

OLD PARADIANS FOOTBALL CLUB

A MEMBER OF THE PARADE SENIOR & JUNIOR FOOTBALL CLUB



2021 SPONSORSHIP PACKAGES

OLD PARADIANS FOOTBALL CLUB

Garvey Oval, Parade College | Plenty Road, Bundoora
PO Box 2160, University Hill VIC 3083 | paradefc.com.au

INTRODUCTION

Australian Rules football encourages exercise, teamwork, mateship, sportsmanship and fun, which is what drives Old Paradians not only as a football club but also as a community.

Old Paradians Football Club, is one of Bundoora's best local clubs where the participation of families, friends, supporters and players of all ages are welcome to participate. We are also very proud to be part of the Victorian Amateur Football Association (VAFA) which has a focus on nurturing a genuine family friendly environment.

The club currently operates through the dedication of volunteers and the support of internal fundraising and events. However, to appropriately support the continuous growth and development of OP's football club and its community, these in-house resources need to be accompanied by stronger support from the community.

Therefore, we are seeking support through sponsorships or donations from businesses, and individuals, in maintaining an effective operation of the club and helping to meet the ever-increasing costs, and to provide improved facilities and equipment into the future.

THE OLD PARADIANS FOOTBALL CLUB

The Club was founded in 1929, in no small part through the drive and vision of trucking tycoon Lou Arthur. In the 87 years since, the club has earned a solid reputation as one of the Victorian Amateur Football Association's mainstays, and six A Section Premierships in seven years through the 1960s afforded it an undisputed reputation as a competition powerhouse.

In the wake of those golden years, predominantly under the watch of club legends Maurie Considine and John Booth, the Old Paradians have, like all clubs, confronted the many and varied challenges posed.

After being promoted to Division 1 of the VAFA in 2019, our season didn't quite go to plan. A combination of injuries and unavailability of many key players saw us relegated back to Division 2. There were several positives however, with a great group of Under 19s players being promoted to the Senior team, and acquitting themselves extremely well against bigger and more mature bodies. With the added disappointment of losing the entire 2020 season due to the COVID pandemic, all players have a single-minded focus of putting the 2019 season behind us, and running headlong into 2021.

A NEW COMMITTEE

2021 has seen the biggest turnover of our committee for many years.

Chris Bibby comes on as new President "Bibbs" has been a long time major sponsor of the club and will bring his enthusiasm and passion for the club with him.

Premiership player, and sponsor, Arthur Roe takes up the role of Treasurer, and we welcome Dion Ciavola on board as new Head of Football. Dion is a state representative with the OPs, and will bring a wealth of knowledge at the highest level to help our players and coaches succeed. Paul Gregor will head up a newly created Player Welfare position. Through his time at Old Scotch, Paul has gained a lot of experience in this hugely important area of the modern game.

It's also great to see some fresh faces from the playing group offering to help, with Chris Sheperd, Michael Boundy, Paul Salvatico

and Josh Monro lending a hand in a variety of roles.

Lastly we thank the outgoing Committee for their tireless work over many years.

WE ARE GROWING

At the 2019 AGM, we officially ratified our merger with the Parade St Damians Junior Football Club. We have had an affiliation with PStDJFC in recent years, but we now have the pleasure of officially having a junior club. Both committees are working closely on a consistent brand, and look-and-feel and we can't wait for our new relationship to begin bearing fruit on the field

WE USE OUR SPONSORS

The club has made an enormous effort over recent years to encourage everyone at the club, and those associated with the school, to always give our sponsors an opportunity.

We pride ourselves on providing business owners the opportunity to network with others at the club and to get the chance to build on their profile.

We encourage sponsors to actively promote their goods and services through the club.

2020 also saw us increase the exposure of our Sponsors through our growing network of social media platforms such as Twitter and Instagram.

Being involved in and supporting a fantastic community club that prides itself on building strong and lasting relationships within and outside the local community.

We encourage you to have a look at our Old Paradians Football Club Facebook Page, our website (paradefc.com.au), or follow us on Instagram / Twitter (@oldparadiansfc)

WHY PLAY AT PARADE ?

Anyone who drives past the Garvey, or has the pleasure of playing at our ground, comments what a great facility it is. Of course the picket fence catches the eye, but the playing surface is one of the best in all the VAFA, and off the field, our excellent social rooms are a welcoming and comfortable place for everyone who visits us. We have recently purchased a large amount of high-quality gym equipment, and plans are underway to create a facility at the Garvey that we can call our own, and provide a fitness centre of the highest standard for all our players.

