



SPONSORSHIP POLICY

West Ryde Rovers Football Club
Amended on 13 September 2020



INTRODUCTION

On behalf of the West Ryde Rovers Football Club, it is our privilege to invite your company to sponsor West Ryde Rovers Football Club for the 2021 Season.

West Ryde Rovers Football Club is a subordinate club of the West Ryde Rovers Sports and Social Club which manages local Community teams in Netball, Cricket and Football, or Soccer for some!

West Ryde Rovers Sports and Social Club has been providing an invaluable Community service to the local community for almost 60 years now, and now this is your chance to contribute to Grassroots Community sport in your own Local Community, and assist in ensuring our long term survivability.

Your sponsorship will enable the West Ryde Rovers Football Club to ensure we can provide all our kids and adults the equipment, facilities and support to approximately 900 members of the area. This sponsorship helps to ensure we keep costs to a minimum, especially for our younger players where our goal is to ensure as many children as possible can enjoy a game free from abuse, rough play, intimidation and extreme expectations.

CLUB HISTORY

Local resident Lester Waud decided it was time that the children of West Ryde were provided with some sort of organised sport. Together with Peter Rouse, he set about founding the West Ryde Rovers Football Club. That first year there were just two teams, which formed the spark and nucleus for the growth into the West Ryde Rovers Sports and Social Club.

Almost 60 years later it is one of the largest sporting clubs in the Ryde district. History has it that on many occasions, Lester was known to provide the necessary monies from his own pocket to enable young boys of the district to take up the game of Soccer.

During the seventeen years he dedicated to the club, it grew remarkably and diversified into other sports. Unfortunately, Lester passed away in 1974 but his memory lives on, and every time a Rovers team takes the field on the L.H.Waud Sports Ground at Meadowbank, the club's home ground named in honour of Lester, it is a tribute to their founder's dedication and amazing legacy.

2014 saw 75 football teams with ages from Under 6 through to Over 45's for boys, girls, women's and men's divisions. There are approximately 43 Netball teams, with juniors and seniors, last season Cricket boasted 15 teams and another 120 5-8 year olds participated in the Milo Cricket curriculum.

We believe that Lester must indeed be proud as he watches over his legacy. As a non-profit organisation, Rovers rely on the support of Local sponsors to help pay the bills for our 1000 football members. This support, along with our own fund raising and the selfless efforts of the Club members and its volunteer's, creates and encourages many local children to get outside into the fresh air and play football.

Many of those children indeed have continued to participate at senior levels for the club, and help us to encourage and mentor the children to become more invested in their chosen sports.

Sponsorship of West Ryde Rovers Football Club represents a tremendous promotional opportunity for all manner of businesses and organisations, large and small. In becoming an Official Sponsor of our Club, your brand will deliver a clear message of support to the children, families and residents of the local community. Your brand will align with an iconic local community and family orientated club, whilst promoting a 'keep fit and healthy' lifestyle.

There are a number of sponsorship categories available to meet various budget sizes, and individual sponsorship negotiated packages are also available upon request.

Your support of our Community Club would be highly valued and appreciated.



WHAT HAPPENS TO YOUR SPONSORSHIP INVESTMENT?

West Ryde Rovers Sports and Social Club is a non-profit organisation. Sponsorship is a vital part in ensuring the success of the Club and without this support there would need to be considerable increases in membership fees, therefore reducing the affordability for young families.

There are significant ongoing costs associated with the day to day running of the club. For example:

- Playing equipment including team kits, goal nets and team jerseys,
- L.H. Waud Sports Ground licence, and hire for trials, training and grading including extra costs for field lighting,
- Club House and Canteen electricity, and cleaning costs, and
- Coaching Courses, Association Fees, and Club and Player Insurance.

Sponsorship of our Club is a tax-deductible expense – talk to your Accountant. We will provide you with all of the relevant paperwork to support your claim.

OTHER WAYS YOU CAN HELP

In addition to the sponsorships listed below, there are always other ways you can support our club, including:

- Cash Donations,
- Supply of products or services to be utilised for fundraising purposes such as raffles/auctions, and
- Supply of services to the club, in relation to maintenance etc.

