



Sponsorship Packages 2021 - 2022

Rev 30/03/2021



www.cronullaseagulls.com



About our Club

Cronulla Seagulls Football Club is a successful grassroots not-for-profit football club affiliated with the Sutherland Shire Football Association and is one of the largest clubs in New South Wales with approximately 1600 registered players.

The club was established in 1959 with a primary purpose of facilitating football participation in the region. Our operations are centred at our home ground in Cronulla where we operate several formats of football for players throughout Winter.

We pride ourselves on equality and inclusiveness, visible in our commitment to gender equality, participation rates and the redevelopment of our facilities to better cater for all members of our growing and dynamic community.

Why become a sponsor?

We'd like to offer your business our support and the opportunity to promote your interests to the thousands of people who visit our club each week throughout the year and the many more who follow our club's progress.

Our sponsors have access to over 6000 members each year, allowing for brand exposure and advertising to approximately 1600 players and well over 75,000 people from the area throughout the season when including visitors to our fields – with an average of over 4000 individuals a week.

We are continually updating our website which is widely received by the Sutherland Shire Football community and is consuming around 250,000 visits per year, approximately 20,000 views per month during the season, which will offer your business further fantastic exposure as well as sharing across all our social media platforms.

We are continually looking for new avenues to expose your company's brand and we are open to any ideas or suggestions you may have to increase your visibility through a partnership with Cronulla Seagulls. As a non-profit organisation, sponsorship is a big part of our income to help us develop our kids into, not only better footballers but better members of the community. We invite you to become a valued sponsor of our club and share in our success.

The key demographics of the club?

Cronulla Seagulls is one of the largest clubs in New South Wales with approximately 1600 registered players equating to 125 football teams.

Our player base ranges from young children turning 5 years of age through to players in their 50s and 60s.

Over recent years, we have experienced significant growth in football participation and cater for an increasing number of female teams across all ages. (25% year on year growth over the past four years, with 500 registered female players in 2019.) Girls and women's teams are the fastest growing demographic of the club. Over recent years the club has experienced significant growth of 12% across all ages.



BASE SPONSORSHIP PACKAGES	Platinum Exclusive	Gold Exclusive	Silver Exclusive	Classifieds Non Exclusive
Ground & Main Road Signage				
Facing Kingsway or Woollooware Rd Oval Banner (H) 1200mm X 2800mm (W)	✓	-	-	-
Facing Woollooware Rd Oval Banner (H) 1200mm X 2800mm (W)	-	✓	-	-
Club house Sign (Platinum 600x2000mm) (Gold & Silver 600x1200mm)	✓	✓	✓	-
Canteen Large LCD Digital Display, Scrolls between sponsors	✓	✓	✓	-
PROMTIONIONAL Stands, Player of the Match Vouchers				
Marque at selected home matches throughout the season	✓	✓	-	-
Player of the match vouchers	✓	✓	✓	-
Marque on presentation day	✓	✓	✓	-
Invitation to present at selected team trophy's and end of year	✓	✓	✓	-
DIGITAL & SOCIAL MEDIA				
Members Classifieds	✓	✓	✓	✓
Members Benefit Program (1200+ registered members) to share promotional discounts etc.	✓	✓	✓	-
New Letter	✓	✓	✓	✓
www.CronullaSeagullsFC.com Website over 250,000 visits per year	✓	✓	✓	✓
Social media posts Facebook and Instagram, special projects, events, discounts etc.	✓	✓	✓	✓
Matchday Sponsor Website and LCD Screen in Canteen	✓	✓	✓	-
Sponsorship Costs Per Annum	\$5,000	\$3,000	\$2,000	\$500

Above Packages can be taken in 1 to 5-year terms, discounts 20% apply to terms greater than 1 year if the complete term is paid in advance. Platinum, Gold Sponsors are exclusive, within its product or service category and classifieds section, unless prior listing has already been received.

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What is our Members Benefits Program



Members Benefits program will be introduced in 2021, with already 1200+ Member subscriptions, this is great way for sponsors to get a message there out to our members.

The member benefits program is sent out monthly separately and also appears, in our news letters, and on our website www.cronullaseagullsfc.com/member-benefits



It is great way to communicate any specials promotions sponsors have for our members.

EXAMPLE



Tynan MG Sutherland | Club Sponsor

Tynan MG is part of Tynan Motor Group, a multi-franchise automotive dealer with a dedicated and professional staff of nearly 400.

A proud local family business in The St George, Illawarra and Sutherland Shire started in 1966.

Tynan MG are conveniently located at 642 Old Princes Hwy in Sutherland, with easy access and ample parking.

Tynan MG continues to deliver stand out cars at unbelievable prices. There's never been a better time to meet your very own MG.

Call the team at Tynan MY Sutherland on 8545 8640 or click the link below for your latest offers

<https://tynanmg.com.au/>



\$30 off weekly memberships for Seagulls family and friends

F45 are the leaders in functional training and sports science. (\$30 of weekly membership at F45)

F45 Training workouts are designed to unify the muscle groups of the body and to help make you feel and perform better in all aspects of your life.

F45 are offering Seagulls Members, Family & Friends their first week free and up to \$30 a week of their training. (on 6 & 12 month memberships.)

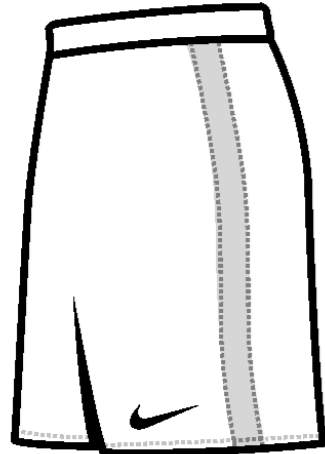
Promotional Code: Seagulls

Contact F45 now on 0415 522 700 or Cronulla@f45training.com.au leading team on 9523 4333 or click on the link below.

www.f45training.com.au

Sponsorship Packages 2021

Game Day Jersey



MAJOR

FRONT SHIRT - Highland Property Group until 2023

NEW

PLATINUM

REAR SHIRT - 1 X (Platinum Sponsorship included)

SHORT - 1 X Available (Platinum Sponsorship included)

SLEEVE - 2 X Available (Platinum Sponsorship included)



Special terms and conditions apply to Jersey Sponsors, they are exclusive and require a minimum 3 to 5 year commitment.



“Cronulla Seagulls FC has clear long-term goals focusing on developing first-class facilities for all our community members to enjoy and delivering a broader club experience second to none. To achieve these long-term goals, in the short term we aim to redevelop our clubhouse and changerooms having just completed a new canteen development. Our complete long-term plan includes a second level addition to the existing club which will enable members to enjoy watching the game from clean, safe and comfortable facilities. Adjunct to, but equally important, is the desire to develop our home ground of Woolooware Oval by increasing the usability of the oval all year round focusing on seating, playing surface quality, increasing usable space and better all-round amenity”

Contact Us

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