HONOURS

SENIOR PREMIERSHIPS
1951, 1958, 1962, 1963, 1964, 1964, 1966, 1967,
1968, 1971, 1986, 2015

RESERVES PREMIERSHIPS
1959, 1963, 1968, 1985, 1986, 1991, 1995, 2002

UNDER 19s PREMIERSHIPS
1968, 1980, 1986, 1988, 1993, 2004, 2005

OLD PARADIANS FC NEWSLETTER

A Club newsletter will be sent out periodically detailing the scores, best players. In addition, ad-hoc newsletters will be sent advising of upcoming events, milestones and news from the Garvey.

The newsletter will have links back to the Club website and other mediums that are highlighting your brand.

You can sign up through the Club website at paradefc.com.au

OLD PARADIANS FC FACEBOOK PAGE



As of January 2021, we have well over 500 followers to our page, and will be encouraging plenty more throughout 2021.

Platinum and Gold Sponsors especially will be receiving significant coverage throughout the season through this page.

HAVE YOU DOWNLOADED OUR TEAMAPP ?

The Old Paradians TeamApp can be downloaded and installed on any smartphone from your App Store.

The app allows members and supporters to get instant information such as live scores, and matchday updates, as well as a calendar of events, fixtures, newsladders, selections and more.

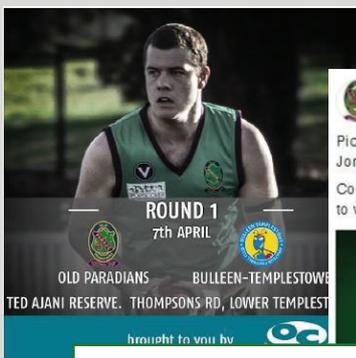
The Sponsors sections allows us to promote the businesses that help the Club and a "push-notification" option, allows us to send instant information as well. A rotating banner at the top of the app provides a great opportunity to showcase your business



THIS COULD BE YOU...

Research shows that people react better to images and videos, than texts and slogans. As a result, we will be implementing new initiatives in 2021 to harness the power of social media.

Scores, players of the week, and player interviews will all be branded with our sponsors, providing extra engagement between not only the supports, but players as well.



EXAMPLES ONLY



PLATINUM SPONSORSHIP

\$15,000 incl. GST

- Ground Signage
- Signage on electronic scoreboard
- Signage inside Frank Mount rooms
- Logo on Jumper and Warm Up Top
- Old Paradian's Major Function Sponsor
- Apparel of your choice x 2
- 2021 Season Launch
- Sponsors Function x 4
- Presidents Lunch x 4
- Major Function x 4
- Presentation Night x 4
- Speaking rights at Club Sponsors Functions
- Listed in the Business Directory incorporating reference to your type of business
- Display business cards, if desired, in Club rooms
- Website Advertising
- Website Sponsors page hyperlink and Business Summary
- Maximum level - Rotational Advertising on the Clubs "Digital Advertising System" on internal TV Screens
- Access to club database for social media networking



GOLD SPONSORSHIP

\$10,000 incl. GST

- Ground Signage
- Signage on electronic scoreboard
- Signage inside Frank Mount rooms
- Logo on polo top or hoodie
- Old Paradians' Major Function Sponsor
- Apparel of your choice x 2
- 2021 Season Launch
- Sponsors Function x 4
- Presidents Lunch x 4
- Major Function x 2
- Presentation Night x 2
- Speaking rights at Club Sponsors Functions
- Listed in the Business Directory incorporating reference to your type of business
- Display business cards, if desired, in Club rooms
- Website Advertising
- Website Sponsors page hyperlink and Business Summary
- Maximum level - Rotational Advertising on the Clubs "Digital Advertising System" on internal TV Screens
- Access to club database for social media networking



SILVER SPONSORSHIP

\$5,000 incl. GST

- Ground Signage
- Signage on electronic scoreboard
- Signage inside Frank Mount rooms
- Logo on polo top or hoodie
- Apparel of your choice x 1
- 2021 Season Launch
- Sponsors Function x 2
- Presidents Lunch x 2
- Major Function x 2
- Presentation Night x 2
- Speaking rights at Club Sponsors Functions
- Listed in the Business Directory incorporating reference to your type of business
- Display business cards, if desired, in Club rooms
- Website Advertising
- Website Sponsors page hyperlink and Business Summary
- Maximum level - Rotational Advertising on the Clubs "Digital Advertising System" on internal TV Screens
- Access to club database for social media networking



