



Stanmore Hawks FC Sponsorship Proposal Season 2019

Contact Sponsorship Manager: Ronnie Bouziotis

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Mission

To provide the opportunity for the junior and youth of Stanmore and surrounding areas to play football in an environment that is safe, enjoyable and allows them to develop and improve to the best of their ability. Continue to foster a friendly, constructive and inclusive environment for personal and professional development of all players, partners and families which also provides opportunities to assist the wider community.

Purpose

To Play Quality Football for all to see.

Vision

To be The Optimal Football Club across all levels of competitions

Club History

Stanmore Hawks Football Club is an Australian soccer club based in [Stanmore, New South Wales](#). The club was founded in 1978 by the Greek-Cypriot community of Sydney, originally playing under the name Cyprus United.

Stanmore Hawks currently competes in the NSW National Premier League Division 3 for seniors and NSW National Premier League Division 2 for youth.

After playing in the lower leagues of NSW football for the early 1980s, Cyprus United were introduced into the New South Wales Inter Urban Division Five for the 1985 season. In their first season in the Inner Urban league, they won two-thirds of their matches, finishing the season with twelve wins and gaining promotion. This was further followed by a string of seven consecutive promotions, leading to Stanmore's promotion into the 1993 NSW Premier League season.

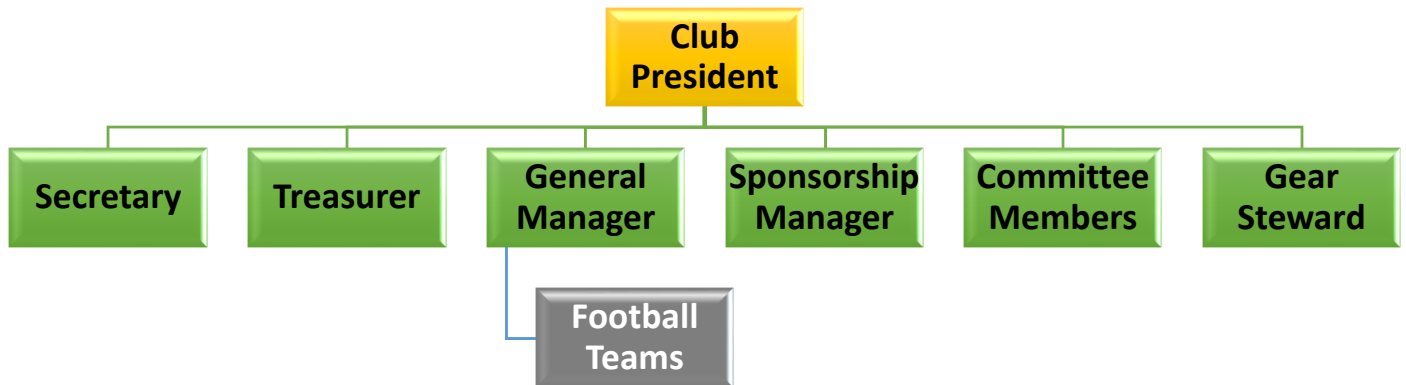
Despite losing their first match of the 2013 season, Stanmore dominated the league, winning 16 games, including a 16–0 defeat of Schofield Scorpions, before going on to win the Grand Final 1–0 over Fairfield City.

2016 saw the competition re-named to National Premier League NSW men's 3. Again, Stanmore grew and achieved their highest finish since the 1990's seasons. Stanmore finished 4th on 48 points, joint with Dunbar Rovers and Rydalmere Lions also on 48 points. However, goal difference being considerably different. A sign of the steady progression was that Stanmore only finished 8 points behind Premiers Hills United FC. This was a notable season that it was the first season Stanmore Hawks had youth teams entered into the NPL system with youth teams U13-U16 adding to the club.

2017 saw yet another restructure & two more teams entered the competition making it a 14-team league.



Roles and Responsibilities



Club President – Con Christodoulou

Mobile: 0416 286 478

Overlook the running of the club and make sure it complies with all governance issues with FNSW and CDSFA
Liaise with Club Secretary regarding accounts payable and receivables
Liaise with Coaches / Managers about any issues in regards to players - new and existing
Liaise with committee members for general issues and sponsorship and marketing ideas
Approve new player signings, agreements
Approve new and existing sponsors for 2019 and beyond
Provide financial support for the club for this year as well as ensure viability for 2019 and beyond by building our Development Squads , SAP, NPL Women's, NPL Youth & Seniors up to 1st Grade to be competitive.

