



GOSNELLS CITY F.C.

## GOSNELLS CITY FOOTBALL, SPORTING & SOCIAL CLUB INC

President : John McKinnon

Cassidy Road, Thornlie WA 6108

Secretary: Jane Mellowship

Phone / Fax: 9459 5978

Treasurer : Gary Capewell

Mail to: PO Box 80, Thornlie WA 6988

Email : [info@gosnellscityfc.org.au](mailto:info@gosnellscityfc.org.au)

Website: [www.gosnellscityfc.org.au](http://www.gosnellscityfc.org.au)

ABN: 81 179 013 607

To Whom It May Concern:

Gosnells City Football Club is continually in the process of looking for interested parties to help the club offset equipment expenses through sponsorship in an effort to keeping down the playing costs for our members. Our club has over 350 junior and 150 senior playing members with many more family members and supporters and operates leagues throughout the summer and winter. We as a club are involved very closely with our local community. We involve local people in physical activity, promoting healthy messages and promoting a healthy community and workforce. We engage our children in fun activities, learning social skills, team work and personal development. Our club survives on the efforts of volunteers such as committee members, coaches and team managers. As an active community resource we have various financial requirements and are seeking proactive companies to help us via sponsorship for community initiatives. Any such sponsorship would help our club and our members develop and progress in a variety of area's. Our financial outlays involve expenses such as playing kits, training equipment, education, facilities development and training for our members. We are also endeavouring to set up a fund for our developing young players who may get chosen for special squads such as district academies, state teams and national teams to assist in covering their various costs.

Sponsorship would be recognized with things such as the company logos on shirts and bags, signs at the club house, company logos on our web site, in any publications and/or invitations to the end of year presentation evening. We appreciate any contribution that is made and thank you in advance for supporting our club and your local community.

Yours Sincerely,

John McKinnon – President GCFC

GOSNELLS CITY F.C.

The crest of Gosnells City Football Club is a shield-shaped emblem. At the top is a soccer ball. The shield is divided into three sections: a blue section on the left with a tree, a red section on the right with a tree, and a white section at the bottom with a swan. The text is overlaid on the crest.

**GOSNELLS CITY FOOTBALL, SPORTING  
AND SOCIAL CLUB INC.  
SPONSORSHIP PACKAGES**



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Mail: PO Box 80, Thornlie WA 6988

Home Ground: Cassidy Road, Thornlie WA 6108

Phone / Fax: 9459 5978

**Sponsorship Coordinator**

John McKinnon

Mobile: 0404 089 207

**Club History**

Gosnells City FC was established in 1969 as Gosnells Town SC. The club became Gosnells-Ferndale Utd in 1986 with the amalgamation of Ferndale United. In 1996 two became three as the club amalgamated with the Kelmscott Roos and Southside United was born. Then in 2002 the club brought its name into line with the world game theme and also opted to return to its origins and Gosnells City Football Club was the result. Through its many name changes our continued aim has been to promote the game of football in the community, whilst encouraging our players, coaches, managers and parents to develop an appreciation and enjoyment of the game and its skills.

Our club's objectives are reflected in all our approaches to the game of Association Football.

- To allow all players to enjoy the game.
- To encourage all players to play to the best of their abilities.
- To provide a skills and learning environment in which players can fully appreciate all aspects of football as a team game.
- To promote good sportsmanship and goodwill.
- To encourage pride in our Club and their own achievements as players in our Club.
- To provide cohesive development pathways from grass roots through to the elite level, and providing education, information and technical support to all.

We are a full member of Football West who is affiliated with Football Federation Australia.

