



# NORTHCOTE JUNIOR FOOTBALL CLUB

## Sponsorship guide

This guide explains how sponsoring the Northcote Junior Football Club will provide your organisation with a valuable base of community support and loyalty, and how your involvement with the club can contribute to the local community.

We want our sponsors to get both satisfaction and financial returns out of sponsoring the club.

We work with sponsors to ensure their presence is in line with their marketing needs and guidelines.

We maximise our sponsors' visibility and encourage members to do business with them at every opportunity.

Our current sponsors range from well-known brands such as real estate agents to small local businesses such as restaurants.

### A family-friendly club

Northcote Junior Football Club (NJFC) is a community sports club involving more than 300 families across Northcote, Thornbury, Preston and other nearby suburbs.

We are a family-friendly environment where parents can relax while their children have fun playing footy with their mates, learn the game's skills and disciplines, and understand values such as personal effort and teamwork.

Based at McDonell Park (behind the YMCA and Northcote Pool), the club has a history dating back to 1962. Our 15 teams of boys and girls play in the Northern Football & Netball League on Sundays against teams from across the northern suburbs of Melbourne. Our Auskick clinic on Saturday mornings has an additional 200+ participants. The club is affiliated with Northcote Park Football Club.

You can find out more about the club at our website at [njfc.com.au](http://njfc.com.au)

**Website** (for more information): [njfc.com.au](http://njfc.com.au)

**Club address:** McDonell Park, corner of Wilmoth & Clifton Streets, Northcote, Victoria

**Phone inquiries:** 0429 663 580

**Email inquiries:** [info@njfc.com.au](mailto:info@njfc.com.au)

Post: PO Box 513, Northcote VIC 3070



### Sound administration

NJFC is an organisation managed and run by dedicated volunteers working within a structure governed by our club constitution.

The management committee is elected by members. Our committee members include a number of people with expertise in financial management and business administration.

The conduct of the NJFC is governed by a strict published code of conduct which all members agree to be bound by. The NJFC's healthy club culture reflects its success in adhering to this code.

The bulk of our funding comes from registration fees and sponsorship.

## What NJFC can offer sponsors

Sponsorship arrangements will not be entered into with similar businesses, for example we have only one pizza sponsor at any one time.

Generally we offer three levels of sponsorship:

### Platinum sponsorship

- Highest level of website presence, with logo and sponsor description on high rotation on website front page and other main pages.
- Lead listing on dedicated website sponsor page at [njfc.com.au/sponsors](http://njfc.com.au/sponsors).
- Main jumper logo, displayed on front left breast and lower rear of jumper.
- Logo printed on NJFC training tops.
- Building signage on the NJFC clubrooms facing Clifton Street\*.
- Business listing including logo and contact details on club email newsletter, sent weekly during the season to players and parents.
- Presence on club letterhead.
- Promotion of sponsor's business at presentation ceremonies and other club events.

\*Signage costs to be borne by sponsor.

The standard platinum sponsor arrangement is a three-year or five-year sponsorship. Pricing for the platinum sponsorship begins at \$5000 per year, payable in advance.

### Gold sponsorship

- Enhanced website presence, with logo and sponsor description rotated on website front page and other main pages.
- Listing on website sponsor page at [njfc.com.au/sponsors](http://njfc.com.au/sponsors).
- Logo printed on NJFC training tops.
- Business listing including logo and contact details on club email newsletter, sent weekly during the season to players and parents.
- Building signage on the NJFC clubrooms facing Clifton Street\* or on NJFC match day banners\*.
- Presence on club letterhead.
- Promotion of sponsor's business at presentation ceremonies and other club events.

\*Signage costs to be borne by sponsor.

The standard gold sponsor arrangement is for one year and pricing begins at \$1500 per year.

### Silver sponsorship

- Website listing in rotation on website front page and other main pages, and listing on dedicated website sponsor page.
- Logo printed on NJFC training tops.
- Optional inclusion on NJFC match day banners\*

\*Signage costs to be borne by sponsor.

The standard silver sponsor arrangement is for one year and pricing begins at \$500 per year.

### Sponsorship conditions

Once a sponsor enters into an agreement with NJFC, the sponsor will be invoiced for the sponsorship amount. Payment terms are 14 days, with instalment options available subject to approval by the Treasurer.

Sponsors will need to provide NJFC with a high quality digital image of their company logo, such as eps format.

### Talk to us about sponsorship

If you would like to discuss alternative options that better suit the needs of your business we are more than happy to talk with you.

Email: [info@njfc.com.au](mailto:info@njfc.com.au)

