



RAILWAYS FOOTBALL CLUB

SPONSORSHIP OPPORTUNITIES
2020

Who We Are

The Railways Football Club was established in 1946 and has had a long affiliation with the Great Southern Football League.

We have a League, Reserves, Colts and 16's team. After a 26 year drought our League team won back to back premierships in 2012 & 2013. Since 2019 we now encompass womens Football, Netball and several Basketball Teams.

We are a very social Club with a core playing group, creating a vibrant Club atmosphere.

We aim for our players, both young and old to enjoy playing footy for our Club and families are made to feel welcome.

Our 'much loved' Club facilities include an AFL size oval, lighting suitable for training, clubrooms, change facilities, trainers area, kitchen, car parking and meeting rooms.

In addition to our own football teams we host the Railways Cricket Club, Storm Development Squads, GSFL Umpires, Junior Football and are keen to explore opportunities for other sporting codes to join us.

We are a club that respects our heritage and has enormous pride in our black and yellow playing colours and our Club.

We are proud of where we have come from, proud of our recent successes and focused on the future.



Our Vision

To be a strong, successful and committed Club.

Our Purpose

We will run our Club in a professional manner and do everything possible to inspire and support our players to be successful, on and off the field.



OUR KEY CHALLENGES

1. Rising costs in running a Club

Our ageing facilities require ongoing maintenance and upkeep, with costs continually rising. We need to be upgrading our facilities for the future through a careful, planned and staged approach to ensure we can meet the needs of our future players.

2. Transition from Juniors to Seniors

Helping our younger players make the transition from junior to senior ranks is important for our long term success. Some of our juniors will leave for further education and employment but we have a role to ensure they are supported, where ever they are.

3. Time Challenged Volunteers

Our volunteers are the backbone of our Club, without them we don't have a Club. We need to identify the right people, provide adequate training, clear roles and most importantly, recognise their contribution to our Club. With busy lives, it is important we all step up and help in any way we can.

4. Consistent Club Culture

Successful clubs (on and off the field) know and understand the rules and are always looking at ways to improve. With such a large volunteer base, across our 'Club community' we want a consistent, fair and family friendly environment. We all have a role to play in creating a positive environment, for everyone.



OUR CLUB VALUES AND PRINCIPLES

RESPECT:

We will respect our Club, our team, our opposition and ourselves.

We will be proud of where we have come from and where we are going in the future.

UNITED:

We are in it together: our players, our committees, our valued volunteers and our members .

EXCELLENCE:

We will all strive towards achieving our best.





Railways Football Club is pleased to offer *new sponsorship opportunities* for businesses to partner with us!

We are looking for partners who have a great 'synergy' with our Club and who will benefit from strong returns on investment & marketing objectives through a partnership with us. We are looking to collaborate with businesses who share common target markets and common beliefs with us, and most importantly, share our vision for a successful future. We have loads of great leveraging ideas for you to get even more from your investment in us.

ONE PRINCIPAL SPONSOR - Smoothstart

We have formed an exclusive partnership with Adam Warren at SOMO and we are working together to activate this partnership into an outstanding sponsorship. Congratulations to SOMO on becoming our Principal Sponsor again this year. We look forward to working with Adam and his team.

MAJOR SPONSORSHIP PACKAGES

Platinum Sponsorship \$5000

This year we have included the Platinum Sponsorship. These sponsors are the backbone of the club and will get great exposure every week. These sponsors will receive:

- Large sign around ground
- Portable sign
- 2 x Club Memberships
- 2 x Invites to Presentation Night
- 4 x Entries in Football Tipping
- 4 x Entries to all Home Games
- 2 x Club Shirts
- Business Name on board in Club Rooms
- Media Package – Facebook, Instagram, Website, Tiger Talk, Letters, T.V in club rooms
- Promotion of Business at all Home Games
- Invite to all Functions – end of year Sundowner
- Referral Deals & Presentation Opportunities
- 2 x Hire of Club Rooms
- Certificate

Gold Sponsorship \$3000

These sponsors will be the 'engine room' of our Club and the key drivers for our strong future. Sponsorship packages can be individualised to suit each business and will offer benefits that reflect the importance of this support. This sponsorship category can be a combination of cash or in-kind supply of goods or services.