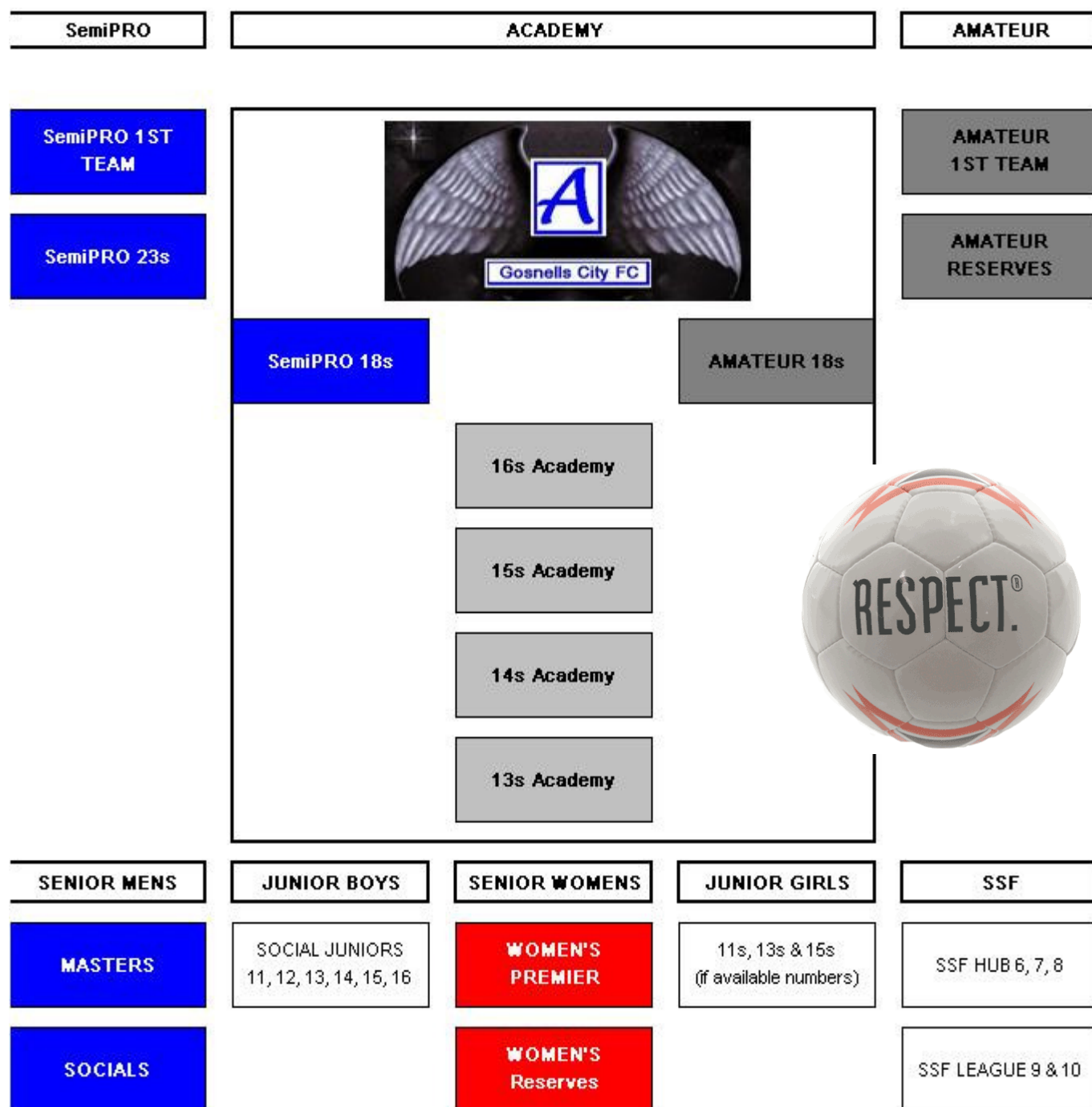


**Membership and Teams Information**

Our club has on average in excess of 350 junior playing members and 500 senior playing and social members. Gosnells City FC is one of the few clubs in WA that proudly has a team represented in each junior age group and in each senior competition.



# GOSNELLS CITY FOOTBALL CLUB - TEAMS STRUCTURE



GOSNELLS CITY F.C.



