

Belconnen United Football Club



# 2020 SEASON SPONSORSHIP BROCHURE



Belconnen United  
Football Club ABN: 76  
070 380 030 PO Box 4066,  
Hawker ACT 2614  
[www.bufc.com.au](http://www.bufc.com.au)





## ABOUT US

Belconnen United Football Club (BUFC) invites you to partner with us as we celebrate our *50<sup>th</sup> Anniversary* and embark on another exciting year of football (soccer) in 2020.

Belconnen United Football Club (BUFC) 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.

2019 was another hugely successful year for the club, with most of our teams competing in finals and many winning their respective championships and premierships. 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 and other volunteers.

Football is the largest participation sport in the ACT, Australia and the World. By partnering with BUFC, you will be partnering with one of 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 around 6,000 players and families.

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 2020, we will continue to raise the level of service that we provide to our sponsors, including through contemporary methods such as social media, to ensure to that our members are engaging with 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.



## 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 reverting to being a nickname.

Belconnen 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 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 Leagues 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.

### The Women's game

In 2019, Belconnen United sealed its ninth consecutive NPL Women's Premiership, seventh League Championship and sixth consecutive Federation Cup to continue our female football program's incredible success over the past 10 years.



## 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 Socceroo, Tom Rogic.

In 2019, BUFC was once again named Capital Football National Premier League Women's Club Champions, as well as being crowned inaugural National Premier League Youth Club Champions. These Club Championships were awarded based on a points system across all age groups (from under 13 to First Grade) in the female competition and from under 13 to under 18 in the male youth competition. These 2019 NPL Club Championships add to those already won in 2007, 2009, 2010, 2012, 2013, 2014, 2015, 2016 and 2017 and 2018 resulting in an extraordinary 10 plus years of success for the club.

These awards are 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 to keep the club running.



**Above left: Current BUFC NPLW and Canberra United W-League players Lauren Keir and Jessie Raeschaert**  
**Above right: Former BUFC player and current Newcastle Jets A-League player Nikolai Topor-Stanley**



**Tom Rogic, Former BUFC player and current Socceroo**



**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 CAN THE BLUE DEVILS 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.
- **Social Media** – Get your brand out on social media via the official BUFC Facebook page with over 2,000 followers, as well as cross-promotion via Capital Football, Football Federation Australia and other 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 WIN News and ABC News Canberra.
- **Website** – Our valued sponsors appear prominently on our club website all with the aim of ensuring that our players, volunteers and supporters are engaging with our sponsors.
- **Signage** – In 2019, we added toblerone signage at McKellar Park and Kaleen Enclosed.
- **Public acknowledgement** – Once more, 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.
- **Charity** - In 2020, we will again be supporting a number of charitable events to give something back to the community – raising our community profile, as well as that of our sponsors.

All this and much more...



## OUR SPONSORSHIP PACKAGES AND BENEFITS

# PLATINUM PARTNER

### Main Feature: Stadium Naming Rights – One package only



Businesses can now become the exclusive naming rights sponsor for McKellar Park Stadium. The 3,000 capacity stadium is currently used to host Canberra United W-League and Y League games and is also home to Belconnen United in the Capital Football National Premier League Men's and Women's competitions.

Today, stadium naming rights are a hugely popular marketing tool and with Canberra United W-League matches broadcast live on Fox Sports and ABC TV, this is a unique opportunity to create valuable brand awareness at both a national and local level. With "McKellar Park" regularly referred to on television, radio and print media, you can sign a commercial stadium naming rights agreement for a fraction of the price of other stadiums in Australia.

#### Key features:

- physical branding, advertising and signage at the stadium and stadium precinct.
- the use of the platinum partners' name in the multiple forms of media - print, television, radio, social etc.



# GOLD PARTNER

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

## **Key feature:**

- **Logo on the front of the National Premier League 1 Men's First Grade or National Premier League Women's First Grade playing jerseys.**

## **Two packages 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/VIP area at McKellar Park during all Men's and Women's First Grade home games, including complimentary food and beverage service.
- Your logo featured prominently on the BUFC website.
- Promotion of your business via BUFC's official Facebook page (with over 2,000 followers).
- Brand exposure via live streaming of NPL 1 First Grade, NPL 1 Under 23 and NPLW 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, Presentation days and other fundraising events).

# SILVER PARTNER

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

**Key feature:**

- Logo on the back of the National Premier League 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/VIP area at McKellar Park during all Men's and Women's First Grade home games, including complimentary food and beverage service.
- Logo featured prominently on the BUFC website.
- Promotion of your business via BUFC's official Facebook page (with over 2,000 followers).
- Brand exposure via live streaming of NPL 1 First Grade, NPL1 Under 23 and NPLW 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, Presentation days and other fundraising events).