Secretary / Treasurer – Roula Christodoulides

Book grounds as required by coaching staff
Liaise with CDSFA and FNSW for any issues concerning the running of the club
Schedule meetings, Minutes of the Board Meeting
Liaise with president regarding general and financial matters, set up payments etc
Governance and compliance
Schedule meeting of the Board of the Cyprus United Soccer Club (often referred to as the 5/4)
ASIC, Company and Business Registrations
ATO compliance
Applications for Competitions and grounds across all codes
Supporting the President and Committee where required



General Manager – Dan Sheppard

Overseeing the football club's development pathway of Youth NPL and Inner West Hawks Development Program. Both programs have continued to grow and will be even bigger and better.

Working closely with everyone within the football club, combining his role of technical director with the day to day running of the club to implement the clubs long term football plan.

Application to provide SAP, GSAP and girls conference league in 2019 on top of what the club already offers. It is our aim to ensure we provide equal opportunities to all at Stanmore Hawks.

STANMORE HAWKS FC

New General Manager



Stanmore Hawks takes great pleasure in announcing Dan Sheppard as the new General Manager.

Dan joined Stanmore Hawks at the start of the season as youth technical director, overseeing the football clubs development pathway of Youth NPL and Inner West Hawks Development Program. Both programs have continued to grow and will be even bigger and better in 2019. The football club have sought to expand Dan's role into a new full-time position commencing 4th June 2018.

Dan's role will be working closely with everyone within the football club, combining his role of technical director with the day to day running of the club to implement the clubs long term football plan.

We have some big ambitions for the club going forward and are readying to make an application to provide SAP, GSAP and girls conference league in 2019 on top of what the club already offers. It is our aim to ensure we provide equal opportunities to all that want to play for Stanmore Hawks.

We plan to provide a football pathway for boys and girls 6 and up within CDSFA, and FNSW competitions.



Stanmore Hawks Football Club

Sponsorship Manager - Ronnie Bouziotis

Develop relationships, manage and bring sponsors and sponsorship money into the club. Create and maintain a value proposition to ensure sponsors are happy and commit to the club long-term.

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Committee Member - Dino Demetriou