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### 1x MAJOR SPONSOR \$10,000

*Current Major Sponsor is LJ HOOKER Thornlie JAN 2003 to DEC 2010*

Signage – The club will erect a sign\* of your choice (up to 1500mm x 600mm) both inside the clubrooms and in a prominent position outside the clubroom. A sign\* will also be placed on the pitch perimeter next to the scoreboard for all SemiPRO\* home games.



Website – Your agreed logo\* will be placed in the header banner on clubs website home page and a link to your website will be established. We will also add a full page to our site containing your business advertisement\*. Your name will top the list on our club sponsors page and will also be included on our GCFC Business Finder.

Exposure – The club will include your name as major sponsor in our advertisements in local papers for player registrations in January and for the Junior Academy Trials held in November. Your company will have a full page advertisement\* in all SemiPRO\* match day programs and your company name announced over the PA system prior to all games. You will also get a full page colour advert\* in the club annual Club Information booklet\*.

Social Bonuses – You will receive 4x free club memberships. 4x free entry passes to all SemiPRO home games. 4x tickets to the end of season Senior Trophy Awards Presentation where your business signage\* will be displayed on all tables at the event. You will receive 4x VIP passes to the club Sponsors Day\*. Your company will have access to our entire database of members and club contacts. The club will provide you with a plaque for you to display at your business outlining your commitment and importance to our club. The club will promote your business as the major sponsor of our club at every opportunity during the term of the agreement.

The Major Sponsorship package also includes the naming rights to the Junior Skills Program.

The club believes in advancing our players skill level through a program of planned ball skills that can be utilized to also improve

their general footballing ability during training. Each season the program will culminate in a week long session where players amass points for completing each of the routines designed to test ball skills juggling, dribbling, ball control, passing, shooting and heading. Each participating player will be awarded a certificate with your sponsorship logo on signifying how many points they achieved and a star rating. The highest point getters will be awarded a medallion/trophy at a special presentation event in which you will be acknowledged as the sponsor of the program. A report of the event including photos will be submitted for publication in the local papers. A Skills Awards Program page will be added to the website

with your logo displayed throughout which will display throughout the year the skills being used for the Awards and then the final winners and the report that will appear in the local papers.



## Gosnells City Football Club

**"YOUR COMPANY NAME" Skills Awards 2009**



GOSNELLS CITY F.C.

Name: \_\_\_\_\_

Age Group: \_\_\_\_\_



In recognition of achieving a 5 star level for the L.J. HOOKER Skills Program 2008.

Juggling	40
Passing	50
Heading	50
Shooting	40
Dribbling	45
Ball Control	50
<b>Total</b>	<b>275</b>

Your Signature

Tony Pritchard  
Gosnells City Football Club  
Club President - 2007/2008

Your Name  
Your Title

**"YOUR COMPANY LOGO HERE"**

## **ASSOCIATE SPONSORS**



**GOSNELLS CITY F.C.**

### **GOLD PACKAGE \$5000**

Signage – The club will erect a sign\* (up to 1000mm x 400mm ) of your choice in a prominent position inside the clubrooms. A sign\* will also be placed on the pitch perimeter next to the major sponsor for all SemiPRO\* home games.

Website – Your agreed logo\* will be placed on the opening website page of our club sponsors page as an Associate Gold Sponsor with a link to your website. Your company name will also be included on our website GCFC Business Finder.

Exposure – Your company will have a third page advert\* in all SemiPRO\* match day. You will also get a full page black and white advert\* in the club annual Club Information booklet\*.

Social Bonuses – You will receive 2x free club memberships. 2x free entry passes to all SemiPRO home games. 2x tickets to the end of season Senior Trophy Awards where your business signage\* will be displayed on all tables at the event. You will receive 2x VIP passes to the clubs Sponsors Day\*. The club will provide you with a plaque for you to display at your business outlining your commitment and importance to our club. The club will promote your business as an Associate Gold Sponsor of the club at every available opportunity throughout the term of the agreement.