BRONZE SPONSORSHIP

\$2,500 incl. GST

- Ground Signage
- Signage on electronic scoreboard
- Signage inside Frank Mount rooms
- Apparel of your choice x 1
- 2021 Season Launch
- Sponsors Function x 2
- Presidents Lunch x 2
- Major Function x 2
- Listed in the Business Directory incorporating reference to your type of business
- Display business cards, if desired, in Club rooms
- Website Advertising
- Website Sponsors page hyperlink and Business Summary
- Maximum level - Rotational Advertising on the Clubs “Digital Advertising System” on internal TV Screens
- Access to club database for social media networking



PURPLE, GREEN & BLUE

\$1,000 incl. GST

- Signage on electronic scoreboard
- Signage inside Frank Mount rooms
- Apparel of your choice x 1
- 2021 Season Launch
- Sponsors Function x 1
- Presidents Lunch x 1
- Listed in the Business Directory incorporating reference to your type of business
- Display business cards, if desired, in Club rooms
- Website Advertising
- Website Sponsors page hyperlink and Business Summary
- Maximum level - Rotational Advertising on the Clubs "Digital Advertising System" on internal TV Screens
- Access to club database for social media networking

PLAYER SPONSORSHIP

Please stay tuned to our website, and social media pages for announcements about upcoming player sponsor opportunities



MATCH AWARDS & DONATIONS

- We welcome anyone wishing to express their appreciation of the players and official's efforts on the field and this can be done without taking on one of the sponsorship packages listed above.
- Presentations take place in the rooms after Saturday home games

CLUB MEMBERSHIPS - see website for full details

- Weyman Membership - \$330
- General Membership - \$100

BILLBOARD ON PLENTY ROAD - Contact Dale McCann

- Want some exposure for your business on the busy Plenty Road ?
- An extraordinary number of cars drive past Parade College each day
- There is an opportunity to feature on the 3m x 2.5m 'Welcome to the Garvey Oval' sign at the front of the college
- 50% of the space is allocated to the football and cricket clubs and the other 50% is available to one of our sponsors.
- We are looking for a sponsor for the football season 1 April – 30 September as 1 October – 31 March has already been sold.

IMPORTANT NOTES

- The club's Treasurer will supply Tax Invoices to businesses for all elements of this sponsorship package.
- Some artwork fees might apply for the development of any of these advertising mediums.
- Your business logo MUST be supplied in high resolution to Old Paradians FC.
- Every Package can be tailored to suit individual sponsor needs.
- Some of the above offers may be subject to availability and are subject to a "first in first served" basis.

2021 COMMITTEE

PRESIDENT

Chris Bibby

VICE PRESIDENT

Chris Henderson

TREASURER

Arthur Roe

SECRETARY

Damian Hannam

FOOTBALL

Dion Ciavola

PLAYER WELFARE

Paul Gregor

GENERAL COMMITTEE

FOOTBALL

Patrick Collins

REGISTRATION

Joan DeVond

MERCHANDISE

Josh Monro

SOCIAL MEDIA

Paul Salvatico

BAR / CANTEEN

Chris Shepherd

Michael Boundy

Gerard Love

CLUB CONTACTS

SPONSORSHIP

Dale McCann

DMcCann@omni-care.com.au

0411 662 668

MEMBERSHIP

Steve Nailer

steve@secon.com.au

0403 187 840

WEBSITE

paradefc.com.au

INSTAGRAM / TWITTER

@oldparadiansfc

NAME: _____

ADDRESS: _____

POSTCODE: _____

TELEPHONE: (M / B / H) _____

EMAIL: _____

COMPANY: _____

ABN: _____

I wish to support the Old Paradians Football Club through the following sponsorship package

PAYMENT

Direct Debit BSB: 063-246 Account Number: 00800116

Please use this reference: <YOUR NAME> 2021 SPONSORSHIP

Credit Card (Please Circle)

Mastercard / Visa

Card No: _____ Expiry: _____

Cardholder Name: _____ CCV: _____

Signature: _____ \$: _____

Please return sponsorship for to Old Paradians FC, PO Box 2160, University Hill VIC 3083
or scan email to DMcCann@omni-care.com.au