



## 2008. THIS IS THE PERFECT TIME TO JOIN THIS **YOUNG AND VIBRANT** FOOTBALL CLUB

The **Wembley Amateur Football Club** would like to invite you to become a valuable team member and supporter of community sport.

The following document will tell you about the Wembley Amateur Football Club, how your valuable contribution assists local community sport and how you can benefit.

After reading this document I hope you will consider us as part of your local community marketing plan.

### **ABOUT WEMBLEY AFC**

Wembley Amateur Football Club prides itself on the way the players, coaching staff, and associates conduct themselves on and off the field.

We promote a family atmosphere and support the growth of the sport through the Junior Football and Veterans Football.

The club has five sides playing each weekend. Four of these sides play in the A Grade competition representing Wembley in A Grade Seniors, A Reserves, A Colts and A Thirds. The club has another side that plays in the E Grade competition. Therefore catering for all levels of skill and competitiveness.

Throughout its 80 year history the club has seen many of its players go onto WAFL and AFL careers including:

**Billy Faul** - Played for South Melbourne in 1932, runner up in the Brownlow as well as coached South Melbourne in the 1960's.

**John Bowe** - Played for South Melbourne in 1932

**Peter Featherby** -1973 & 1986 Subiaco premierships player and AFL careers with Footscray and Geelong

**George Young** - Subiaco and St Kilda player in the 1970's and represented WA in the Sheffield Shield cricket competition.

**Ross Glendinning** - East Perth and North Melbourne great, inaugural captain of the West Coast Eagles and 1983 Brownlow Medal winner.

**Neil Balme** - Subiaco player who went on to play in the Richmond premierships sides of 1973 & 1974. Went on to coach Melbourne, became an integral part of Collingwood management and is now part of Geelong Football Club.

**Todd Breman** - Subiaco, West Coast Eagles & Richmond player and Wembley A Grade coach. Also played Sheffield Shield cricket for WA.

**THE CLUB IS FAVOURABLY POSITIONED FOR THE COMING YEARS, WITH TALENTED PLAYERS IN ALL GRADES. THE CLUB HAS TASTED RECENT SUCCESS WITH THE WINNING OF 4 GRAND FINALS IN A VARIETY OF GRADES IN 2005, AND IN 2006 AND 2007, THE CLUBS SENIOR SIDES PLAYED IN 3 GRAND FINALS.**



**YOUR CLUB. YOUR COMMUNITY.**

## CLUB LOCATION

The club's home ground is located in the centre of Wembley at Henderson Park on the corner of Salvado Rd and Jersey St.

## CLUB AFFILIATIONS

The club has many associations however the key groups that club has a particular interest in are:

### Wembley Veterans Football Club

Wembley players never really give the game away, they just get a little slower. For those of us over 35 and want to retire from amateurs but still play competitive football you can play veterans.

### Wembley Junior Football Club

Steve Lawrence and his team got 100 kids under the age of 10 in 2006 (the inaugural year) playing Auskick. This can only get bigger.

Both clubs are wearing the Wembley colours and play at Henderson Park. Our relationship with these clubs can only get stronger as we tap into each others supporter base and share resources.

Other relationships are held with the Wembley Netball, Cricket, Basketball and Baseball Clubs.

## THE COMMITTEE

The committee is made up of 7 individuals from all corners of the local community. All committee members are past players who volunteer up to 20 hours per week to ensure that 5 teams are playing every weekend and our supporters and sponsors needs are being catered for.

The 2007 committee is made up of the following individuals:

### President

Chris Shine Business Bank Manager

### Vice President

Tony Gooch Online Solutions

### Treasurer

Leigh Turner Engineer

### Social Coordinator

Jono Zahra Events Manager

### Committee members

Greg Fraser Engineer

Joel Wadell Marketing Coordinator

Denis Day Full time volunteer

Rob Paltridge Full time volunteer

Lyndsay Fitzpatrick Asset Manager

The committee is supported by many current and past players who assist with key events as well as general administration.

## YOUR SUPPORT FOR OUR CLUB HAS A DIRECT BENEFIT ON THE LOCAL COMMUNITY.

The benefits include:

- Organised program of sport and exercise for all ages.
- Helps fight obesity, diabetes, heart disorders etc.
- Social activities.
- Social, career and business networks.
- Avenue for young players to display their skills to WAFL clubs.