### **SILVER PACKAGE \$2500**

Signage – The club will erect a sign\* (up to 800mm x 300mm) of your choice in a prominent position inside the clubrooms.

Website –Your company logo will also be placed on our club sponsors page as an Associate Silver Sponsor and a link to your website will be established. Your company name will also be included on our website GCFC Business Finder.

Exposure – Your company will have a quarter page advert\* in all SemiPRO\* match day. You will also get a half page black and white advert\* in the club annual Club Information booklet\*.

Social Bonuses – You will receive 1x free club membership. 2x free entry passes to all SemiPRO home games. 1x ticket to the end of season Senior Trophy Awards where your business signage\* will be displayed on all tables at the event. You will receive 1x VIP pass to the clubs Sponsors Day\*. The club will promote your business as an Associate Silver Sponsor of the club at every available opportunity throughout the term of the agreement.

### **BRONZE PACKAGE \$1000**

Signage – The club will erect a sign\* (up to 600mm x 200mm) of your choice in a prominent position inside the clubrooms.

Website –Your company logo will also be placed on our club sponsors page as an Associate Bronze Sponsor and a link to your website will be established. Your company name will also be included on our website GCFC Business Finder.

Exposure – Your company will have a 1/8 page advert\* in all SemiPRO\* match day. You will also get a quarter page black and white advert\* in the club annual Club Information booklet\*.

Social Bonuses – You will receive 1x free club membership. 2x free entry passes to all SemiPRO home games. You will receive 1x VIP pass to the clubs Sponsors Day\*. The club will promote your business as an Associate Bronze Sponsor of the club at every available opportunity throughout the term of the agreement.

## SPECIALTY SPONSORS

All specialty sponsors are listed on the club website sponsors page and your company will also be listed on the website GCFC Business Finder which is an encouragement to all our members to utilize the listed sponsors of the club.



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### **SemiPRO Sponsorship**

All SemiPRO sponsorship gets you free entry for 2x people into all home games and advertising space in each match day program.

SemiPRO Home Playing Strip (Youth and 2x Senior Teams) \$4000\* **SOLD- EXPRESS LOGISTICS and UM9991 to DEC 2010**

SemiPRO Home Playing Strip Individual Teams – Youth \$1500, Reserves \$2000, 1<sup>st</sup> Team \$2500

SemiPRO Away Playing Strip (Youth and 2x Senior Teams) \$3000\* **SOLD-AWARDS FENCING and UM9991 to DEC 2010**

SemiPRO Away Playing Strip Individual Teams – Youth \$1000, Reserves \$1500, 1<sup>st</sup> Team \$2000

SemiPRO Warm-up Shirts (Youth and 2x Senior Teams) \$2500

SemiPRO Warm-up Shirts Individual Teams – Youth \$750, Reserves \$1000, 1<sup>st</sup> Team \$1250

Match Ball – 1x new ball for all 1<sup>st</sup> team home games \$100 (12x home games available).

Season Fairest and Best Awards – Youth \$500, Reserves \$1000, 1<sup>st</sup> Team \$2000\*.

Home and Away Man of the Match Awards – Youth \$50, Reserves \$75, 1<sup>st</sup> Team \$100

Additional items available : Pitch Fence Board - \$500 per season / Scoreboard - \$750 per season / Referee's - \$300 per game



### **Teams Sponsorship**

You can select any team within the Gosnells City FC family and sponsor strips, club merchandise and a range of equipment. The club will allocate 65% of the sponsorship income to the selected team and 35% will be allocated to the operation of the club by the committee. The portion allocated to the team must cover the total cost of purchase.

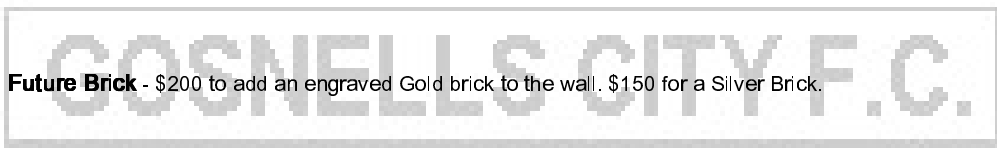
Exposure – Your Company will have one quarter page black and white advertisement in the club annual Club Information booklet handed out to every member, encouraging our members to use the businesses that sponsor their club. Your company will also be listed on our website GCFC Business Finder.

