

Belconnen United Football Club



2019 SPONSORSHIP BROCHURE



Belconnen United Football Club
ABN: 76 070 380 030
PO Box 4066,
Hawker ACT 2614
www.bufc.com.au





ABOUT US

Belconnen United Football Club (BUFC) invites you to partner with us as we celebrate our 49th year and embark on another exciting year of football (soccer) in 2019.

Belconnen United Football Club is a 100 per cent community owned and volunteer managed club providing a pathway for aspiring football players from Belconnen and across the Canberra region to compete in Canberra's highest level of competition, the National Premier League (NPL) for Men, Women, Boys and Girls. We also have a number of teams competing in Junior, Senior and Masters (over 35) Community League competitions.

2018 was another hugely successful year for the club, with the majority of our teams competing in finals and many winning their respective championships. This could not be possible without the generous support of our sponsors, as well as the hard work and commitment of all our players, coaches, managers, parents, volunteers and other supporters.

Football is the largest participation sport in the ACT, Australia and the World. Partnering with BUFC means partnering with one of Canberra's and Australia's largest community sporting clubs in terms of its players, supporters, geographic distribution and demographic reach. Through our three affiliate clubs, Belnorth, Belsouth and Belwest, we have a network of more than 3,000 registered players plus their families and friends.

BUFC is seeking financial support for a number of projects in 2019, in particular the replacement and upgrading of equipment in the canteen at our home ground McKellar Park, as well as the purchase of additional football training equipment.

At BUFC, we understand and appreciate the importance of creating and maintaining strong corporate partnerships and community relationships. We know that partnerships must be mutually beneficial in order for the relationship to succeed. In 2019, we are enhancing the level of service we provide to our sponsors, including through greater use of contemporary methods such as social media. Instead of simply providing our club members with a list of sponsors, in 2019 we will be getting creative to ensure that our members, supporters and followers are engaging with and promoting all of our valued sponsors.

We have a variety of sponsorship packages available to suit most budgets and we are of course happy to develop custom sponsorship packages and listen to any new ideas that will best suit your business model and marketing approach.

Belnorth
Football Club



BELSOUTH FOOTBALL CLUB
Fun, Football and Family



OUR HISTORY

Founding and early years

The Belconnen United Football Club was founded in 1970 as the Belconnen United Soccer Club. Belconnen United has been based in the north Canberra district of Belconnen since its inception. The club has run youth and senior football programs from recreational to elite level since its establishment.

The club first appeared in the top flight of ACT Men's football (then known as the ACT Division One) in 1975. The club quickly established itself as one of the top clubs in the ACT with a string of major titles (19 in total) during the 1980s, 1990s and 2000s. This consists of five league premierships, ten finals championships and four Federation Cups.

Move to the NSW Premier League

In 2000, Belconnen United switched to the New South Wales (NSW) Premier League and were renamed the Belconnen Blue Devils. The Blue Devils first competed in the NSW Premier League in the 2000-01 season. The Blue Devils competed in the NSW top flight for five straight seasons before a dispute with Football NSW resulted in the club losing its licence to compete in the competition from 2006 onwards.

During the club's brief time competing in NSW, The Blue Devils enjoyed great success, reaching the finals series in each season other than their first and becoming league premiers in the 2003-04 season.

Return to the ACT Premier League

In 2006, after separating with Football NSW, the Blue Devils returned to the local ACT competition. The club was renamed Belconnen United Football Club, with Blue Devils becoming a nickname.

Belconnen United next won the Championship two seasons later in 2008. In 2012, Belconnen United won the league premiership with a comfortable nine-point first-place finish over Cooma Tigers, who finished second. Belconnen United also reached the grand final of the finals series but lost the match to Cooma 1–2 at McKellar Park on 15 September 2012. This turned out to be the last ACT Premier League Premiership title as the league re-structured in 2013 under the Football Federation Australia (FFA) national banner of National Premier League (NPL).