Brainstorming ideas regarding sponsorship and marketing and other general issues

Introducing people that can benefit the club

Social media posts

Committee Member - John Giataganelis

Brainstorming ideas regarding sponsorship and marketing and other general issues

Introducing people that can benefit the club

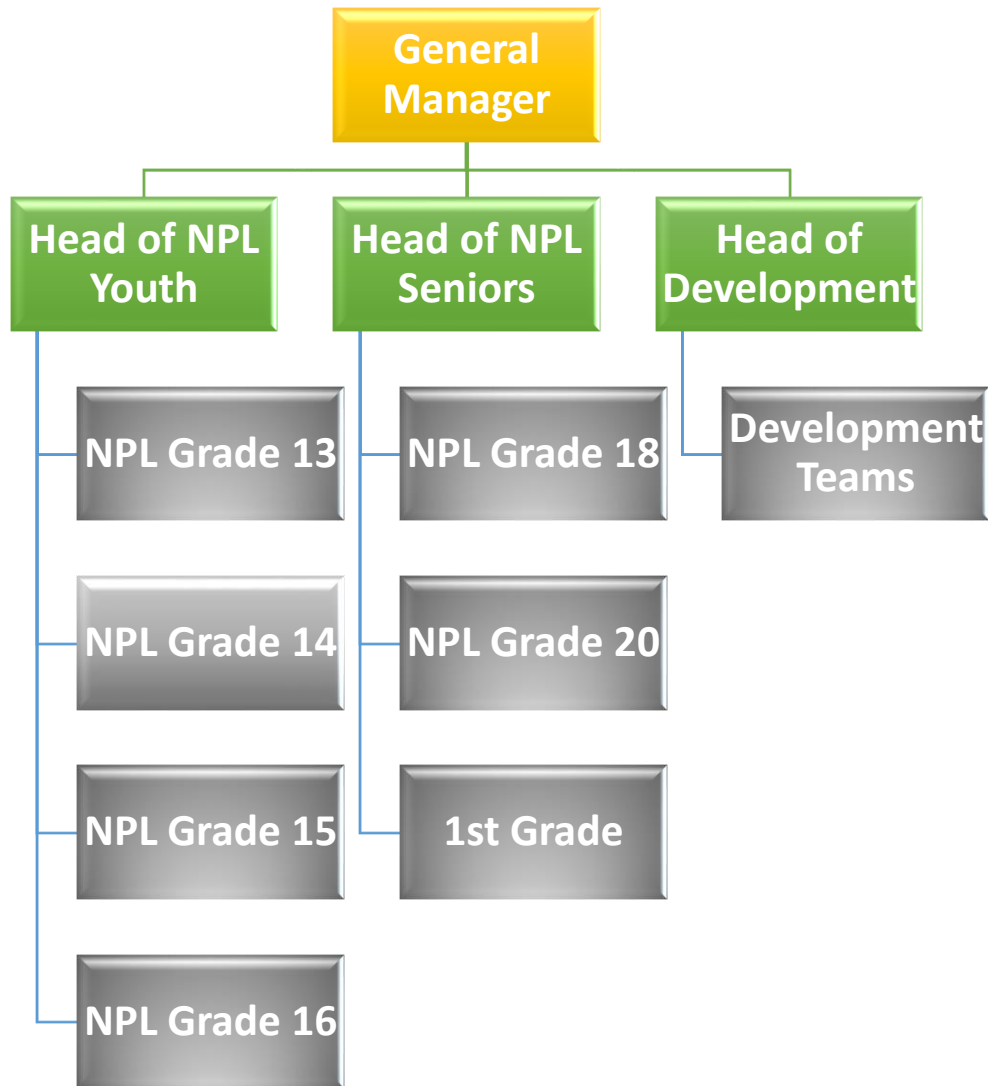
Social media posts

Gear Steward – Virgilio Da Silva

Ground Set Up on game days & pack up.



Football Club Structure



Football Club Strategy

To be professional through the engagement and involvement of the best people available to manage and support the club. To better drive sponsorship and partner support and create long-term value propositions for our partners via:

- Attractive sponsorship packages as well as creating and maintaining networking opportunities
- Utilising social media to drive partners business
- Ensure competitive teams to continue improving the clubs brand
- Grow development opportunities for youth as a feeder to NPL and additional revenue source.
- Ensure NPL youth teams have the best resources possible to keep and attract the best youth and assist their development to maximise opportunities to play senior football.
- Develop SAP program as a feeder to NPL youth teams and additional revenue source
- Develop women's teams in-line with increasing women's football popularity.
- All of which assists the club to be able to compete financially to ensure the best possible senior team to satisfy the clubs ambition to compete in the highest possible division in Australia.



Arlington Oval

The Stanmore Hawks home ground recently went through a \$2.15 million upgrade including the artificial turf installation on the playing field that is suitable for all weather purposes.

The pitch will rival those being used by European heavyweights such as Liverpool FC and Bayern Munich, and there is also new fencing as well as an upgrade to the field lighting. The iconic ground with a brilliant stadium, which is steeped in tradition, established in 1932, will ensure the Inner West community will have a world class football facility available to them for many years to come.

Home games often attract hundreds of supporters across all age groups.



NPL Coaching Teams

Seniors 1st Grade

Head Coach – Ben Rollison

Assistant Coach – Alex Araujo, Marco Marchiori

Seniors 20's

Head Coach – Jesse Taunton

Assistant Coach – Liam Fitz-Gerald

Seniors 18's

Head Coach – Sevan Hanimyan

Assistant Coach – John Cachia

Youth Under 16's

Head Coache – Dave Rezo

Assistant Coach – Hussein Mansour

Youth Under 15's

Head Coach – Bill Condoleon

Assistant Coach – Duncan Edwards

Youth Under 14's

Head Coach – Guy Sciacchitano

Assistant Coach – TBA

Youth Under 13's

Coach – Guillermo Rubio

Assistant Coach – Marcelo Martins

Goalkeeping Coach – Spiro Akon

Head of Development Teams for CDSFA Ages 6 to 17 – Richard Finch

Apparel, FNSW Liaison for SAP and NPL Women's for 2020 & Assistant to President – Dan Sheppard

Set-Up & Pack-Up Grounds on Home Games – Virgilio Da Silva

Website Development & Maintenance – TBA



Stanmore Hawks Association Teams

Stanmore Hawks also participates in the Canterbury District Soccer Football Association with junior and youth teams competing in a variety of age groups from Under 7s to Under 16s.

