



SPONSORSHIP GUIDE
- 2024 -

EST. 1880





Salisbury Football Club Incorporated
Orange Avenue, Salisbury
PO Box 504
Salisbury SA 5108



WELCOME

On behalf of our members and supporters, we welcome you to the Salisbury Football Club.

Established in 1880, the Salisbury Football Club is one of the most respected and successful clubs in northern Adelaide. Individuals and families are attracted by our family friendly focus and commitment to inclusiveness (regardless of age, gender, race or physical ability), fielding Senior Mens and Women's, and Junior teams in a range of South Australian football leagues.

We encourage all supporters and sponsors to join us on match days to enjoy some great football but also participate in the numerous events held throughout the year. These events provide a great opportunity to meet, bond and network with players, families, friends and members of the wider Salisbury community.

Sponsors play a huge part in both our on and off field success. Our aim is to be the club of choice in Adelaide's north for Australian Rules Football and as we grow, your sponsorship is a key element to achieving this goal. In return we will work hard to promote the businesses that support us.

Once again, thank you for your interest in sponsoring the Salisbury Football Club and go Magpies!

Grant De Bais, SFC President





Salisbury FC - 1907



Salisbury FC - 1957



Salisbury FC Premiership teams ('37 '57 '87 '97 '07) reunion - 2017



Salisbury FC Women's Div 1 Premiers - 2018



HISTORY

The sport of football in the Salisbury area can be traced back to the early to mid 1880's. A Salisbury team competed in local competitions but primarily in the Gawler League. Photographs of this early period dating back to 1899 are on display in the club rooms at the Salisbury Football Club.

During the first half of the 20th Century, the Club had different variations of names and guernsey designs including Salisbury 'Star' and Salisbury 'Rovers'. In the mid 1950's the club adopted the Collingwood Football Club guernsey and 'Magpies' nickname. Both guernsey design and name remain to this day.

The Club became affiliated with the newly formed Central District Football Association (CDFA) in 1960, ending its long association with the Gawler League, and in 1995 joined the South Australian Amateur Football League (SAAFL) with which it remains registered.

In 1997, the Senior 'A' Grade men won the Divison 7 premiership and deservedly gained promotion to Division 6. Over the course of the next 6 years, they continued to rise through the ranks (winning another premiership in 2001), eventually reaching Division 3 in 2004. Since this rapid rise from the lower divisions, the club has continued to challenge in the mid to upper divisions of the Adelaide Footy League, achieving mens 'A' Grade Grand Final success in 2007.

Over the past decade, the Salisbury Football Club has led from the front in northern suburbs football circles to embrace both female football players and players with integration difficulties by allowing them to play the sport they love. In 2008, the Club celebrated the inclusion of a team to compete in a 'C7' modified football grade for players with integration difficulties. The C7's (as they are affectionately known) achieved immediate success, winning the 2008 and 2010 premierships. In 2014, female teams were fielded for the first time in Under 15, Under 18 and Open Women's SAWFL competition. All teams made finals, with both Under 15 and Open Women's teams winning premierships. In 2018, our Senior Women won the Division 1 Premiership, the first time in the history of the club that a senior team has reached the pinnacle of the entire competition.

The junior levels of the Club have always been strong with teams registered in the SANFL Juniors. Many of our junior players have represented South Australia in Under 15, Under 18 and Under 23 State level competitions with some rising through the grades to reach the pinnacle of the sport, the Australian Football League (AFL). Players including Stuart Dew, Ben Nason, Sean Lemmens, Anthony Ingerson and Jarrad Cotton have all played at AFL level while players such as Luke Barmby, Mark Demasi, Steven Eichner and Brad Currie have played senior football in the South Australian National Football League (SANFL). Salisbury players that currently play in the AFLW include Chelsea Randall, Sarah Allan and Ashleigh Woodland (all Adelaide Crows and 2022 AFLW Premiership players), Jess Allan (GWS Giants) and Jess Sedunary (West Coast Eagles).



CLUB VISION

The Salisbury Football Club will be recognized as the most successful, family orientated and professional amateur club in the northern suburbs of Adelaide.

CLUB MISSION

The Salisbury Football Club will provide opportunities for people of all ages a safe and family orientated environment in which they may enjoy a lifetime involvement in Australian Rules Football.

PLAYERS

We are committed to affording players the opportunity to reach their full playing potential at junior and senior level by providing them with above standard facilities, professional coaching staff and quality equipment.

ADMINISTRATORS

We are committed to our match day and administration staff by providing them with the support they need to perform their duties in an effective and professional manner, and to grow and develop from their experiences while performing their club duties.

SALISBURY FOOTBALL CLUB: A COMMUNITY

Australian Rules Football is a passion that draws people together and it is in this togetherness that communities form. The success and longevity of the Salisbury Football Club lies with the strength of our community.

Salisbury Football Club is proud of the community it has brought together and with over 1500+ supporters and players combined, we are confident that we will continue to give back to our community and sponsors both on and off the field.



WHY SPONSOR SALISBURY FOOTBALL CLUB?

