



# Sponsorship Packages 2022 / 2023

Rev .01.2022





## 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
<b>Ground &amp; Main Road Signage</b>			
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	✓	✓	✓
<b>PROMTIONIONAL Stands, Player of the Match Vouchers</b>			
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	✓	✓	✓
<b>DIGITAL &amp; SOCIAL MEDIA</b>			
Members Classifieds	✓	✓	✓
Members Benefit Program (1200+ registered members) to share promotional discounts etc.	✓	✓	✓
News Letter	✓	✓	✓
<a href="http://www.CronullaSeagullsFC.com">www.CronullaSeagullsFC.com</a> 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	<b>\$5,000</b>	<b>\$3,000</b>	<b>\$2,000</b>

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. All price are Excluding GST

# Sponsorship Packages

## What is our Members Benefits Program



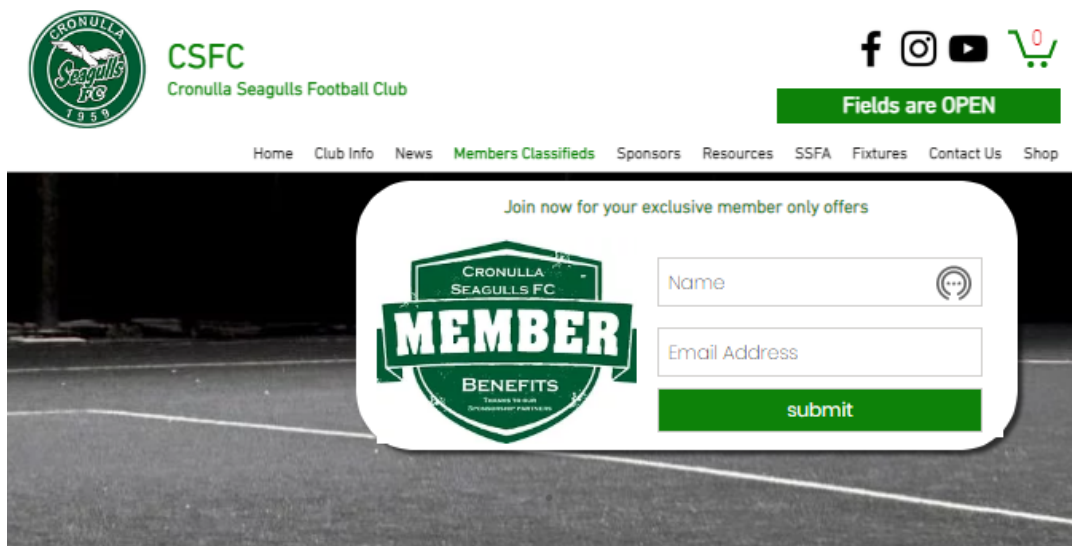
Members Benefits program was introduced in 2021, with already 1200+ Member subscriptions, this is great way for sponsors to get a message there out to our members.

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](http://www.cronullaseagullsfc.com/member-benefits)



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

### EXAMPLE



#### Exclusive Offers



SUPPORT YOUR CLUB THROUGH THE REBEL SPORTS LOYALTY PROGRAM! and RECIEVE EXCLUSIVE OFFERS

The Rebel Sport loyalty program, [rebel active](#) is an important contributor to our club's equipment, and we encourage all members to join it: each time you purchase anything at Rebel, the club receives 5% of your purchases, and these funds are used to buy new equipment.

Also, membership in the program gives you access to preferred pricing, exclusive offers, VIP shopping nights and members-only competitions.

It is easy to join, and free - you can join [online](#), or next time you are in a

#### 10% off all

General Pest treatments



BUGGO Pest Control is a family-owned business located in Cronulla servicing all the Sutherland Shire and South of Sydney. Our company aims to provide you with the best customer service and value for money. We believe no job is too big or too small and our technicians are prepared to solve all your pest control needs, any time of the day!

BUGGO Pest Control is offering Seagulls Members, Family & Friends 10% off all General Pest treatments and Termite Inspections.

[Promotional Code: Seagulls](#)

Contact BUGGO to book in on (02) 9188 88535 or

#### \$10 off Initial Assessment With a Physiotherapists



The Healthy Body Company team are highly skilled at diagnosing and managing sports injuries.