In 2018, Stanmore Hawks began a Youth Development Program generating a pathway for players playing within CDSFA to NPL football. This program is open to players turning 6 years to 16 years of age and of all abilities, we only require dedication and hard work. This is the decisive age group for acquiring the perfect technical foundation. Some of the key trademarks we seek to develop include: team spirit, discipline, responsibility, co-operation, understanding, courage, pride and respect.

In 2018 we expect the numbers to grow towards 250 players based upon the success of this year and early demand for next year. 2018 has seen 5 players make the transition from the Development into the NPL squads. Our aim is to improve upon this each year so that more players are given the opportunity to make that transition.

Our coaching philosophy is to create an environment that encourages technical improvement and embraces open communication between players and staff.

Stanmore Hawks also offers an age specific development program, specially designed for players to learn progressively just like they do in a school environment. Following a proven system, the 40 week curriculum consists of football technique, skills & drills, game awareness, tactical awareness, specialist additional training to help your child reach their potential and achieve their goals.

Our home ground is Camdenville Oval in St Peters. Catering for soccer enthusiasts, the park also includes a children's playground, spectator viewing, open space and a green background to the suburb of St Peters.



Benefits of Sponsoring

Sponsoring a community football club is not only a financial decision, but an opportunity to promote your business and create commercial awareness for your brand.

Why sponsor Stanmore Hawks and what is the commercial advantage

- Increase the profile of your business; gain benefits from several promotions at a lesser cost than self-advertising
- Build community goodwill
- Enjoy engagement with new and existing customers; hundreds of participants for you to engage your brand with at every event
- Increase brand trust; Community involvement is known to be more effective than traditional marketing
- Stand out; opportunity to have presence at public events
- Present and or demonstrate your services
- Assist us in preserving this environment to develop young children from age 6 to 18 years at Stanmore Hawks FC.
- Stanmore Hawks FC is looking for sponsors to assist in growing our proud club as well as supporting your brand.

Exposure Opportunities as a sponsor

- Ground signage
- Website (with link to your company's website)
- Match day sponsorship
- Club functions and award nights
- Facebook, Twitter and Instagram announcements
- Database email promotion
- Game day promotions of your service or product
- Networking & new business opportunities
- Distribute promotional material (pamphlets, business cards or merchandising on game day)
- Build local community presence and exposure with other local businesses.
- Show your support for the local community to valued clients, players and parents



How you can help us

By becoming a sponsor of Stanmore Hawks FC you will become a valuable member of this local football club and family.

We can place your Company identity in the local area through banners at our home grounds during games, on team shirts and apparel, on social media, on our website and at our Community Club.

All our packages can be tailored to suit your needs

Packages Available

Platinum Level - \$20,000 (excluding GST)

- Company's name/brand on the **front of every representative's Players home & away jersey, Tracksuit & Polo shirt (NPL Senior & NPL Youth)**
- Three (3) 2 metre x 1 metre fence signs at Arlington Oval
- Company's Logo on a "Sponsors" rotary advert on the Association's Website for twelve months plus a link to your Company's website.
- Advertised on social media, Stanmore Hawks Football Club and Cyprus Community Club website
- Invitation to all Club Presentation events
- VIP Pass Match Day Experience at Arlington Oval, Officials Seating Area & Free access to Canteen

Gold Level - \$9,500 (excluding GST)

- Company's name/brand on the **right sleeve of every representative player home & away jersey & Polo shirt (NPL Senior & NPL Youth)**
- Two (2) 2 metre x 1 metre fence sign fence sign at Arlington Oval
- Company's Logo on a "Sponsors" rotary advert on the Association's Website for twelve months plus a link to your Company's website.
- Advertised on social media, Stanmore Hawks Football Club and Cyprus Community Club website
- Invitation to Seniors Presentation
- VIP Pass Match Day Experience at Arlington Oval, Officials Seating Area & Free access to Canteen