# 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/VIP area at McKellar Park during all Men's and Women's First Grade home games, including complimentary food and beverage service.
- Your logo featured prominently on the BUFC website.
- Promotion of your business via the official BUFC Facebook page (with over 2,000 followers).
- Brand exposure via live streaming of NPL 1 First Grade, NPL1 Under 23 and NPLW 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, Presentation/Awards and other fundraising events).

# BLUE PARTNER

**11 packages available (one per team).**

**Key feature:**

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

**Male:** NPL 23, NPL 18, NPL 16, BUDS 16, NPL 14, NPL 13, BUDS 13.

**Female:** Reserve Grade, WNPL 17, WNPL 15, WNPL 13.

- 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. e.g. annual Gala days, Presentation days and other fundraising events).



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

\*\*The 2020 season Training / Away jersey will feature the Blue sponsor's logo on the front of jersey with the BSC logo on the back.

# WHITE PARTNER

**22 packages available (two per team).**

**Key feature:**

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

**Male:** NPL 23, NPL 18, NPL 16, BUDS 16, NPL 14, NPL 13, BUDS 13.

**Female:** Reserve grade, WNPL 17, WNPL 15, 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, Presentation days and other fundraising events).



## COST OF OUR PACKAGES

### PLATINUM PARTNER

Price: By negotiation

### GOLD PARTNER

Price: \$10,000 per season (plus GST)

### SILVER PARTNER

Price: \$7,500 per season (plus GST)

### BRONZE PARTNER

\$5,000 per season (plus GST)

### BLUE PARTNER

\$2,500 per season (plus GST)

### WHITE PARTNER

\$1,000 per season (plus GST)

# PLAYER SPONSORSHIP

## Sponsor a Blue Devil in 2020!

What better way to promote your business as well as supporting the Belconnen United Football Club than by becoming a player sponsor. If you are a parent, friend, employer or business you can sponsor your player for the 2020 season - which helps cover Capital Football player registration fees, basic insurance and club apparel expenses for the 2020 winter season.

Not only are you assisting a Blue Devils player take the field during the 2020 winter season, but you are getting an economical and easy way to promote your business to the local community.

### **All NPL1, NPLW, NPLY and BUDS players can be sponsored!**

We strongly encourage all of our players to try and source a "Sponsor" to support the club's continued success and help provide the best football environment possible for our players.

#### **Mens & Womens First Grade Player Sponsorship package (\$900 + GST)**

First Grade Player sponsors will receive the following benefits:

- Tax deductible receipt provided.
- Public acknowledgement on the PA system at McKellar Park during all home games involving your player.
- Player and sponsor featured on the club website with a link to your business website.
- Player thank you posted on social media plus a minimum of two additional promotional posts via the official BUFC Facebook page (with over 2,000 followers).
- Complimentary food and drink at half time of all home games.
- Two complimentary tickets to Senior presentation night.

#### **Blue Devil Player Sponsorship package (\$300 + GST)\***

\*\$150 is passed directly to your sponsored player to contribute to their registration fees or other expenses.

Available for 2020 National Premier League Capital Football:

- NPL1 Men's U23.
- Youth Boy's (NPLY) - U18, U16, U14 and U13 and Belconnen United Development Squads (BUDS).
- Women (NPLW) - Reserve Grade, U17, U15 and U13.

Blue Devil Player sponsors will receive the following benefits:

- Tax deductible receipt provided.
- Player and sponsor featured on the club website with a link to your business website.
- Player thank you posted on social media plus a minimum of one additional promotional post per season via the official BUFC Facebook page (with over 2,000 followers).

## Want to add signage to your package?

If it's not already included as part of your sponsorship package, Fence signage and Toblerone signage is available at both of our home grounds - McKellar Park Stadium and Kaleen Enclosed Oval.



Toblerone signage – available at McKellar Park and Kaleen Enclosed (\$250 plus GST)



McKellar Park Stadium fence signage (\$500 plus GST)

**Thank you for your consideration.**

**If you have any questions, would like more information, or would like to express your interest in a 2020 Club, Team or Player sponsorship, please contact:**

**JOE CARBONE**  
**PRESIDENT**  
**BELCONNEN UNITED FOOTBALL CLUB**  
**M | 0438 673 464**  
**E | [president@bluedevilsfc.com](mailto:president@bluedevilsfc.com)**  
**W | [www.bufc.com.au](http://www.bufc.com.au)**



**PARTNERSHIP AGREEMENT FORM**

**Name of Company/Business:**

**Address:**

**Length of Agreement:**

**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.

**Comments:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Print name:**

**Position:**

**Signature:**

**Date:**

**Print name:**

**Position:**

**Signature:**

**Date:**