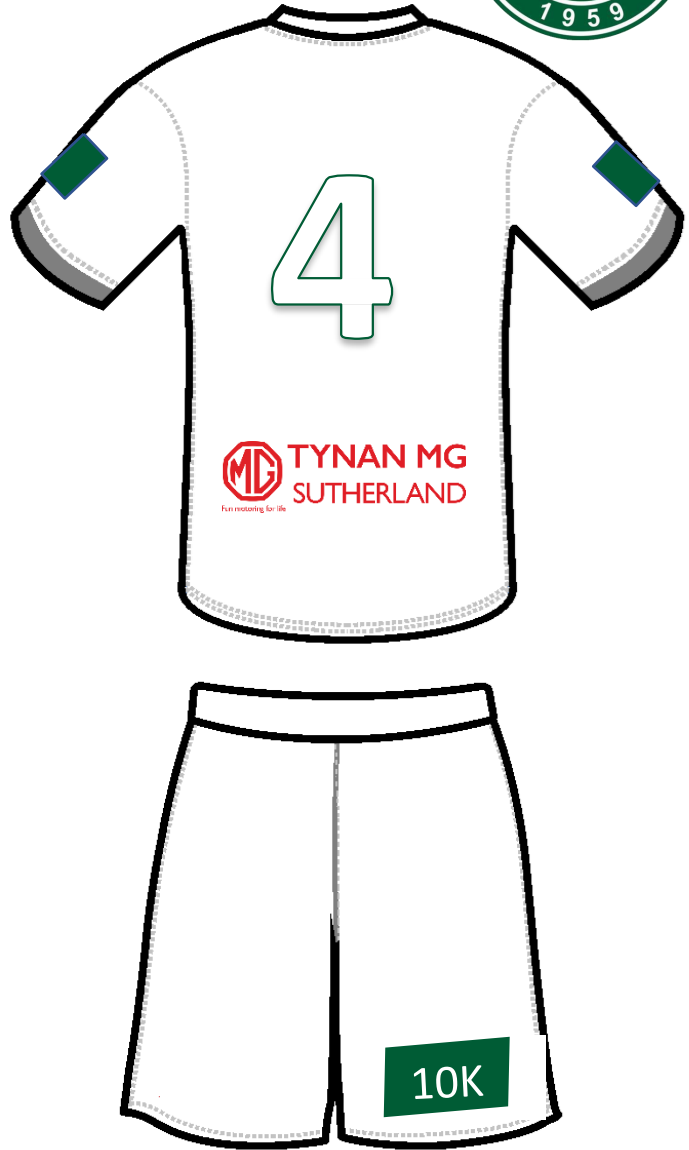
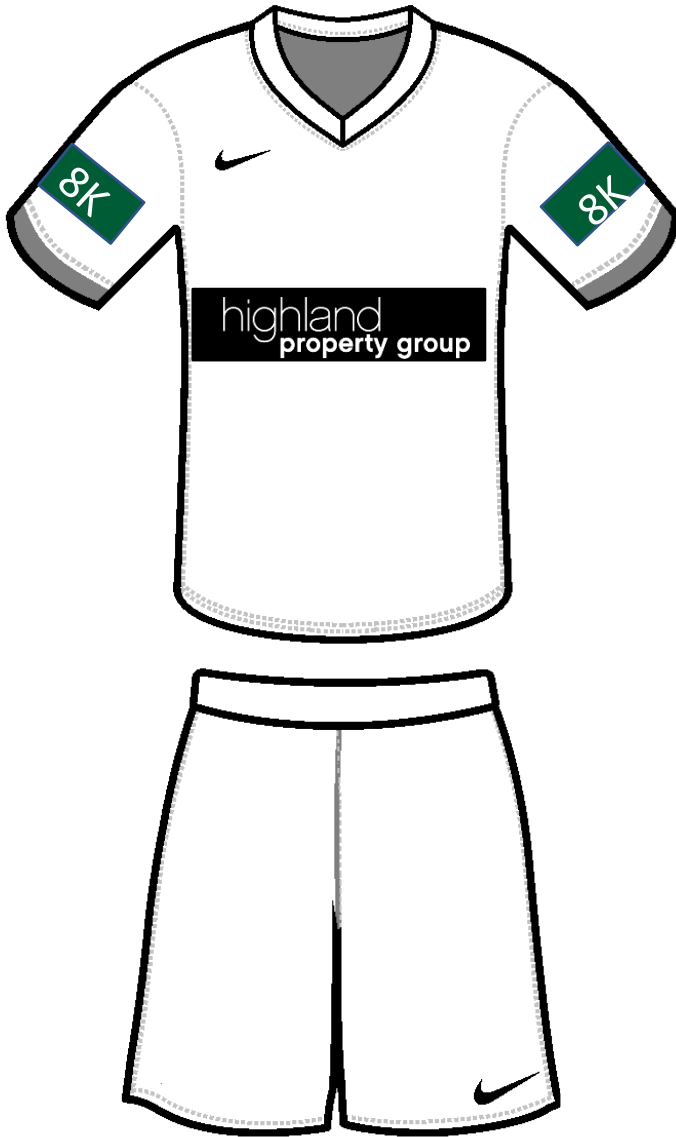
An early and accurate diagnosis will streamline your rehabilitation and ensure that you are back on the field as soon as possible.

*\$10 off initial assessment for all (Seagulls) players for all appointments with Travis and Em*

Phone: (02) 9531 2600 | Caringbah  
[www.thehealthybodycompany.com.au](http://www.thehealthybodycompany.com.au)

# Sponsorship Packages 2021

## Game Day Jersey



### MAJOR

FRONT SHIRT - Highland Property Group until 2024 (20K P/A)

REAR SHIRT – Tynan MG until 2024 (15K P/A)

**NEW**

Available in 2024 Season

### PLATINUM PLUS

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 depending on reprint cycle. Due to +2000 shirt being reprinted.

**Existing shirt sponsors also have the first right of refusal for existing jersey positions**



*“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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