National Premier League era

Belconnen United was a founding member of the NPL ACT in 2013 following the FFA's national re-structure of football leagues in Australia. In 2014, the club won the NPL Capital Football finals series by winning the grand final and thus claiming the championship. Belconnen United also added the Federation Cup to the trophy cabinet in 2014. The club last won the NPL finals series in 2017, beating Canberra Olympic 2-1 at McKellar Park.

OUR PEDIGREE

Belconnen United Football Club is recognised as the most successful football club in Canberra. BUFC is proud of its record of developing local talent and the club is, and has been, home to many ACT and national representative players including current Soccerroo, Tom Rogic.

In 2018, BUFC was once again named the Capital Football National Premier League Club Champion. The Club Championship is awarded based on a points system across all age groups in both the male and female competitions. BUFC Women's NPL Captain Lauren Keir (pictured below) accepted the trophy on behalf of the club during the 2018 Capital Football Awards Night in October.

A keen eye will notice that on the trophy Lauren is holding Belconnen United FC is engraved against 2007, 2009, 2010, 2012, 2013, 2014, 2015, 2016 and 2017, with 2018 still to be done, to wrap up an extraordinary 10 plus years of success for the club.

This award is a true reflection of the playing talent that exists within the club from top to bottom across both the male and female football programs, as well as being recognition of the countless hours that our coaching staff, team management and other volunteers put in behind the scenes the keep the club running.



Current BUFC WNPL captain and Canberra United W-League player Lauren Keir



Tom Rogic, former BUFC player and current Soccerroo



Caitlin Munoz, former Matilda and current BUFC player

OUR MISSION AND VALUES

Our Mission

To continually promote both football and personal excellence for each player, coach and administrator and a lifelong love of the game in a respectful and supportive environment.

We believe that football is more than just a game. With BUFC, be the best you can.

Our Values

We remember our values through the acronym **PRIDE**:

Passion: We instill a love for the sport that encourages football for life.

Respect: We respect our fellow teammates, coaches and club, and we support them to our utmost in our team endeavors. We also show the same respect to our opponents.

Integrity: We act in a fair, consistent and transparent manner.

Dedication: We expect all members to make a commitment to the club and to its teams (Teamwork).

Excellence: We set, work towards, and achieve the highest standards.



WHAT WE CAN OFFER YOU

Our Channels

- **Jersey sponsorship** – Get your logo on one of our team's jerseys – seen by thousands of local football supporters. Now with all teams available, including our junior teams, in 2019.
- **Social media** – Get your brand out on social media via the BUFC Facebook and Twitter accounts with around 1,800 followers, as well as via Capital Football, Football Federation Australia and other associated social media channels. In 2019, social media will be a major area of focus for the club and we will be doing much more to promote our valued sponsors via social media.
- **Traditional media** – The Men's and Women's First Grade teams regularly feature in a variety of publications including the Canberra Times, Canberra Weekly, City News, hybrid sports broadcaster Bar TV Sports (live stream) and local television stations.
- **Website** – We will be refreshing the BUFC website ahead of the 2019 season with our valued sponsors once again a key focus, all with the aim of ensuring that our players, volunteers, supporters and followers are engaging with and promoting our sponsors.
- **Signage** – In 2019, we're adding toblerone signage at McKellar Park, but sponsors of teams playing their home games elsewhere will also have toblerone signage where their team is playing (e.g. Kaleen Enclosed).
- **Public acknowledgement** – We'll be making sure that our sponsors are properly and publically thanked during all home games at McKellar Park, as well as at other events throughout the year.
- **Newsletter** – Our monthly Newsletter will always feature our sponsors. If you have something that's newsworthy, please let us know!
- **Charity events** – In 2019, we will be participating in at least one major charitable event to give something back to the community – raising our community profile, as well as that of our sponsors.

All this and much more...

