.

In 2017, Dunbar expects it player numbers to double, we will continue our Saturday morning juniors hub at the NCIE and we expect to field up to 15 teams in the local ESFA completion for boys and girls aged from 8 to 14. If you are looking for a team we are actively seeking boys and girls to register to play for Dunbar Rovers teams across all age groups in the local ESFA competition commencing Saturday the 2nd April to the end of August 2015. Dunbar will also continue to grow its own training hub for kids turning 5, 6 and 7 each Saturday morning at the NCIE.

Dunbar's point of difference is that we provide fully qualified coaches to coach all of our teams on training and match days. The program is directed by Gerry Frittmann and his team of qualified coaches plus volunteer coaches which are senior Dunbar players with coaching certificates and working for Children checks.

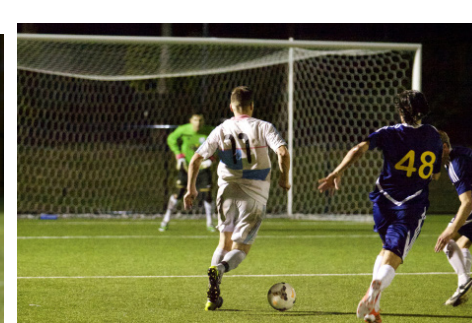
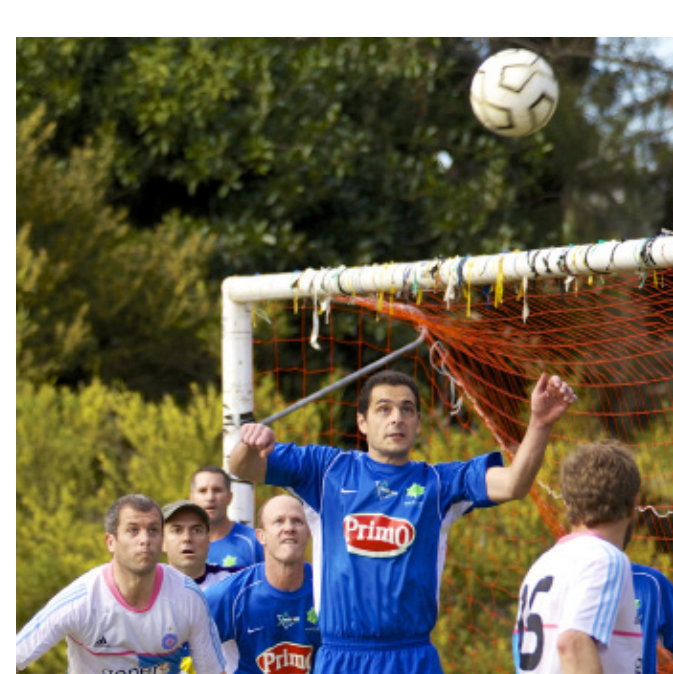


WHY WE NEED YOU

Like most things in society these days, the cost of running a successful football club is skyrocketing!

1. Your support would allow us to provide our community with the opportunity to play the world game by keeping our memberships at affordable prices.
2. Your support would help us keep the ever rising costs of grounds, facilities, playing kit, equipment and other costs down.
3. Your support will allow us to continue funding our development programmes for coaches and ensuring all teams have a certified coach.
4. Your support would help us continue to make a difference with our charity partnerships, abroad and locally.
5. Your support will ensure we continue to deliver on these goals and provide an ever expanding amateur club to maintain the professional standards that it adheres to.





WHAT WE CAN OFFER YOU

The club currently fields over 500 players, junior and senior, both male and female, across several different levels of competition, ranging in age from 4 to 65+

By partnering with Dunbar Rovers FC, your business can enter a mutually beneficial and worthwhile relationship and invest in a long standing community based organisation.