## HOW DOES YOUR SPONSORSHIP HELP?

Your support of our club helps the committee in generating funds for payment of:

- Equipment
- Council ground hire
- Council hall hire
- Insurances
- Lighting
- Physiotherapy and medical services
- Coaching costs

## HOW CAN YOU BENEFIT FROM SPONSORING OUR CLUB?

How you can benefit is only limited by your imagination. What ideas do you have? Tell us what you have in mind and we will try to accommodate. We have successfully implemented closed shop experiences, promoted products at our club, emailed retail and service specials to our database, distributed discount vouchers and promotions and provided a membership discount card. Immediate benefits include:

- Raised profile and a platform to "sell" your business.
- Brand, product and service awareness/recognition.
- Noted as having a business with community minded spirit
- Direct access to our membership.
- Part of a network of businesses and specialists.

## HOW WE CAN HELP EACH OTHER IN 2008?

The Wembley Football Club has many ways to assist you in promoting your business. These are:

### SIGNAGE WITHIN THE CLUB

The club has an illuminated board in a prominent site position above the podium (centre of attention) where your business name/logo will be displayed, will be visible to all and highlighted during awards presentations each week.

The added feature is that the signage is also highly visible during functions. The club has up to 10 functions each year where your business/logo signage will be prominent.

Your business can be advertised on our new website and your website can be linked. You can view the new website (nearing completion) at [www.wembleymagpies.com](http://www.wembleymagpies.com)

The club would like to generate a minimum sponsorship of \$500 - \$1,000.00 for the above.

## SIGNAGE OUTSIDE THE CLUB

The club can ensure that you have a banner/ promotional item in a prominent position on game day. Sponsors provide a large banner that is erected at the ground when home games are in play. There is a home game played at the ground each week during the home and away season.

The club would like to generate a minimum sponsorship of \$1,500.00 for signage outside the club. For that amount you will automatically get the benefits of signage within the club as part of the sponsorship.

## BUSINESS & SERVICES GUIDE

Each year the club produces a Business and Services Guide. In 2007 over two thousand booklets were published and distributed in the local area (Wembley/Floreat).

To get an ad in the booklet the following costs apply.

- One line ad (like white pages) including business name, phone number, address and contact **\$100.00**
- Colour ad (business card size) **\$200.00**
- Colour half page ad **\$500**
- Colour full page ad **\$1000**
- Colour back page ad **Make an offer**



2007 Wembley Business & Services Guide

## Added bonus

For every \$100 you spend you will be given a ticket in the club jumper raffle. If you purchase a full page colour ad you will receive 10 tickets in the raffle to have your business name printed on the back of one of the 5 team jumpers.

The club aims to sell 150 tickets in this raffle. As not all people who purchase raffle tickets are formal sponsors it is our way of letting all businesses take part in what is a community club.

The Business and Services Guide details are also posted on our website.

## SPECIAL OPPORTUNITY

The club is trying to purchase a marquee. The cost of such an item is between \$3,000 & \$3,500 (at last count). If a sponsor was to assist the club in purchasing the item by providing the funds they will have exclusive marketing rights to the marquee for an agreed period of time.

## OTHER WAYS WE CAN HELP YOUR BUSINESS

### SPECIAL FUNCTIONS

The club provides opportunities for you to expose your business at various functions such as:

- Past player and sponsors day
- Ladies day twice year which is becoming bigger and bigger each year
- Wembley stakes night
- Wembley talent night

### MEMBERSHIP/PROMOTIONAL CARD

Membership card which acts as a discount / promotional card at participating businesses. If you wish to have some kind of promotion talk to us about making it visible on the card or through the Business and Services Guide.

### EMAIL PROMOTIONS

Do you have a special, new line of product or just some news you want publicised. We can do it by emailing it to our data base.

### MIX AND MATCH & OTHER IDEAS

Do you have a particular idea or want to mix and match the above sponsorship opportunities. You know your business better than we ever will. Let us know what you want and we will try to assist. Things we have done on top of the above include distribution of promotional cards and conducted a closed shop

We believe that any key to sponsorship is to make you feel and believe you will get something out of it for yourself personally and for your business. Sponsorship is not charity, it is your hard earned cash!

## CAN YOU HELP?

In the interests of raising the profile of Football and participation in local sport in Western Australia, we urge your favourable consideration of this sponsorship invitation.

We hope that you view this as an investment that will help to promote the future of community football in WA.

If you feel that you are able to help the Wembley Amateur Football Club, or have any further queries in regard to sponsorship opportunities please feel free to **contact Club President Chris Shine on 9336 9420.**