OPPORTUNITY TO GROW YOUR BRAND

- Exposure for your business with signage around the ground and in the clubroom
- For your financial contribution, you will receive approximately 8 months exposure, across 15-17 teams, their supporters and opposition players and supporters
- Supporters and players of the club are very active in supporting sponsors through direct sales opportunities
- The club will also support sponsors through direct sales opportunities as they arise and through promoting the sponsor's business and products at club functions and on game days

CLUB CULTURE

Sponsors are encouraged to get involved with the Salisbury Football Club in a number of ways including:

- Invitations to club events
- Support by the club and it's followers to involve the sponsors within the club and throughout their own networks
- Sponsors are encouraged to become a part of the club's community and share in the benefits of being involved in a family orientated local football club
- Your brand will be associated with a family friendly club and viewed as supporting the local community

SOCIAL MEDIA COVERAGE

Sponsors benefit from support via Facebook as Salisbury Football Club has 2 pages and a group for followers, supporters and players, in line with their social media strategy. With approximately 1,500 followers across these pages, we will further enhance the relationship with our sponsors and continue to connect them to our supporters and players. This is achieved in a number of ways, including:

- Sharing the sponsor's business page amongst our followers on facebook
- Sharing the sponsor's marketing initiatives such as special deals or events
- Encouraging our supporters and players to purchase directly from our sponsors and give further support by sharing their facebook business page within their own networks



SPONSORSHIP OPTIONS

At Salisbury Football Club, we believe that by personalising your sponsorship we can maximize the benefits that sponsorship can mean for your business.

The following packages are a guideline of what you will receive in exchange for your financial contribution. These can be tailored to your business's needs. The benefits are not an exhaustive list but are designed to convey the type of direct advertising and exposure each sponsorship level has to offer. Each package can be negotiated and tailored to gain maximum exposure for your business.

MAJOR SPONSOR from \$8,000 (including GST)

The major sponsor is the premier sponsorship package offered by Salisbury Football Club. It is designed to maximize the benefits for the business and highlight the major sponsor status at the club.

Package includes, but is not restricted to:

- The most prominent signage at the club, including a 2.8m x 1.2m logo at main entry to the clubrooms (we are happy to negotiate other locations and sizes also). Your business logo will also be displayed above the bar inside the clubrooms
- Inclusion of your business logo and contact details on our rolling Sponsors Advertisement screen located in the club rooms
- 2 x tickets when any of our Senior team's make a Grand Final
- Invitation to season launch (first home game where appetisers and drinks are provided)
- Invitation to annual Sponsor's Day event at an A Grade senior match at Salisbury Oval (includes appetisers and drinks)
- 2 x tickets to our End of Year Presentation night plus the opportunity to be the guest speaker on the night and hand out trophies to our winners (dinner and drinks provided)
- The highest level of social media marketing, with the potential to increase likes on your business page by up to 250 likes. This will include your business being 'tagged' on major club updates, sharing your page across our network and personal invites to like your page
- Naming rights on club letter head
- Naming rights on either senior A Grade guernsey or team guernsey of your choice
- Inclusion of your business logo on SFC Sponsors banner located in the clubroom foyer
- Plaque of acknowledgement to display at your business
- Salisbury Football Club polo shirt



SPONSORSHIP OPTIONS CONT.

GOLD SPONSOR \$5,000 (including GST)

Gold Sponsorship allows exposure of your business with a strong Northern suburbs brand. You will receive significant signage and branding throughout the club.

Package includes, but is not restricted to :

- Business signage placed prominently inside and outside the clubrooms, including 2.0mW x 0.8mH fence signage (displayed externally during match days). Your business logo will also be displayed above the bar inside the clubrooms
- Inclusion of you business logo and contact details on our rolling Sponsors Advertisement screen located in the club rooms
- 2 x tickets when any of our Senior team's make a Grand Final
- Invitation to season launch (first home game where appetisers and drinks are provided)
- Invitation to annual Sponsor's Day event at an A Grade senior match at Salisbury Oval (includes appetisers and drinks)
- 2 x tickets for End of Year Presentation night (dinner and drinks provided)
- Extensive social media marketing, with shares of your business page throughout the season. Photos of Gold sponsors at a club event will also be tagged.
- Inclusion of your business logo on SFC Sponsors banner located in the clubroom foyer
- Plaque of Acknowledgement to display at your business
- Salisbury Football Club polo shirt

SILVER SPONSOR \$3,000 (including GST)

Silver sponsorship allows for prominent positioning of your business brand through signage and other opportunities at a reasonable price.

Package includes, but is not restricted to :

- Business logo on 2.0mW x 0.8mH fence signage (displayed externally during match days). Your business logo will also be displayed above the bar inside the clubrooms
- Inclusion of you business logo and contact details on our rolling Sponsors Advertisement screen located in the club rooms
- Invitation to season launch (first home game where appetisers and drinks are provided)
- Invitation to annual Sponsor's Day event at an A Grade senior match at Salisbury Oval (includes appetisers and drinks)
- 2 x tickets for End of Year Presentation night (dinner and drinks provided)
- Inclusion of your business logo on SFC Sponsors banner located in the clubroom foyer
- Social media coverage of your business and it's products
- Plaque of acknowledgement to display at your business
- Salisbury Football Club Hat or Scarf



SPONSORSHIP OPTIONS CONT.