1. Sponsors gain maximum exposure for their organisation and the unique opportunity to be associated with Dunbar Rovers FC in its entirety
2. Enhance your brand profile through acknowledgements on our website, social media and during key marque events
3. Showcase your products and services to our members and their families and friends
4. Two complimentary tickets to our End of Season presentation night
5. Wide array of networking opportunities with other sponsors at our annual sponsors lunch and with our members at key events throughout the season
6. Run competitions or promote offers to members during the season



PROMOTE YOUR BRAND ON OUR MERCHANDISE



TRAINING SHORTS



POLO TOPS



PLAYING KIT



TRAINING TOPS



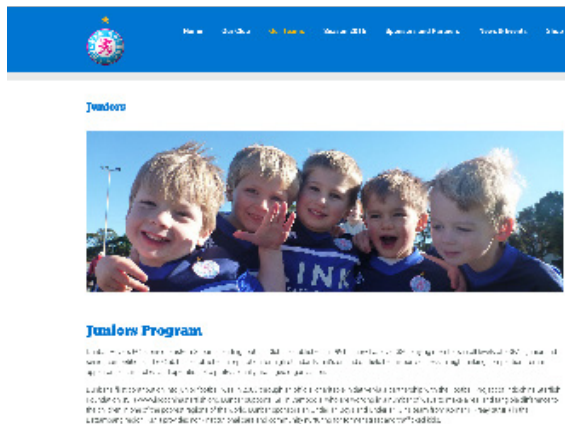
TRAINING JACKETS



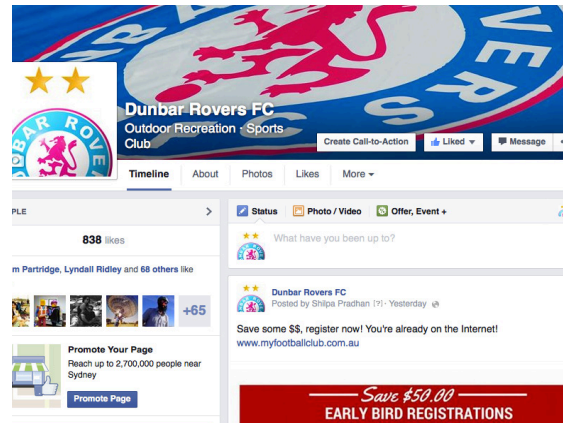
SPORTS BAGS



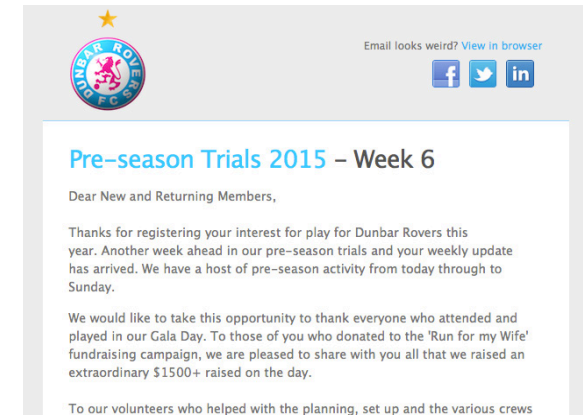
PROMOTE YOUR BRAND ON OUR MARKETING AND COMMS COLLATERAL



WWW.DUNBARROVERS.COM



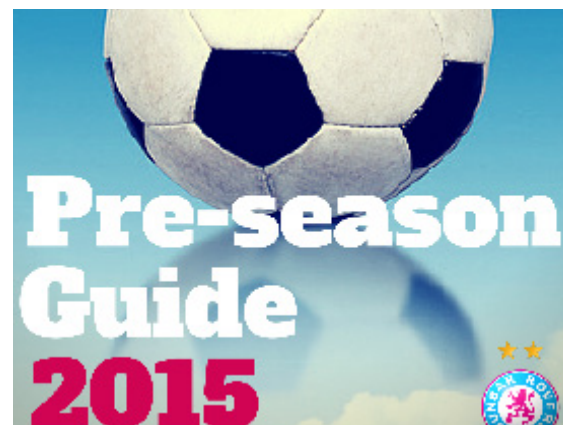
DUNBARROVERS FACEBOOK



EMAIL NEWSLETTERS



ANNUAL REPORTS



PRE-SEASON BOOKLET TO MEMBERS



EVENT COLLATERAL & SPONSOR SIGNAGE



OUR 2017 SPONSORSHIP PROGRAMME

Our 2017 Sponsorship Programme provides access to three premium sponsorship packages and one team package.

Whether you are looking to increase brand awareness, market direct to our database, advertise through our social media channels or simply network with other sponsors, members, supporters or stakeholders, we can tailor a package to suit your needs.