These sponsors will receive:

- Large sign around ground
- 2 x Club Memberships
- 2 x Invites to Presentation Night
- 2 x Entries to all Home Games
- 1 x Entry in Football Tipping
- 1 x Club Shirt
- Business Name on board in Club Rooms
- Media Package – Facebook, Instagram, Tiger Talk, T.V in club rooms
- Invite to all Functions / end of year Sundowner
- Referral Deals & Presentation opportunities
- Opportunity for Game Day Sponsor (extra cost)
- Certificate

Silver Sponsorship \$1500

We need sponsors who see a 'good fit' with aspects of our Club such as providing mentoring & support for players, sponsoring the Friday night dinners, sponsoring tape and medical supplies to keep our players on the field, perhaps wine to enjoy after the game. These sponsors will receive:

- 2 x Club Memberships
- 2 x Entries to all Home Games
- 1 x Entry in Football Tipping
- 1 x Club Shirt
- Business name on board in Club Rooms
- Media Package – Facebook, Instagram, T.V in club rooms
- Invite to all Functions / end of year Sundowner
- Opportunity for Game Day Sponsor (extra cost)
- Certificate

Game Day Award Sponsorship \$500

We are delighted to acknowledge Rainbow Coast Insurance Brokers, Smoothstart, Albany Panel Beaters & Spray painters, Cramer Plumbing & Gas, Albany Scaffold Hire, Albany Car & Boat Wash and Dowsetts Automotive Services as our Game Day Sponsors for the 2019 Home & Away Season, and thank them for their immediate support. Game Day sponsors receive:

- 2 free tickets to your sponsored home game
- Game Day Sponsors are encouraged to promote their business extensively on the day in any way they choose
- Have their business promoted via a flyer given out at the gate
- Acknowledgement on our social media page & in the monthly newsletter.
- An invite to end of year Sundowner
- A sponsors certificate to display at your business.

Golden Tiger Sponsorship \$250

We need sponsors who can fill in the gaps at the Club with a smaller investment. If you are a small business but still want to be involved, then this category is for you. This sponsorship category will fall in the \$250 range and can take the form of cash or in-kind supply of goods or services.

- 1 free entry to two home games
- Acknowledgement on our social media page .
- An invite to end of year Sundowner
- A sponsors certificate to display at your business.

All packages can be tailored to suit your needs.

Please contact us to discuss.

Signage Advertising

Railways is offering advertising space for your business through its boundary signage around the perimeter of the oval. There are two sizes of signage available at an annual cost of Large: \$700+GST or Small: \$500+GST. The cost of the sign itself would be at the business's own expense however, we have partnered with our preferred supplier Eyerite Signs who offer competitive pricing on all canvas boundary signage.

Please contact our sponsorship coordinator to get further information or alternately contact Blake at Eyerite Signs.

Ryan's Award Sponsorship - Albany Autos

The Ryan Family have been long-time players, Committee members and supporters of the Club and Albany Autos have the honour of sponsoring the Ryan's Meritorious Player Awards for every week of the season.

Donors Program

We really need your financial help to keep our Club running well. We are pleased to announce a 'platform' for our valued supporters to make donations to the Club to help us keep the Club in tip-top shape. These donations can be publicly acknowledged or confidential depending on our donor's wishes. We can do so much with your help; look after our players' welfare better, purchase better training equipment and medical supplies, ensure our Club culture stays positive and healthy, keep our clubrooms in great condition & provide better facilities generally.

Preferred Suppliers

We are very keen to work with businesses on in-kind sponsorships or discounted supply of the things we need to run our Club well. In turn you will be acknowledged as our Preferred Supplier in this category. If you have any ideas, please let us know!

HOW CAN YOU CONTACT US

For further information or to join contact:

President: Andrew Want

Sponsorship: Craig Frost

Email : railwaysalbany@gmail.com

Facebook <https://www.facebook.com/RailwaysAlbany/>

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