BRONZE SPONSOR \$ 2,000 (including GST)

Bronze sponsorship is an opportunity for small businesses to gain minor exposure for their business within the Salisbury Football club community.

Package includes, but is not restricted to:

- Business logo displayed above the bar inside the clubrooms
- Inclusion of your business logo and contact details on our rolling Sponsors Advertisement screen located in the club rooms
- Invitation to annual Sponsor's Day event at an A Grade senior match at Salisbury Oval (includes appetisers and drinks)
- Sharing your business page on facebook at least once during the season
- Plaque of acknowledgement to display at your business
- Inclusion of your business logo on SFC Sponsors banner located in the clubroom foyer

SENIOR PLAYER SPONSOR \$700 (including GST)

The player sponsor allows a keen supporter or small business owner to support their player for the season by paying for their membership fees.

Package includes:

- Your player has their fees covered for the season
- Inclusion of your business logo and contact details on our rolling Sponsors Advertisement screen located in the club rooms
- Plaque of acknowledgement to display at your business
- Exclusive 'siren to siren' bar specials for A Grade matches played at Salisbury Oval.



SPONSORSHIP OPTIONS CONT.

FENCE SIGNAGE \$1,500 (Including GST)

Business logo on 2.0mW x 0.8mH fence sign (displayed externally during match days). Your business logo will also be displayed above the bar inside the clubrooms

SPECIAL EVENT GUERNSEY SPONSORSHIP \$1,500 (Including GST)

Be part of a special event game such as ANZAC Day, Beyond Blue and Indigenous Round, just to name a few. Your company logo will go on the back of the specially designed game day guernsey for that particular round, and you will be presented with a guernsey to display in your workplace.



Example of past ANZAC and Indigenous guernseys

BLACK & WHITE CLUB \$265

A membership for both playing and non-playing members and supporters. the Black and White Club is designed to raise funds for the betterment of the club.

As a member of the Black and White Club, you have the ability to put forward ideas and/or nominate what the raised funds are spent on.

Past examples include the players gym, pool table, ice baths, player recruitment funds. Special offers are also made available to Black and White Club members only throughout the season including a dollar off drinks purchased at Senior Grade matches held at Salisbury Oval.

Membership costs \$265 per year, payable either in one lump sum or a weekly \$5 instalment via electronic transfer.

Members of the Black and White Club are also recognised on a plaque in the Salisbury Football Club club rooms.



ADVERTISING AT SALISBURY OVAL

There are many advertising options to choose from to support the Salisbury Football Club. Each option will provide the sponsor great exposure and allow them to be recognised by both the Salisbury and wider northern suburbs community. Pricing for advertising locations are negotiable.

Prominent on ground signage locations and approximate sizes include:

1_Scoreboard (Electronic to come 2024)

Significant signage position. This also includes a social media advertising, an invitation to the season launch and sponsor's day (with drinks and appetisers included)

2_Front Verandah

1.5mW x 0.8mH

3_Side Verandah

1.2mW x 0.8mH

4_BBQ Side Verandah

1.2mW x 0.8mH

5_Home Coaches Box

1.8mW x 0.8mH

6_Away Coaches Box

1.8mW x 0.8mH

7_Grandstand Option 01

1.5mW x 0.8mH

8_Grandstand Option 02

1.5mW x 0.8mH

9_Above Home change room entry

1.8mW x 0.8mH

10_Goal Post Advertising (Both Ends)

2.1mH

11_Hill/Oval Naming Rights

Significant signage position. This also includes a social media strategy, an invitation to the season launch and sponsor's day (with drinks and appetisers included)

12_Perimeter Fence Signage

1.2mW x 0.8mH

Refer to the following page for approximate locations for advertising opportunities around the ground.





Salisbury Oval: Approximate signage locations

JUNIOR SPONSORSHIP OPTIONS

JUNIOR GUERNSEY SPONSORSHIP - \$1,500 per year (Including GST)

Your business name on one of our Junior team's set of guernseys (Note: this is a 3-year commitment at \$1,500 per year).

JUNIOR PLAYER SPONSORSHIP - \$500 (Including GST)

The player sponsor allows a keen supporter or small business owner to support their player for the season by paying for their membership fees.

Package includes:

- 1 x framed photograph of your player that will be displayed in the clubrooms with your business and/or name advertised as the player's sponsor
- Inclusion of your business logo and contact details on our rolling Sponsors Advertisement screen located in the club rooms
- Plaque of acknowledgement to display at your business

COLTS CORNER SPONSORSHIP - \$200 (Including GST)

This sponsorship deal will cater for the supply of food and beverages for junior players attending our much-loved Colts Corner held each Sunday night in the club rooms. This is \$200 each week, you can choose how many weeks you would like to sponsor. Benefits include:

- Inclusion of your business logo and contact details on our rolling Sponsors Advertisement screen located in the club rooms
- Invitation to attend Colts Corner and promote your business



CLUB CONTACTS

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