



NORTHCOTE JUNIOR FOOTBALL CLUB

Community Sponsorship Opportunities

Who We Are

The Northcote Junior Football Club is a community-based club with over **530 players (20% which are girls)** who range from 4 to 16 years old. The **over 400 families** that make up our club are drawn from the suburbs of Northcote, Thornbury, Preston and other nearby suburbs. During the football season there are over 2,000 players, parents and extended family members who regularly engage with the club.

The Cougars are the **only Junior Football Club in Northcote**, with its home ground at McDonnell Park. We play teams from across Melbourne's inner and outer northern 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**.

You can find out more about the club at our website at njfc.com.au

What we believe in

The Northcote Junior Football Club a community-based junior football club that is committed to providing our local youth with the support and facilities to learn, play and enjoy football through:

- Encouraging children to participate, improve their football and social skills while creating and building lasting friendships;
- Creating an environment where all children are equal and provided with the opportunity to achieve their potential;
- Promoting the values of Respect, Participation, Team and Growth;
- Adding value to the Northcote and surrounding Community.

We continue to demonstrate this commitment through our growing Girls participation and the ongoing support for the Free Kick program. The Free Kick program encourages participation by disadvantage children through funding registration fees, providing uniforms and arranging transport to and from games.

Sound administration

The Northcote Junior Football Club is 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.

Our Community Partners

The Northcote Junior Football Club funding from registrations feeds and **sponsorship from community partners**. Our **community sponsorship partners are a critical part of our club** and we are committed to integrating them into all that we do. We welcome the opportunity to work with community sponsors to provide them with the **highest sponsorship value** we can provide for their contribution.

Becoming a part of our community gives sponsors **positive exposure** to our members and those of competing clubs through:

PEOPLE

Over 500 players
Over 2,000 regularly engaged

NEWSLETTER

Over 400 Subscribers
12 Additions per year min

Online

High profile web site
Regularly updated facebook

The Northcote Junior Football Club community is **actively encouraged to support the local businesses who support us**.

HOW YOUR ORGANISATION CAN HELP

PRIMIER CORPORATE PARTNER (one per season)

\$5,000

Become the premium partner of the Northcote Junior Football Club through a gold sponsorship package.

- Prominent branding on Jumpers (*jumper reprinting at sponsor expense*)
- Ground and Club Room Signage in a prominent position (*supply of sign at sponsors expense*)
- Home Page acknowledgement on Website, Facebook and Northcote Football Club Newsletter
- One feature article in the Newsletter and on the website regarding partnership with Club.
- Inclusion in joint press release regarding community partners support for the club
- Invitation to club functions including opportunities for advertising and/or presentations
- Presentation of awards at awards night and other functions

MAJOR BUSINESS PARTNERS (five max)

\$1,250

Become one of five lead partners of the Northcote Junior Football Club

- Prominent Club Room Signage (*supply of sign at sponsors expense*)
- Acknowledgement on Website, Facebook and Northcote Football Club Newsletter
- Feature article in the Newsletter and on the website regarding partnership with Club.
- Sponsor's name included in footer of all club correspondence
- Invitation to club functions including opportunity for advertising and/or engagement
- Opportunity to present awards during the season (awards provided by sponsor)

LOCAL BUSINESS PARTNERS (up to 40/max 2 per category)

\$250

- Advertising within professional service directory in prominent location within clubrooms
- Within services directory included with each newsletter
- Acknowledgement on Website
- For additional \$500 you can secure sole representation for your category (ie plumbers)

CLUB SUPORTER

min \$100 suggested

- Acknowledgement for your contribution in newsletter (if you wish)

As a volunteer run community football club we welcome any contribution which individuals or businesses are able to make. If you do not wish to take up a sponsorship but would like to support the Cougars any donations are welcome and will be acknowledged in the club newsletter.

FOR MORE DETAILS CONTACT
Chris on 0419 011 628 or email Lachlan
on president@njfc.com.au

NJFC.COM.AU

Sponsorship Opportunities Overview

	Premier Partner	Major Partners	Local Business Partners	Community Supporters
Max Per Year	5	5	40	Unlimited
Value	\$5,000 pa SOLD OUT for 2023	\$1,250 pa	\$250 pa	\$100 suggested
Club Signage				
Jumper Branding	✓	✗	✗	✗
Ground Signage	✓	✗	✗	✗
Prominent Club Room Signage	✓	✓	✗	✗
Club Room Professional Services Directory	✓	✓	✓	✗
Online				
Prominent Website Home Page Branding	✓	✗	✗	✗
Website Home Page Branding	✓	✓	✗	✗
Facebook branding	✓	✓	✗	✗
Website Professional Services Directory	✓	✓	✓	✗
Newsletter/Media				
Joint Press Release	✓	✗	✗	✗
Newsletter Feature Article	✓	✓	✗	✗
Newsletter branding	✓	✓	✗	✗
Newsletter Professional Services Directory	✓	✓	✓	✗
Newsletter Recognition	✓	✓	✓	✓
Functions				
Opportunity to make Presentations	✓	✗	✗	✗
Opportunity to Present Awards	✓	✓	✗	✗
Invited to Club Functions	✓	✓	✗	✗