In 2019, BUFC is determined to better support our valued sponsors. No longer will community sponsorship be seen as a generous donation, but a beneficial partnership that provides our sponsors with an opportunity for increased exposure and sales. BUFC is committed to ensuring that our sponsors get value for money. In 2019, we're raising our game in order to better serve our sponsors.

View all of our sponsorship packages and benefits below.

PLATINUM PARTNER

Main Feature: Stadium Naming Rights – Three Year deal - One package only

NEW IN 2019



Today, stadium naming rights are a hugely popular marketing tool and provide a unique opportunity to make thousands of positive brand impressions every day. For the first time ever, the naming rights for McKellar Park Stadium have become available.

McKellar Park, formerly known as the Belconnen Soccer Centre, is the major centre for football (soccer) in the ACT. The stadium is home to Belconnen United Football Club as well as W-League club Canberra United. This provides excellent brand exposure on both local and national television, as well as through other media channels.

The 3,000 capacity stadium features a stunning Grandstand (pictured above) with seating for 460 spectators. As well as offering a first class playing surface, the stadium also features a corporate area and press facilities.

Features and benefits:

- Main grandstand signage (example above) at the newly re-named “Your Brand” Stadium (formerly McKellar Park).
- On field signage at the stadium (including perimeter fence and toblerone signage).
- Street signage near the stadium (example below).
- Brand exposure via live streaming of First Grade games on Bar TV Sports.
- Your logo featured on BUFC Letterhead, Email Newsletter, Website and Social Media channels (Facebook and Twitter).
- Your logo featured at all BUFC events throughout the year.
- A standing invitation to attend all Men’s and Women’s First Grade home games and club functions, including complimentary food and beverages.

- Public acknowledgement at all Men's and Women's First Grade home games, club functions and events.
- Your logo displayed on television screens at the Belconnen Soccer Clubs at McKellar and Hawker.
- Promotion through our affiliate clubs' websites, newsletters and social media channels.
- Personalised 2019 BUFC Home jersey featuring your name and logo.



GOLD PARTNER

Our Gold level sponsor is recognised as the club's major corporate partner and is strongly associated with both the Men's and Women's First Grade teams.

Key feature:

- Logo on the front of the First Grade Men's and First Grade Women's playing jerseys.

One package available.



Other Benefits:

- Perimeter fence signage at McKellar Park.
- Toblerone signage at McKellar Park.
- Public acknowledgement via the PA system during all Men's and Women's First Grade home games.
- Access to the corporate area at McKellar Park during all Men's and Women's First Grade home games, including complimentary food and beverages.
- Your logo featured on the BUFC website.
- Promotion of your business via BUFC Social Media channels.
- Brand exposure via live streaming of First Grade games on Bar TV Sports.
- Invitations to attend all BUFC functions and events throughout the year.
- Naming rights opportunities for special events (e.g. annual Gala days and other fundraising events).
- Your logo on display on TVs at the two Belconnen Soccer Club venues (McKellar and Hawker).
- Promotion through our affiliate clubs' websites, newsletters and social media channels.
- Personalised 2019 BUFC Home jersey featuring your name and logo.

SILVER PARTNER

Silver level sponsorship is recognised as the club's second tier partnership.

Key feature:

- Logo on the back of the Men's and Women's First Grade playing jerseys.

One package available.



Also included:

- Perimeter fence signage at McKellar Park.
- Toblerone signage at McKellar Park.
- Public acknowledgement via the PA system during all Men's and Women's First Grade home games.
- Access to the corporate area at McKellar Park during all Men's and Women's First Grade home games, including complimentary food and beverage service.
- Logo featured on the BUFC website.
- Promotion of your business via BUFC Social Media channels.
- Brand exposure via live streaming of First Grade games on Bar TV Sports.
- Invitations to attend all BUFC functions and events throughout the year.
- Your logo on display at special events (e.g. annual Gala days and other fundraising events).
- Personalised 2019 BUFC Home jersey featuring your name and logo.