Supporting the club through cash and/or product sponsorship will assist in meeting the funding for essential equipment needed to get the players on the field and playing football each week, as well as hiring of fields and lights for trials and training, and the maintenance and upgrade of club facilities.

If any of the following sponsorship packages do not suit your level of support you are willing to offer, then please feel free to contact our Sponsorship contacts as listed at the end of this document, and we will happily arrange a meeting to discuss.

The following members of the WRRFC may be contacted if you require further information relating to sponsorship:

SPONSORSHIP OFFICER

Greg Cameron

P: 0414 814503

E: football.sponsorship@westryderovers.asn.au

Greg should be the primary contact for all Sponsorship enquiries, however if unable to contact Greg, please forward your enquiry to the club Secretary, Lindsay Donald, on 0412 287759 or at football.secretary@westryderovers.asn.au



ROVERS PLATINUM SPONSOR LEVEL

(3 YEAR COMMITMENT)

The Platinum sponsorship is West Ryde Rovers ultimate level of support and is available to one sponsor only.

This level of sponsorship provides the sponsors with exclusive logos placed on the sleeves of ALL playing strips within the West Ryde Rovers Football Club. Due to the cost involved with altering/renewing approximately 1000 playing strips, this sponsorship commitment is based over a 3 year period.

With approximately 900 players running around Football grounds within the Sydney Metro area, all wearing the Platinum Sponsors logo, enables a very broad spectrum of brand visibility and recognition.

General Benefits

- Business Name, Logo, Contact details on the clubs website, Facebook Page(s), and full page advertisement within 'In Off the Post' monthly Newsletter;
- Sponsors square on West Ryde Rovers Football advertising banner displayed at Meadowbank Park each weekend (Saturday and Sunday);
- Two 'Teardrop' (or similar) signs displayed at Meadowbank Ovals;
- Availability for sponsor to sell and/or promote products/services at all club events;
- Access and publicity to 900+ members, plus family/friends word of mouth goodwill
- Invitation to attend, public acknowledgement and thanks at all club functions/events;

Platinum Sponsorship Exclusive Benefits

- Logo (75mm x 75mm) placed on one sleeve of all club playing strips;
- Link to the sponsor's web site from West Ryde Rovers web site;
- Ability for sponsors to establish branding and presence on game days (flags/banners/product giveaways etc);
- Provided with one framed sponsored playing strip with logo; and
- Invites to attend all club functions and events.
- 2 x West Ryde Rovers Executive jackets with "Official Sponsor" embroidered below West Ryde Rovers Logo, and
- 2 x West Ryde Rovers Polo Shirts with "Official Sponsor" embroidered below West Ryde Rovers Logo.
- Framed "Proud Sponsor" sign.

Investment

\$10,000.00 Per Season (Paid by 1st April each season)

Total Sponsorship \$30,000 over 3 years.



ROVERS GOLD SPONSOR LEVEL

(3 YEAR COMMITMENT)

The Gold sponsorship is West Ryde Rovers penultimate level of support and is available to one sponsor only.

This level of sponsorship provides the sponsor with exclusive logos placed on the playing shorts of ALL players shorts within the West Ryde Rovers Football Club. Due to the cost involved with altering/renewing approximately 1000 pairs of shorts, this sponsorship commitment is based over a 3 year period.

With approximately 900 players running around Football grounds within the Sydney Metro area, all wearing the Gold Sponsors logo, enables a very broad spectrum of brand visibility and recognition.

General Benefits

- Business Name, Logo, Contact details on the clubs website, Facebook Page(s), and full page advertisement within 'In Off the Post' monthly Newsletter;
- Sponsors square on West Ryde Rovers Football advertising banner displayed at Meadowbank Park each weekend (Saturday and Sunday);
- Two 'Teardrop' (or similar) signs displayed at Meadowbank Ovals;
- Availability for sponsor to sell and/or promote products/services at all club events;
- Access and publicity to 900+ members, plus family/friends word of mouth goodwill
- Invitation to attend, public acknowledgement and thanks at all club functions/events;

Gold Sponsorship Exclusive Benefits

- Logo (75mm x 75mm) placed on one leg panel of all club playing shorts;
- Link to the sponsor's web site from West Ryde Rovers web site;
- Ability for sponsors to establish branding and presence on game days (flags/banners/product giveaways etc);
- Provided with one framed sponsored playing strip with logo; and
- Invites to attend all club functions and events.
- 2 x West Ryde Rovers Executive jackets with "Official Sponsor" embroidered below West Ryde Rovers Logo, and
- 2 x West Ryde Rovers Polo Shirts with "Official Sponsor" embroidered below West Ryde Rovers Logo.
- Framed "Proud Sponsor" sign.

