



2022 SPONSORSHIP PROPOSAL

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www.bribieislandfc.com.au
www.facebook.com/bribieislandfc
www.bribieislandtigers.teamapp.com

Bribie Island Soccer Football Club Incorporated
ABN | 54 700 972 674
Address | PO Box 121, Bribie Island, Qld 4507
Grounds | 156-206 First Avenue, Bongaree Qld 4507
Email | committee@bribieislandfc.com.au

About the club...



Bribie Island Soccer Football Club, known as Bribie Tigers, was established in 1977 to offer the community the opportunity to learn and play football at a local field. Bribie Tigers was initially associated to Football Brisbane before switching to Sunshine Coast Football in 1999.

Through its dedicated volunteers working in a range of roles from coaching to facilities management, from canteen and bar to the management committee, the Club not only offers the opportunity to play football, but also provides an environment in which young people are able to learn a range of life skills including team work, communication skills, the building and sustaining of friendships, fair play and the importance of exercise to name a few.

After over 40 years of operation, the club has won a vast array of trophies and awards including numerous fair play awards and boasts a rich history of competitive football, having taken home a number of Premiership wins. Over the past few years, the Club has seen significant growth in its membership. The Club now offers a wide range of programmes, taking players from age 3 on our Kick-off programme, to those aged over 55 for Walking Football. In total there are currently over 33 teams wearing the black and gold Tigers colours.

Our Values

Support	Those who support the club in particular our sponsors and members, attracting the support and respect of the local community.
Excellence	Strive to support the greatest level of achievement for members, players and volunteers.
Leadership	Facilitating successful performance in sport and progressive in our actions.
Integrity	Conduct business in an honest, ethical and trustworthy manner.
Fair Play	Follow the principles of fair play both on and off the field.
Stewardship	Continuous improvement in accountability standards and business practices.
Engagement	Listening and informing with external and internal communications.



Fields & Club

Our grounds are situated on beautiful Bribie Island at 156-206 First Avenue.

We have been here since 1977.

Our venue attracts a broad range of sports people and spectators each week.

We have 2 full size football fields which are fully lit with match standard lighting and a smaller field to cater for our younger players. Our fields are fully maintained by the council and our own maintenance team and are always in good condition.

Our club has a fully licenced bar as well as well-run canteen open every game day for our supporters.

2021 will see a number of upgrades to the club undertaken including grandstands and expansion of a function room to sit and relax while you watch the game.

Membership

Our membership numbers currently sit at around 380 players. In the 2022 season we aim to increase that number yet again. We believe this is a realistic goal especially with the way the Bribie and surrounding areas are developing.

The 2022 season brought a number of new senior members with the club again hosting 5 senior teams and 32 junior teams which shall grow through the 2023 season.

Players

We have around 380 at Bribie Island Tigers, and we have been growing at about 15% over the last 3 years.

Our players range in age from 4 to 55 with both boys' and girls' teams as well as senior men's and woman's teams being fielded along with over 35's and 45's.



How we can support your business...



Bribie Island Tigers are committed to constantly promoting our sponsors through all mediums, regularly communicating with members, life members, sponsors, coaches/officials and Tiger Supporters and the local community.



Bribie Island Tigers Field Signage

The Bribie Island Tigers Football Club has approximately 18 game weekends per year with attendances between 300 to 3,000 on carnival days.

We are looking at hosting a number of Carnivals in the 2022 season which will bring in players and families of MiniRoos and junior teams across the Sunshine Coast. This attracts a whole new group of prospective customers to your business.

The grounds are also utilized by local schools, this allowing your brand to be seen considerably more throughout the course of the season.



Bribie Island Tigers Email Newsletter

New to the 2021 Season, a monthly email newsletter

Was established and consist of club updates, generally football around the coast updates, event updates, photos from the past months and sponsor information.



Plus, many other opportunities for us to promote your business in the 2022 season.

(including the special events such as our annual Roar day, fun runs, presentation days and nights, sponsors night, junior run-on nights and many other events throughout the season.

Bribie Island Tigers Facebook and Instagram Page

As of September 2021, Bribie Island Tigers Football Club has around 1500 followers; this will grow significantly in the 2022 season with new players and additional teams.

To better support our players and their families Bribie Island Tigers have commenced an Instagram page as of September 2020 which is showing steady growth.

Every Sponsor will get an acknowledgement post throughout the Season.

Sponsor messages are frequently displayed as well as any promotions they may have.

Our Facebook page will show a direct link to all sponsors under the services section for any person wishing to gain quick access.



Bribie Island Tigers Website

Minimum 10k visitors per month with a max of 150k hits. With a consistent updated site delivering continual news and updates our Bribie Tigers Website is a continual source of exposure for every sponsor with sponsors displayed across every tab.

Why invest in our club?



Bribie Tigers understands and recognises the importance of its sponsors and the way they assist in the growth and development of the Club.