Silver Level - \$5,000 (excluding GST) per year

- Company's name/brand on the **left sleeve & kit bag of every representative player (NPL Senior & NPL Youth)**
- One (1) 2 metre x 1 metre fence sign fence sign at Arlington Oval
- Company's Logo on a "Sponsors" rotary advert on the Association's Website for twelve months plus a link to your Company's website.
- VIP Pass Match Day Experience at Arlington Oval, Officials Seating Area & Free access to Canteen

Bronze Level - \$3,000 (excluding GST) per year

- Company's name/brand on the **training/warm up shirts of every representative player shirt (NPL Senior & NPL Youth)**
- One (1) 2 metre x 1 metre fence sign fence sign at Arlington Oval
- Company's Logo on a "Sponsors" rotary advert on the Association's Website for twelve months plus a link to your Company's website.
- Advertised on social media, Stanmore Hawks Football Club and Cyprus Community Club website



Team Packages

1st Grade \$10,000 (excluding GST)

- First grade **shirt sponsor (Back of jersey) track suit & Polo shirt**
- Advertised on social media, Stanmore Hawks Football Club and Cyprus Community Club website
- 2 x invitations to season Launch
- One (1) 2 metre x 1 metre fence sign fence sign at Arlington Oval

Under 20's \$7,500 (excluding GST)

- Under 20's **shirt sponsor (Back of jersey) & Polo shirt**
- Advertised on social media, Stanmore Hawks Football Club and Cyprus Community Club website
- 2 x invitations to season Launch
- One (1) 2 metre x 1 metre fence sign fence sign at Arlington Oval

Under 18's \$6,000 (excluding GST)

- Under 18's **shirt sponsor (Back of jersey) & Polo shirt**
- Advertised on social media, Stanmore Hawks Football Club and Cyprus Community website
- 2 x invitations to season launch
- One (1) 2 metre x 1 metre fence sign fence sign at Arlington Oval

Youth Team \$4,500 (excluding GST) per team

- **Main sponsor (Back of jersey) Track suit & Polo shirt**
- Under 16's
- Under 15's
- Under 14's
- Under 13's
- Advertised on social media, Stanmore Hawks Football Club and Cyprus Community Club Community website.
- 2 x invitations to season Launch
- One (1) 2 metre x 1 metre fence sign fence sign at Arlington Oval

Sleeve Sponsor \$2,000 (excluding GST)

- Your Company's name/brand on the **left sleeve of any (one) representative team**
- Advertised on social media, Stanmore Hawks Football Club and Cyprus Community Club website
- One (1) 2 metre x 1 metre sign fence sign at Association Home Ground

Short Sponsor \$2,000 (excluding GST)

- Your Company's name/brand on the **shorts of any (one) representative team**
- Advertised on social media, Stanmore Hawks Football Club and Cyprus Community Club website
- One (1) 2 metre x 1 metre sign fence sign at Association Home Ground



*SAP Teams \$4,500 (excluding GST) per age group

- Under 12's x 2 teams of 10 players
- Under 11's x 2 teams of 10 players
- Under 10's x 2 teams of 10 players
- Under 9's x 2 teams of 8 players
- Shirt sponsor (Back of jersey)
- Advertised on social media, Stanmore Hawks Football Club and Cyprus Community Club website
- 2 x invitations to season Launch
- One (1) 2 metre x 1 metre fence sign at Arlington Oval
- * currently under application

Association Teams \$2,000 (excluding GST) per team

- Any team from under 6's to over 35's
- Main shirt sponsor (Back of jersey)
- Advertised on social media, Stanmore Hawks Football Club and Cyprus Community Club website
- 2 x invitations to season Launch
- One (1) 2 metre x 1 metre sign fence sign at Association Home Ground

*Women's Team \$2,000 (excluding GST) per team

- Any team from under 6 to over 35s
- Main shirt sponsor (Back of jersey)
- Advertised on social media, Stanmore Hawks Football Club and Cyprus Community Club website
- 2 x invitations to season Launch
- One (1) 2 metre x 1 metre sign fence sign at Association Home Ground
- * currently under application

Field Signs \$1,500 (excluding GST) per sign

- One (1) 2 metre x 1 metre fence sign at Arlington Oval
- Your Company's Logo on a "Sponsors" rotary advert on the Association's Website for twelve months plus a link to your Company's website Company's website.
- Advertised on social media, Stanmore Hawks Football Club and Cyprus Community Club website



Player Packages

Get behind your favourite Hawk in 2019. Sponsoring a player is a great way to get behind your favourite player this season.