The actual benefit structure is always open to negotiation and our sponsorship team is open to any ideas and initiatives your team may have.

We strongly encourage you to contact our Head of Sponsorship & Events, sponsorships@dunbarrovers.com to discuss the ways in which we can help tailor a package to suit your individual requirements.



THE SPONSORSHIP PROGRAMME

IN MORE DETAIL

SPONSORSHIP PACKAGES

BRONZE PACKAGE

\$5,000 inc GST

Your logo on an individual team's match day playing kit

Full sponsor profile page -Website

Your logo in our 'Meet our Sponsors' Gallery - Website

Your logo on End of Season Awards night sponsors board

Enhanced networking and marketing opportunities



THE SPONSORSHIP PROGRAMME

IN MORE DETAIL

SPONSORSHIP PACKAGES

SILVER PACKAGE

\$10,000 inc GST

Your logo in our 'Meet our Sponsors' Gallery - Website & Facebook & Instagram

Full sponsor profile page -Website

Sponsor Promo Posts per season includes banner design - Facebook

3

Member Promotions/Special Offers - Website Article & Blog posts

3

Your logo in the sponsors footer of our DRFC Newsletter

Co-branded Email Newsletter promoting your company includes newsletter design

1

Volunteer Spotlight brought to you by [your name here]

Two features throughout the season in our DRFC Newsletter 'Sponsor in the Spotlight' article

Naming rights to one of four social events ie Gala Day, Ladies Day, Golf Day

Your logo on event invites and collateral where you have naming rights to an event

Your logo on End of Season Awards night sponsors board

Inclusion on powerpoint presentations at major club events

Two free tickets to our End of Season Awards night

Mentions at key marque club events

Enhanced networking and marketing opportunities



THE SPONSORSHIP PROGRAMME

IN MORE DETAIL

SPONSORSHIP PACKAGES

GOLD PACKAGE

\$15,000 inc GST

Your logo on the front of one of our Championship teams

Your logo in our 'Meet our Sponsors' Gallery - Website

Full sponsor profile page -Website

Sponsor Promo Posts- Facebook per season includes banner design

4

Member Promotions/Special Offers - Website Article posts

4

Your logo in the sponsors header of our DRFC Newsletter

Co-branded Email Newsletter promoting your company includes newsletter design

1

Weekly website poll brought to you by { your name here}

Player Spotlight brought to you by [your name here]

Four features throughout the season in our DRFC Newsletter 'Sponsor in the Spotlight' article

Naming rights to the End of Season Presentation Night

Naming rights to one of 4 social events ie Gala Day, Ladies Day, Golf Day, Quiz Night etc.

Your logo on event invites and collateral where you have naming rights to an event

Your logo on End of Season Awards night sponsors board

Inclusion on powerpoint presentations at major club events

Two free tickets to our End of Season Awards night

Mentions at key marque club events

Enhanced networking and marketing opportunities



WE BELIEVE IN PARTNERSHIP THEY BELIEVE IN US



My relationship as a Dunbar sponsor has been fantastic, I have received some high quality leads since commencing Sponsorship as a result of Dunbar promoting my services. The other major benefit has been the referral opportunities created from the other Dunbar Sponsors that has come about from networking opportunities. I couldn't be happier from the support Dunbar has provided my business.

Craig McDonald



It is been a great experience to be associated with the club. We have loved watching them grow from strength to strength over that last few years. The club has shown such passion for sport and they have a great sense of community.

Nick Wood



We have witnessed the great success of Dunbar Rovers over the last 4 years and it's great to see everyone involved so passionate about the club. We are sure this success and passion will help take the club to bigger things and we look forward to being a part of it.

Steven Gargano



THANK YOU

We take pride in representing ourselves to the best of our ability.

We extend that ambition to our associates and partners.

As a community organisation that is run exclusively by volunteers, we would not and could not exist without the commitment of our players, management, organising committee and last but by no means least...our valued (and highly publicised) partner organisations.

Your time and consideration is greatly appreciated. Thank you.

Dunbar Rovers Football Club

For more information please contact our Head of Sponsorship & Events : sponsorships@dunbarrovers.com