The Club offers tailored and flexible sponsorship options that best suit your business needs and budget. This is done through our ground advertising, database, social media networks, equipment and merchandise sponsorship. Our grounds are visited by hundreds of people each week and our players compete in matches throughout the Sunshine Coast region. Your business will be promoted to a network of players, their families, friends, other spectators from around the Sunshine Coast region and the wider community.

We strive to build a long term and mutually beneficial relationship with our sponsors. When you become involved in supporting Bribie Tigers, you are linking your business with the community. Financial support through sponsorship assists the Club to continually improve the technical level and quality of the football programs and services we deliver, as well as the equipment we use and environment we create. By joining with us your business is promoting healthy and active lifestyles.

Our Objectives to Our Sponsors

- Ensure our sponsors are well marketed to all our players, members, and visitors as well as most importantly our community members.
- Encourage all our players, members, visitors and community members to utilise and promote our sponsors products and services whenever possible through our club, its event, games, and social media avenues.
- Encourage Great Networking Opportunities.

The Benefits

- Sponsoring sports clubs can provide unique opportunities for businesses and help them develop in ways that general advertising doesn't. For example, it may allow the sponsor to show off their capabilities in a way audience may otherwise not get to see.
- Consumers are generally aware that official sponsors contribute to the events or sports they love, and research shows that sports fans have a more positive perception of event sponsors.
- Sponsoring sporting clubs can help create loyalty towards the brand.
- Sponsoring sports clubs can increase brand awareness.
- Staff working for the sponsoring business may develop a sense of pride and clients a sense of respect with the knowledge that the business is supporting the community.
- Sponsoring a sports club can help to grow community support and a positive perception for the business.
- Access for your brand to target your market: Bribie island to the Sunshine Coast families.
- It's Fun to actively support your local team.
- These benefits for businesses can continue well after sponsorship.

Contact us today to discuss your options

Bribie Island Soccer Football Club Incorporated

Email | sponsorship@bribieislandfc.com.au

MAJOR SPONSOR



2022 Major Sponsor **\$3,000 plus GST** *Payments are required by November 30th*

Major Sponsor Package Includes:

Apparel:	<ul style="list-style-type: none"> Your Company Logo - Printed on the back of all supporter shirts available to members and public.
Signage:	<ul style="list-style-type: none"> 2 x Field Signs at 1800mm x 900mm 1 x Field Signs on field 1. 1800mm x 900mm (note: should you be a current Sponsor you will receive a second sign on field 2.)
Media Coverage:	<ul style="list-style-type: none"> Acknowledgement within any media campaigns, that provide the opportunity. Acknowledgement within local papers when Bribie Tigers are featured each month.
Website:	<ul style="list-style-type: none"> Major Sponsor Logo, Advertising and Website Link on the Club Website.
Facebook:	<ul style="list-style-type: none"> Major Sponsor Logo, Advertising and Website Link on the Club Facebook.
Newsletter:	<ul style="list-style-type: none"> Major Sponsor Logo, Advertising and Website Link on the Club Newsletter. The availability to have a company special within each newsletter for members.
Marketing:	<ul style="list-style-type: none"> Any marketing collateral produced by Bribie Island Tigers will incorporate your Company Logo as the Major Sponsor.
Promotional Material:	<ul style="list-style-type: none"> Distribution of your promotional materials at all club functions throughout the season, and company supplied banners displayed.
Special Treatment:	<ul style="list-style-type: none"> All events hosted by Bribie Island Tigers will proudly acknowledge your company and contact person as the Major Sponsor. The availability for your company to hold client entertainment days, staff parties, social events throughout the season within a VIP area of the Bribie Island Tigers Grounds.
Merchandise:	<ul style="list-style-type: none"> 2 x New Bribie Island Tigers Polo Shirts Bribie Tigers Sponsor sticker display on your business.
V.I.P:	<ul style="list-style-type: none"> 6 x Tickets to our Club Presentation Night 6 x Tickets to our sponsor's days for all sponsors 1 x Sponsors plaque each year to show our appreciation.

CLUB SPONSOR

2022 Club Sponsor **\$1,000 plus GST** *Payments are required by November 30th*

Club Sponsor Package Includes:

Signage:	<ul style="list-style-type: none"> 1 x Field Signs on field 1. 1800mm x 900mm (note: should you be a current Sponsor you will receive a second sign on field 2.)
Media Coverage:	<ul style="list-style-type: none"> Acknowledgement within media campaigns, that provide the opportunity.
Website:	<ul style="list-style-type: none"> Club Sponsor Logo, Advertising and Website Link on the Club Website.
Facebook:	<ul style="list-style-type: none"> Club Sponsor Logo, Advertising and Website Link on the Club Facebook.
Marketing:	<ul style="list-style-type: none"> Marketing collateral produced by Bribie Island Tigers will incorporate your Company Logo as the Major Sponsor.
Promotional Material:	<ul style="list-style-type: none"> Distribution of your promotional materials at all club functions throughout the season, and company supplied banners displayed.
Special Treatment:	<ul style="list-style-type: none"> All events hosted by Bribie Island Tigers will proudly acknowledge your company and contact person as the Club Sponsor.
Merchandise:	<ul style="list-style-type: none"> 2 x New Bribie Island Tigers Polo Shirts Bribie Tigers Sponsor sticker display on your business.
V.I.P:	<ul style="list-style-type: none"> 2 x Tickets to our Club Presentation Night 2 x Tickets to our sponsor's days for all sponsors 1 x Sponsors plaque each year to show our appreciation.
Signage:	<ul style="list-style-type: none"> 1 x Field Signs on field 1. 1800mm x 900mm (note: should you be a current Sponsor you will receive a second sign on field 2.)

TEAM BAG SPONSOR



2022 Team Bag Sponsor **\$2,000 plus GST** Payments are required by November 30th

Team Bag Sponsor Package Includes:

Apparel:	<ul style="list-style-type: none">Your Company Logo (Only company to advertise) - Printed on the side of all Coaches bags.
Signage:	<ul style="list-style-type: none">1 x Field Signs on field 1. 1800mm x 900mm (note: should you be a current Sponsor you will receive a second sign on field 2.)
Media Coverage:	<ul style="list-style-type: none">Acknowledgement within media campaigns, that provide the opportunity.
Website:	<ul style="list-style-type: none">Club Sponsor Logo, Advertising and Website Link on the Club Website.
Facebook:	<ul style="list-style-type: none">Club Sponsor Logo, Advertising and Website Link on the Club Facebook.
Marketing:	<ul style="list-style-type: none">Marketing collateral produced by Bribie Island Tigers will incorporate your Company Logo as the Club Sponsor.
Promotional Material:	<ul style="list-style-type: none">Distribution of your promotional materials at all club functions throughout the season, and company supplied banners displayed.
Special Treatment:	<ul style="list-style-type: none">All events hosted by Bribie Island Tigers will proudly acknowledge your company and contact person as the Club Sponsor.
Merchandise:	<ul style="list-style-type: none">2 x New Bribie Island Tigers Polo ShirtsBribie Tigers Sponsor sticker display on your business.
V.I.P:	<ul style="list-style-type: none">2 x Tickets to our Club Presentation Night2 x Tickets to our sponsor's days for all sponsors1 x Sponsors plaque each year to show our appreciation.
Signage:	<ul style="list-style-type: none">1 x Field Signs on field 1. 1800mm x 900mm (note: should you be a current Sponsor you will receive a second sign on field 2.)

NON-MONETARY SPONSOR

2022 Non-Monetary Sponsor

Bribie Tigers is always seeking sponsors to join our family but to assist in other ways than a money donation.

We currently work with a number of local businesses that supply us with such things as bread and meat. With a fully operational canteen we are always looking for ways to reduce our costs there and bring in more money to further grow our club.

These packages we tailor to best suit your needs through a short conversation.

BRONZE SPONSOR (Supporter Shirt Sponsor)



1 Year Agreement

2022 BRONZE Sponsor

\$1,000 plus GST Payments are required by November 30th

The Bronze shirt Sponsorship Package Includes:

Company Logo on the following Shirts:

Supporter Shirts:

Your Company Logo

Printed on the back of all supporter shirts available to members and public.



Where else will people see and hear your Company Brand?

Apparel:	<ul style="list-style-type: none"> Your Company Logo - Printed on the back of all supporter shirts available to members and public.
Signage:	<ul style="list-style-type: none"> 1 x Field Signs on field 1. 1800mm x 900mm (note: should you be a current Sponsor you will receive a second sign on field 2.)
Media Coverage:	<ul style="list-style-type: none"> Acknowledgement within media campaigns, that provide the opportunity.
Website:	<ul style="list-style-type: none"> Major Sponsor Logo, Advertising and Website Link on the Club Website.
Facebook:	<ul style="list-style-type: none"> Major Sponsor Logo, Advertising and Website Link on the Club Facebook.
Marketing:	<ul style="list-style-type: none"> Marketing collateral produced by Bribie Island Tigers will incorporate your Company Logo as the Major Sponsor.
Promotional Material:	<ul style="list-style-type: none"> Distribution of your promotional materials at all club functions throughout the season, and company supplied banners displayed.
Special Treatment:	<ul style="list-style-type: none"> All events hosted by Bribie Island Tigers will proudly acknowledge your company and contact person as the Major Sponsor.
Merchandise:	<ul style="list-style-type: none"> 2 x New Bribie Island Tigers Polo Shirts Bribie Tigers Sponsor sticker display on your business.
V.I.P:	<ul style="list-style-type: none"> 2 x Tickets to our Club Presentation Night 2 x Tickets to our sponsor's days for all sponsors 1 x Sponsors plaque each year to show our appreciation.