Investment

\$10,000.00 Per Season (Paid by 1st April each season)

Total Sponsorship \$30,000 over 3 years.



ROVERS BLUE AND WHITE SPONSOR LEVEL

(3 YEAR COMMITMENT)

This premium level of sponsorship opportunity is for a long term commitment to the club at an intermediate level. This sponsorship is a three year commitment, and allows multiple sponsors at this level.

The Blue and White package provides the following key benefits:

General Benefits

- Business Name, Logo, Contact details on the clubs website, Facebook Page(s), and within 'In Off the Post' monthly Newsletter;
- Sponsors square on West Ryde Rovers Football advertising banner displayed at Meadowbank Park each weekend (Saturday and Sunday);
- Availability for sponsor to sell and/or promote products/services at all club events;
- Access and publicity to 900+ members, plus family/friends word of mouth goodwill
- Invitation to attend, public acknowledgement and thanks at all club functions/events;

Blue and White Sponsorship Exclusive Benefits

- Logo placed on front panel of one full team set of playing strips (25 x 10cm), consisting of 16 jerseys;
- Link to the sponsor's web site from West Ryde Rovers web site;
- Ability for sponsors to establish branding and presence on game days (flags/banners/product giveaways etc);
- Provided with one framed sponsored playing strip with logo; and
- 2 x West Ryde Rovers Polo Shirts with "Official Sponsor" embroidered below West Ryde Rovers Logo.
- Framed "Proud Sponsor" sign.

Investment

\$1500.00 Per Season (Paid by 1st April each season)

Total Sponsorship \$4500 over 3 years.



ROVERS BLUE SPONSOR LEVEL

(1 YEAR COMMITMENT)

This premium level of sponsorship opportunity is for a short term commitment to the club at an intermediate level. This sponsorship is a one year commitment, and allows multiple sponsors at this level.

The Blue package provides the following key benefits:

General Benefits

- Business Name, Logo, Contact details on the clubs website, Facebook Page(s), and within 'In Off the Post' monthly Newsletter;
- Sponsors square on West Ryde Rovers Football advertising banner displayed at Meadowbank Park each weekend (Saturday and Sunday);
- Availability for sponsor to sell and/or promote products/services at all club events;
- Access and publicity to 900+ members, plus family/friends word of mouth goodwill
- Invitation to attend, public acknowledgement and thanks at all club functions/events;

Blue Sponsorship Exclusive Benefits

- Logo placed on front panel of one full team set of Mini's (Under 6-7) playing strips (25 x 10cm), consisting of 6-8 jerseys;
- Link to the sponsor's web site from West Ryde Rovers web site;
- 1 x West Ryde Rovers Polo Shirts with "Official Sponsor" embroidered below West Ryde Rovers Logo.
- Framed "Proud Sponsor" sign.

Investment

\$500.00 Per Season (Paid by 1st April each season)

Total Sponsorship \$500.



ROVERS WHITE SPONSOR LEVEL

(1 YEAR COMMITMENT)

This level of sponsorship opportunity is for a short term commitment to the club at its most basic level. This sponsorship is a one year commitment, and allows multiple sponsors at this level.

The White package provides the following key benefits:

General Benefits

- Business Name, Logo, Contact details on the clubs website, Facebook Page(s), and within 'In Off the Post' monthly Newsletter;
- Small sponsors square on West Ryde Rovers Football advertising banner displayed at Meadowbank Park each weekend (Saturday and Sunday);
- Availability for sponsor to promote products/services at selected club events;
- Access and publicity to 900+ members, plus family/friends word of mouth goodwill
- Invitation to attend, public acknowledgement and thanks at all club functions/events;

White Sponsorship Exclusive Benefits

- Framed "Proud Sponsor" sign.

Investment

\$250.00 Per Season (Paid by 1st April each season)

Total Sponsorship \$250.