

KEON PARK STARS JUNIOR FOOTBALL CLUB

SPONSORSHIP PACKAGES



CLUB OVERVIEW



The **Keon Park Stars Junior Football Club (KPSJFC)** is a proud and respected community based junior sporting club based at Donath Reserve, Keon Park competing in the Northern Football Netball League.

Established in 1961, KPSJFC has a rich history in the Darebin area known as a hub for junior footballers over the past six decades. We respect our past and embrace our future as we continue to develop as a small but dedicated junior sporting club.

In Season 2022, we are planning to field four teams in the NFNL alongside our Auskick program and the establishment of a NetSetGo Netball program. This is an increase on the teams and programs offered in 2021.

KPSJFC focuses on inclusion and participation as well as creating a welcoming environment for all. These are important values that we believe are instrumental for creating a positive sporting experience for young people.

Sponsors mean a lot to our club. They are not just a donor; they are a valued part of our family. We look forward to working with you and welcoming you into the Keon Park Stars family in 2022.

WHAT ARE BENEFITS OF SUPPORTING KPSJFC?



There are many benefits of supporting the Keon Park Stars JFC. Some include:

- Become involved in a local community sporting club
- Expose your business to the KPSJFC community and network
- Branding opportunities around the club and digitally
- Business exposure via the club's website, and exposure via social media including Facebook, Instagram and Team App.
- Help keep the cost of junior sport low and contribute to increased participation of junior footballers.
- A welcomed form of advertisement.
- Increased awareness of your product or service

HOW DOES SPONSORSHIP HELP KPSJFC?



Our club is continuing to grow and develop year by year. The support of our generous club sponsors are very much valued by all as it enables us to ensure the junior sport experience is a positive one for our players and their families. Sponsorship helps to keep our registration fees at a low price. By keeping our registrations at a low and affordable price, it encourages more families to get their kids involved in sport.

Sponsorship also allows us to help meet our day to day running costs, upgrade our equipment and uniforms when necessary and hold events and opportunities for our players.

SPONSORSHIP PACKAGES



Our sponsorship packages include per year the following or equivalent amount:

MAJOR: \$5,000+

GOLD: \$1,000

SILVER: \$750

BRONZE: \$500

COMMUNITY SPONSOR: Donation of your desired amount

The community sponsor initiative is about giving those who would like to sponsor or donate to the club, the opportunity to do so in a way that best suits them. We appreciate and value every donation whether it is monetary donations or donations of goods, vouchers etc.

SPONSORSHIP PACKAGES



PACKAGE	MAJOR	GOLD	SILVER	BRONZE	COMMUNITY
Amount (per year)	\$5,000+	\$1,000	\$750	\$500	Your Amount
Certificate of Appreciation	✓	✓	✓	✓	✓
Logo and contact details published in Season Information Booklet	✓	✓	✓	✓	✓
Opportunity to provide a sponsored voucher each week for Weekly Encouragement Awards	✓	✓	✓	✓	✓
Opportunity to distribute sponsor promotional items to our members (provided by sponsor)	✓	✓	✓	✓	✓
Logo on Club Newsletter sponsors section	✓	✓	✓	✓	✓
Welcome/Welcome back sponsorship post on social media and website at the start of the season including business contact details and a short paragraph about the business.	✓	✓	✓	✓	✓
Logo and link to webpage on club webpage and Team App	✓	✓	✓	✓	✓
Invitation to club events	✓	✓	✓	✓	
Logo on club updates footer sent to members	✓	✓	✓	✓	
Fence signage around the ground (at cost price)	✓	✓	✓		
Logo on club noticeboard	✓	✓	✓		
Social Media promotions throughout the season	Min 4x	2x	1x		
Logo positioned in prominent position in canteen	✓	✓			
Signage on the scoreboard structure during football season	✓	✓			
Logo/signage displayed in clubrooms	✓	✓			
Logo on next order of club merchandise	✓	✓			
Sponsor logo on social media posts	✓	✓			
Potential naming rights sponsorship to events	✓	✓			
Logo on club email signature	✓	✓			
Opportunity to advertise direct to club members	✓				
Logo on front page of Season Information Booklet	✓				
Logo on playing jumpers	✓				

Example of placement of MAJOR SPONSOR on playing jumpers



CONTACT US



We look forward to discussing potential sponsorship with you and welcoming you to the Keon Park family.

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Email: keonparkstars@gmail.com

Phone: Terry Brooks (President) 0404 160 808

Facebook: @keonparkstarsjfc

Instagram: @keonparkstarsjfc

Stack Team App: Search for 'Keon Park Stars JFC'