



2017 Sponsorship Opportunity

Summary

- ✓ One of the top ten hockey clubs in WA by member numbers – over 600 in 2017 comprising 350 juniors and 260 seniors
- ✓ Northern Perth suburbs location at Warwick Hockey Centre, Lloyd Drive
- ✓ Brand new \$7 million club and astroturf facility built as part of the City of Joondalup's vision for a regional sporting precinct at Warwick Open Space
- ✓ Once-off opportunity for Foundation Sponsorship of the new centre in 2017/2018
- ✓ Foot traffic per weekend in season estimated at 2,000 people including players, parents and supporters from multiple hockey clubs in the metropolitan area
- ✓ Highly diverse sport and club, with male and female members from 3 to 73 years old
- ✓ Regular member communication and engagement via newsletter, website and FaceBook
- ✓ Whitford Hockey Club website (www.whitfordhockey.asn.au) generates more than 10,000 visitors and 50,000 page views per year
- ✓ Professionally managed club with very strong volunteer base; a proud history dating back to 1978; and an exciting future managing the Warwick facility



Aerial view of the Warwick Hockey Centre under construction in October 2016



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Sponsorship

Whitford Hockey Club is a locally-based hockey club which fields 14 senior teams, 15 junior teams and over 150 pre-junior players in the 2017 winter season. Significant growth is expected in coming years as the new Warwick Hockey Centre facility attracts new players to the Club.

In addition, hundreds of players from other clubs will come to the facility each weekend to play sport and enjoy the clubroom facilities, which includes a 250-seat function room, two bars, outside servery, pizza oven and barbecue, and a significant kitchen facility. Three other Clubs will also be using the facility as their training venue and turf home ground, all with teams in either the top or second grade in the Hockey WA competition.

The turf will operate each weekend from 4.00pm on Friday night to 8.30pm on Sunday night, hosting a total of 22 games involving 600 players. In addition, from Monday to Thursday each week it is booked to host a total of 22 hours of training, from around 4pm to 10pm each night. Two grass grounds are also located at the venue, which will host the 150 or so pre-junior players on Saturday morning, followed by multiple junior and senior grass games from 8am to 5pm.

We also aim to host some international scratch matches and practice sessions when visiting overseas teams are in Australia.

The Club's mission is to assist players of any age, skill level or background to achieve their best, in a safe environment of fun, fellowship, family, participation and development.

Sponsorship funds will be used to develop our juniors, train our coaches and volunteers, maintain our facilities and ensure the programs that we run to develop the sporting community are sustainable.



The future of the Club – our pre-primary junior program members

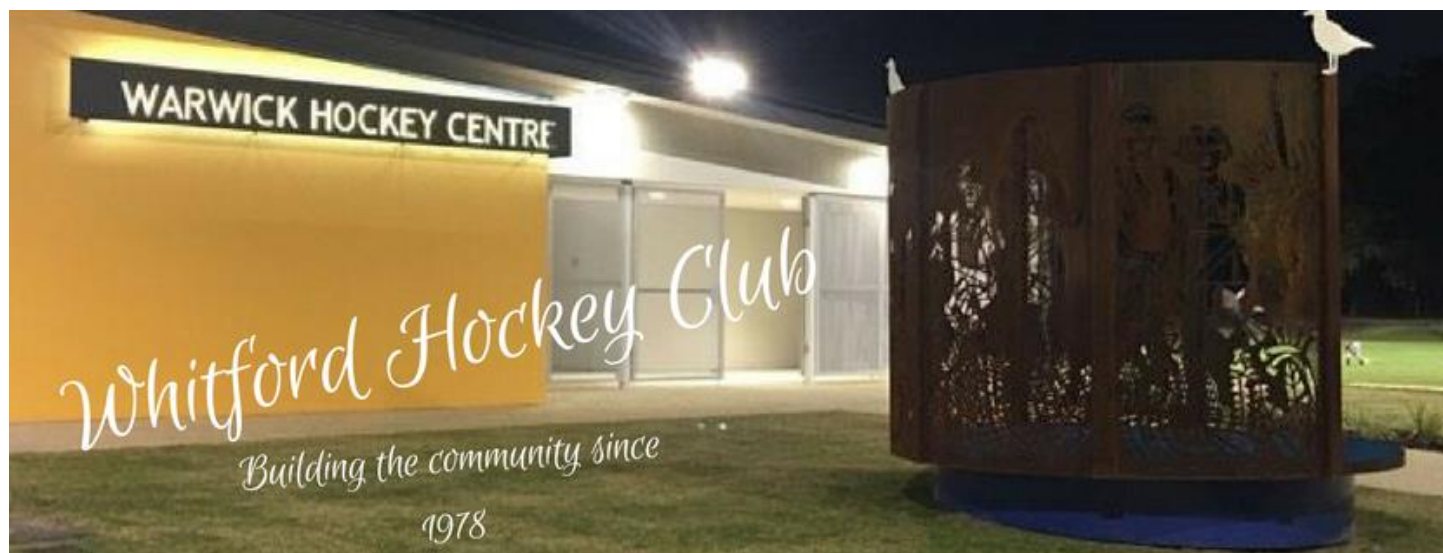


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In our experience sponsorship arrangements work best on a business partnering basis, where there is a “win-win-win”:

- A win for the member or their family members in being able to engage with a Club sponsor who they can trust, and who may provide them with better service or other benefits a person walking off the street may not have access to;
- A win for the sponsoring business in getting access to our significantly sized Club community (600+ members plus over 1,000 parents, spectators, supporters) and the huge traffic numbers from the entire hockey community which will pass through the gates at Warwick Hockey Centre; as well as being seen as a supporter of the local community; and
- A win for the Club from the receipt of sponsorship funds which are essential to ensure the ability of volunteer organisations like ours to continue the community sporting programs we offer.

Whilst we have some structured sponsorship packages listed on the next page, we are more than happy to customize a package to suit your business, particularly in ensuring that members and visitors are fully aware of your business and any benefits or offers they may enjoy.





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Sponsorship Packages

Features	Bronze \$250 ¹	Silver \$750 ¹	Gold \$1,500 ¹	Platinum \$3,000 ¹
Club website – Sponsors page	Listing	Linked Logo	Linked logo	Linked logo
Club newsletter advertisement <small>Six issues per year emailed directly to members and posted on the website Home and News pages</small>	Logo	1/8 page	1/4 page	Full page
Business cards & brochures in clubrooms	✓	✓	✓	✓
Customised member offer <small>Design and promotion of sponsor's offer to members</small>		✓	✓	✓
Postings on Club FaceBook page per season		1	2	4
Sponsor night presentations per season			1	2
Club website – Home page			Linked logo	Linked logo
Free attendance at Club senior wind-up			✓	✓
Foundation Sponsor board (2017-2018) <small>An honour board will be displayed in the clubroom at Warwick Hockey Centre recognizing Gold and Platinum sponsors who support the Club in its early years at the new facility</small>			✓	✓
Ground signage on turf facing clubrooms ²			✓	✓

¹ Prices are ex-GST

² Signage to be provided at sponsor's cost and to be displayed while sponsorship is current

For further details or to discuss this opportunity please contact David Moroney on 9402 2735

or 0409 299 355 or by email at Treasurer@WhitfordHockey.asn.au