

SCORE GREAT COVERAGE FOR YOUR BUSINESS PARTNER WITH OUR FOOTBALL CLUB

2018 SPONSORSHIP
PROPOSAL



SEASON 2018 SUPPORTED BY

LONG STANDING SPONSORS AND CORPORATE PARTNERS



WELCOME TO DUNBAR ROVERS

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 27 seasons and the club is now home to more than 600 registered members, comprising of male and female players, competing in The Eastern Suburbs Football Association (ESFA) in junior and senior competitions, ranging in age from 4 years of age to 65+.

2017 was yet another successful year for Dunbar, with the club claiming its 35th minor premiership, 35th grand final win and its 55th Grand Final appearance. To add to the silverware, our Women's Championship side won the Grand Final for the third time in five years.

Further honours include our AA1 men team claiming runners up in the ESFA Cup final, narrowly being defeated by Coogee Premiers. Dunbar earned further success in the other two knockout competitions with our AA5 Men and AAW2 taking home the ESFA Cup trophies. Evidently, Dunbar has become one of the most successful & highly regarded clubs in New South Wales. Our vision is to continue to grow and improve across all age groups and levels.

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 2018 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 600 registered players: 294 men, 75 women, 60 masters, 200+ 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.
- NSW Men's State Champions in 2008 and 2014.
- FNSW Womens State Cup Champions 2015, 2016 Champion of Champions
- Creating a legacy for our future with a funded grassroots football program for junior players.
- Three Home grounds in the Eastern Suburbs (NCIE, Reg Bartley Oval, Moore Park)



27 SEASONS STRONG

A PERFECT YEAR TO PARTNER WITH US



OUR MEMBERS



79% MALE



21% FEMALE



ADULT MEMBERS

STEADY GROWTH
YEAR ON YEAR

355
2015

382
2016

370
2017



JUNIOR MEMBERS

115
2015

169
2016

219
2017

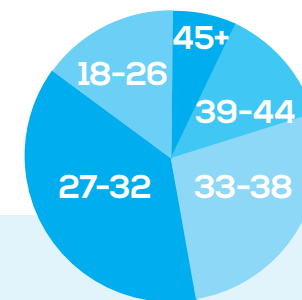


MAKE UP

18

ADULT TEAMS

RANGE FROM 18~64



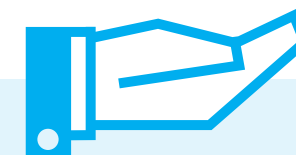
44% SPEND MORE \$150+ ON
SOCCER GEAR EACH SEASON

25% WORK IN
ADVERTISING/PR & MEDIA



40% ARE
IN MIDDLE
MANAGEMENT

50%
EARN MORE THAN
\$100K



 1800

THE LARGEST FACEBOOK
FOLLOWING IN ESFA



10,482

MONTHLY POST REACH IN 2017



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 2018 Dunbar Rovers expects its player numbers to increase dramatically with the addition of 4 extra ESFA boys development squads and growing numbers across all junior age groups. Teams numbers are expected to grow to 25 from 17 last year for boys and girls aged 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 April to the end of August 2018. Dunbar will also continue to grow its own training hub for kids turning 5, 6 and 7 each Saturday morning throughout the season.