This opportunity is suited to families, friends, business owners and passionate Hawks supporters looking to increase their connection with the club and align themselves with their favourite players.

Sponsor a Youth Player \$3,000 (excluding GST)

This package allows a company/organisation to sponsor a young player in the NPL Youth. An organisation can opt for this package to support a young player who may be studying. Alternatively, you can opt to sponsor a player who is talented enough to play at the NPL level but cannot afford to do so. One hundred percent of sponsorship money is used by the club for the Sponsored player. This sponsorship includes a banner at Arlington Oval

Sponsor a Key Player \$5,000 (excluding GST)

This package sponsors a Key player in the Senior NPL Squad. A Key player is generally defined as a 16 to 23-year-old player. Often this type of player is studying and requires financial assistance to help them by. One hundred percent of sponsorship money is used by the club for the Sponsored player. This sponsorship includes a banner at Arlington Oval.

Sponsor a Marquee Player \$10,000 (excluding GST)

This package sponsors a Marquee player in the Senior NPL Squad. A Marquee player could be an experienced player who plays or played at a high level previously. A Marquee player is charged with mentoring and leading the team on & off the field. Marquee players are also responsible to be an ambassador of the Club. One Hundred percent of sponsorship money is used by the club for the sponsored player. This sponsorship includes a banner at Arlington Oval.

Summary

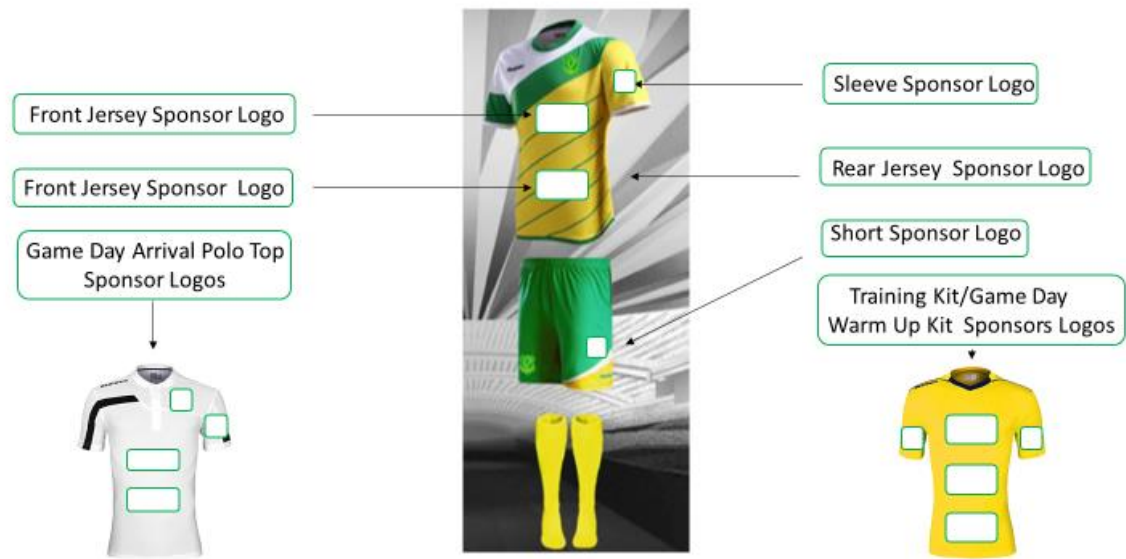
- Team sponsorship
- Marquee Player sponsorship
- Ground signage
- Website (with link to your company's website)
- Match day sponsorship
- Club functions and award nights
- Facebook, Twitter and Instagram announcements
- Game day promotions of your service or product
- Networking & new business opportunities
- Distribute promotional material (pamphlets, business cards or merchandising on game day)
- Build local community presence and exposure with other local businesses.
- Show your support for the local community to valued clients, players and parents

The return on your Investment

- You gain contact with a group of influential people and organisations that may present future opportunities for your own organisation
- You gain direct contact with local people
- By helping to build a stronger club, you will be recognised in the community
- You will be rewarded by direct involvement in the success of Stanmore Hawks Football Club



Promote Your Brand



Sponsor Logo

Sponsor Location

Sponsor Contact Details





Thank You
For Your Interest
Please Contact Our

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Mobile: 0421 638 274