BRONZE PARTNER

Bronze level sponsorship is recognised as the club's third tier partnership.

Key feature:

- Logo on the sleeve of the Men's and Women's First Grade jerseys.

Two packages available.



Also included:

- Perimeter fence signage at McKellar Park.
- Toblerone signage at McKellar Park.
- Public acknowledgement via the PA system during all Men's and Women's First Grade home games.
- Access to the corporate area at McKellar Park during all Men's and Women's First Grade home games, including complimentary food and beverage service.
- Logo featured on the BUFC website.
- Promotion of your business via BUFC Social Media channels.
- Brand exposure via live streaming of First Grade games on Bar TV Sports.
- Invitations to attend all BUFC functions and events throughout the year.
- Your logo on display at special events (e.g. annual Gala days and other fundraising events).
- Personalised 2019 BUFC Home jersey featuring your name and logo.

BLUE PARTNER

NEW IN 2019

12 packages available (one per team).

Key feature:

- Logo/Brand recognition on the back of any of the following team jerseys*:

Male: NPL 20, NPL 18, NPL 16, Belconnen United Development Squad (BUDS) 16, NPL 14, NPL 13, BUDS 13.

Female: Reserve Grade, WNPL 17, WNPL 15, BUDS 16, WNPL 13.

Also included:

- Toblerone signage at your sponsored team's home ground (McKellar Park, Kaleen Enclosed or other).
- Public acknowledgement on game day via the PA system (McKellar Park only).
- Promotion through the BUFC website.
- Promotion through BUFC Social Media channels.
- Your logo on display at special events (e.g. annual Gala days and other fundraising events).
- Personalised 2019 BUFC Home jersey featuring your name and logo.



**Front of jersey of all teams below First Grade is reserved for our special Gold Partner, the Belconnen Soccer Club.*

WHITE PARTNER

NEW IN 2019

24 packages available (two per team).

Key feature:

- Logo recognition on the sleeve of any of the following team jerseys*:

Male: NPL 20, NPL 18, NPL 16, BUDS 16, NPL 14, NPL 13, BUDS 13.

Female: Reserve grade, WNPL 17, WNPL 15, BUDS 16, WNPL 13.

Also included:

- Toblerone signage at your sponsored team's home ground (McKellar Park, Kaleen Enclosed or other).
- Public acknowledgement on game day via the PA system (McKellar Park only).
- Promotion through the BUFC website.
- Promotion through BUFC Social Media channels.
- Your logo on display at special events (e.g. annual Gala days and other fundraising events).
- Personalised 2019 BUFC Home jersey featuring your name and logo.



COST OF PACKAGES

PLATINUM PARTNER

Price: By negotiation

GOLD PARTNER

Price: \$15,000 per season

SILVER PARTNER

Price: \$7,500 per season

BRONZE PARTNER

\$5,000 per season

BLUE PARTNER

\$2,500 per season

WHITE PARTNER

\$1,500 per season

Thank you for your consideration.

If you have any questions, would like more information, or would like to express your interest in a 2019 corporate partnership, please contact:

NIALL STODDART
INTERIM PRESIDENT
BELCONNEN UNITED FOOTBALL CLUB
M | 0413 594 449
E | president@bluedevelsfc.com
W | www.bufc.com.au



PARTNERSHIP AGREEMENT FORM

Name of Company/Business: _____

Address: _____

Point of Contact: _____

Position: _____

Ph: _____ Mob: _____

Email: _____

TERMS OF AGREEMENT:

In exchange for the rights and benefits outlined above in the _____
package, _____ will pay/provide
Belconnen United Football Club with \$ _____ annually, in _____
instalments.

Length of Agreement: _____

Comments: _____

Print name: _____

Print name: _____

Position: _____

Position: _____

Signature: _____

Signature: _____

Date: _____

Date: _____