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



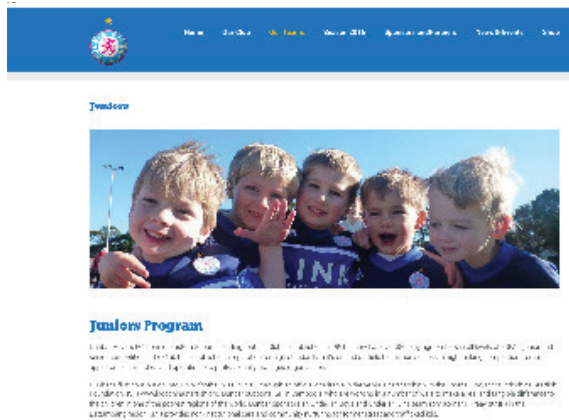
TRAINING JACKETS



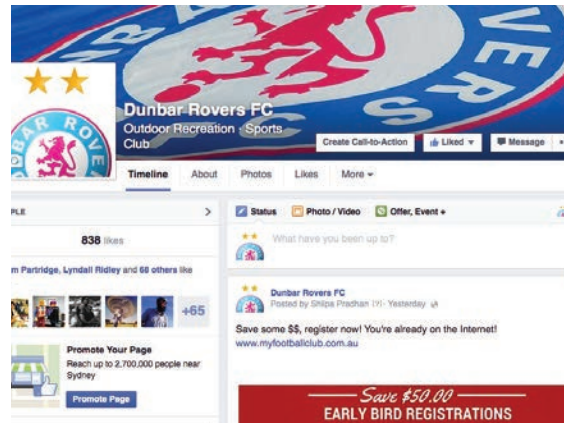
SPORTS BAGS



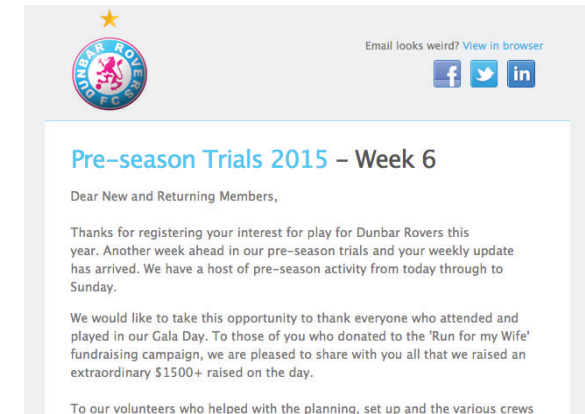
PROMOTE YOUR BRAND ON OUR MARKETING AND COMMS COLLATERAL



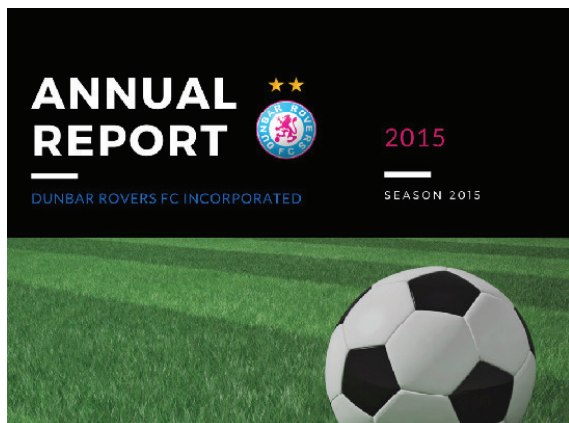
WWW.DUNBARROVERS.COM



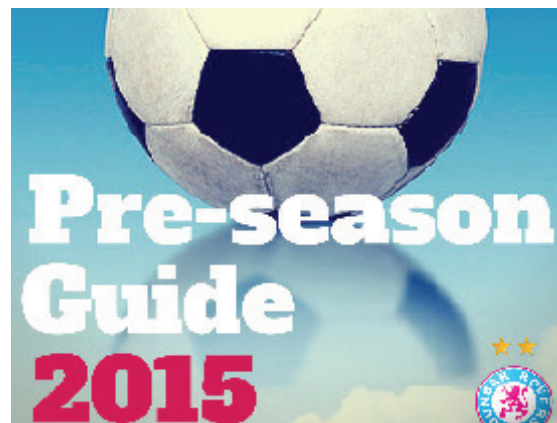
DUNBARROVERS FACEBOOK



EMAIL NEWSLETTERS



ANNUAL REPORTS



PRE-SEASON BOOKLET TO MEMBERS



EVENT COLLATERAL & SPONSOR SIGNAGE



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