**Coaches Education Fund** – For our coaches to receive the most up to date education the club can offer, costs, on average, \$175 a course.

Our club is committed to providing our coaches with the very best of educations which will provide our players with the very best coaching available. GCFC provides a fund out of the clubs operating budget to send coaches on courses, but once the fund is gone each year their education ends for that year. Sponsorship starts from \$100. Sponsorship rewards to you will be determined on a case by case basis.

**Memorabilia Photo's and Replica Shirts** – Cover the cost of the purchase plus \$150 donation, which will include an engraved plaque being added to the photo stating your donation prior to hanging in the clubrooms.\*

**Building For the Future Brick** - \$200 to add an engraved Gold brick to the wall. \$150 for a Silver Brick.



**GCFC Business Finder** - \$50 have your business listed on our website GCFC Business Finder for 1 year.



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## Major Building Fund

The club has three major building projects currently in the pipeline.

1. Patio extension to the front of the clubrooms
2. Two additional change rooms and equipment shed to be added next to the current change rooms
3. Additional lighting for the training grounds and main pitch
4. Four 3<sup>rd</sup> Generation Astro turf 5x aside pitches

Each of these projects runs at a minimum of \$10,000 each with the additional change rooms going close to \$100,000.

Donations for these projects will all appear on a special club website page and additional benefits will be discussed between the sponsor and the club committee depending on the size of each donation.

### **\*\*\* Come to us with your ideas on sponsorship \*\*\***

We are willing to listen to any legitimate request for sponsorship. Just contact us and we can discuss your options and requirements.

### **Notes\***

All sponsorship agreement terms are from the opening of the agreement to next JAN 30th.

Club Information booklet is handed out to every member, encouraging our members to use the businesses that sponsor their club.

The closing date for publication of the Club Information booklet is FEB 28<sup>th</sup> for distribution by MAR 15<sup>th</sup> each year.

The club purchases training equipment not for individual teams, but for the every team in the club to have access to.

All purchases from sponsorship are subject to committee approval prior to purchase.

Each senior team shirt sponsorship includes 2x tickets to the Senior Trophy Awards.

Our club offers rewards points as an incentive to any member bringing in sponsorship to the club to the tune of 10% of the agreed sponsorship for sponsorship greater than \$1000. The rewards points can be used by the member to purchase club merchandise reduce their fee's ect.

\* SemiPRO Notes:

1. All signage, logos and advertisements are subject to GCFC committee approval.
2. There are a minimum of 11x SemiPRO home games per season.
3. The club will hold a Sponsors Day at one predetermined SemiPRO home game a season where all food and drinks will be supplied throughout the day to sponsors.



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**Sponsorship Coordinator**

John McKinnon

0404 089 207

**SPONSORSHIP APPLICATION**

Sponsorship Type : \_\_\_\_\_

Contact Name: \_\_\_\_\_

Business Name : \_\_\_\_\_

ABN : \_\_\_\_\_

Business Type : \_\_\_\_\_

Mailing Address : \_\_\_\_\_

State : \_\_\_\_\_ Postcode: \_\_\_\_\_

Phone (BH) : \_\_\_\_\_ Phone (AH) : \_\_\_\_\_

Email : \_\_\_\_\_

Payment Method

Cheque (To be made out to the Gosnells City Football, Sporting and Social Club Inc.)

Credit Card - Type of card please circle VISA / Mastercard / AMEX

Card Number : \_\_\_\_\_

Name on Card : \_\_\_\_\_

Expiry Date : \_\_\_\_\_

Amount : \_\_\_\_\_

Signature : \_\_\_\_\_

