



**SOCCER  
CLUB**

2016



SPONSORSHIP



**Diamond Valley  
United Soccer Club**  
PARTINGTON'S FLAT, KALPARRIN AVENUE, GREENSBOROUGH, VIC. 3088  
ABN. 38 566 809 581

### Who Is Diamond Valley United Soccer Club?

Diamond Valley United Soccer Club (DVUSC) is an established soccer club based in Greensborough. The club was formed in 1986 after the amalgamation of Heidelberg City FC and Greensborough SC. DVUSC has 250 male and female players across 17 Junior and Senior Teams. The club competes in Australia's 4<sup>th</sup> highest tier of soccer for the club's first and reserve grade squads. Our female Senior Team competes in state 4 grade. We pride ourselves on being a family club accepting of all cultures and embrace community values. We provide profitable exposure for all our sponsors. Our home ground is at Partingtons Flat Reserve, Greensborough and the club colours are blue and white.



### Sponsorship Package Summary

This document clearly explains the different sponsorship packages available, how sponsorship finances will be spent and what sponsors can gain by becoming involved in Diamond Valley United's growth.

### How You Benefit By Becoming A Sponsor

As a sponsor of DVUSC you'll receive huge exposure throughout the year, increased business to business networking opportunities, brand recognition, goodwill within the community and the opportunity to help put a smile on the face of hundreds of children and soccer enthusiasts. Diamond Valley United strives to ensure that you are satisfied and that your objectives are met.



*"Your business brand can reach 2,200 people every weekend game day for the next 28 weeks. That's potentially 62,000.00 times your brand is exposed to DVUSC players, parents, volunteers and fans as well as opposing teams."*



### How Your Business Is Promoted

The sponsorship packages available are varied and explained in further detail in the following pages. However, here's just some ways you can expect your business to benefit through sponsoring DVUSC.

#### Standard Exposure

#### Newsletter Exposure

Your logo is prominently featured in our newsletters which are distributed to over 400 people.

#### Website Exposure

Our website receives over 2000 visitors every month. Your logo and information is prominently featured as a link on the opening page and home page with additional information on the Sponsors page.

#### Flyer/Newsletter

Your flyers/promotions/Newsletter is distributed and displayed within our club rooms



## Poster Display

Business posters can be displayed in high traffic areas (canteen, club rooms, players tunnel for example) at home games with the potential of 2,200 different people viewing your brand every week.

## Banner Display

Your business banner can be featured along the fence in a prominent position exposing your brand to players, members and visitors to the club and surrounds

## Data Access

You will be able to promote your brand/business via our database (dependent on Sponsorship package)

## Social Events Invitation/Exposure

Your business is recognised as a valued sponsor at our social events throughout the year such as trivia, pizza and presentation nights. We also invite local businesses and people to use our facility for presentations further exposing your brand to a non soccer demographic.



## Additional Exposure through Sponsorship

### Club Naming Rights

Option of business sign displayed on facility wall, above canteen, in club rooms, in home and away rooms, in players race etc..

### Logo on Shirts/Shorts

Your logo proudly displayed on the playing strips



### Kit Sponsorships

Your business branded on items such as training strips, sports bags, wet weather jackets.

### Soccer ball Sponsorship

Display your business logo on all our 250 training balls

## Link to Melbourne City Football Club

Diamond Valley United Soccer Club has a close partnership with Melbourne City Football Club. We work with MCFC to run clinics for our juniors, and provide ball boys to MCFC youth team games and promote the game throughout the community.

Every year a MCFC player visits our club to promote our partnership and the game as a whole. Last year Patrick Kisnorbo visited our club and this year Jacob Mellings attended DVUSC.



We work with MCFC to encourage participation in soccer and to assist in the development off our Juniors.

## How Your Investment Helps Diamond Valley United

As a sponsor, your investment will not only be highly valued, it will also be clearly communicated throughout Diamond Valley United players, members, parents, fans and the community as a whole.

Here are some ways your sponsorship will help put smiles on children's faces at Diamond Valley United :

### Improved Coaching Staff

Your sponsorship will ensure higher accredited coaches receive some financial assistance (State League), coaching courses are accounted for and a Director of Coaching is appointed. This helps players, young and old, enjoy and learn soccer at a higher level.

### Presentation Night

The end of year presentation night is always a memorable event. Your sponsorship allows everyone to enjoy the night, keep club morale high and give incentive for new players to register and return the following year.



## Equipment & Facilities

Your sponsorship allows kids and older players to have new soccer balls, playing strips, shade gazebos, portable soccer goals, sports bag, drink bottles and so much more. It also helps the club with canteen equipment, line marking equipment and general maintenance and facility upgrades.

## Our Growth Results in More Exposure For You

### More Registered Players

In 2014, the club had 180 registered players across 12 teams. In 2015, that number has increased by 63 players to 243 registered players across 17 teams.

In 2016 we foresee a further increase in player numbers, as well as the introduction of 2 x Junior Girl teams to add to the current senior Women's Team. This increasing trend means more exposure for your business.

DVUSC is also creating partnerships with groups linked to disadvantaged children within the community in an attempt to introduce them to our beautiful game and give them the opportunity to play sport in a controlled environment

## More Social Events:

With Pizza Nights, Trivia Nights, Skills Day, Junior Discos, Sponsors Day's, Car Wash Day's Junior and Senior Presentations and plenty more included on the Diamond valley United social calendar, sponsors are announced, promoted and recognized to provide even further exposure.

## More Committee Members:

The club's 12 active committee members ensure that all your posters, banners and flyers are distributed and exposed correctly and that families and players understand who you are. They also ensure the club continues running professionally to ensure we maintain our exposure and standing within the community and increase new players register and retention of existing players.



## Sponsorship Packages

### Senior, Reserve Grade Sponsorship

#### Platinum Sponsorship Valued at \$ 8,000.00

You establish the naming rights on the front of the playing strip of the First Grade and Reserve Grade State League teams for the season. Also you receive the following:

- Advertising on the front of the clubrooms at Partington's Flats and perimeter fence of pitch.
- Logo on the front of all playing shirts.
- Advertising in Club local newsletter distributed to all members.
- Club shirt signed by all the senior players and a club shirt (Not Signed)
- Exposure through club website and links to company webpage / Facebook pages.
- Advertising of current offers through the club on club website and Facebook page.
- Weekly reminders to members of our platinum sponsors.
- Sponsor promotions throughout year, vouchers/offers to be distributed to members.
- Business card on display in the clubrooms.
- Invitation for four people to attend annual sponsor's day club function.
- Complimentary invitation for two to annual presentation night.

### Senior, Reserve Grade Sponsorship

#### Gold Sponsorship Valued at \$ 6,500.00

You establish the naming rights on the back of the playing strip of the First Grade and Reserve Grade State League teams for the season. Also you receive the following:

- Advertising on the side of the clubrooms at Partington's Flats and perimeter fence of pitch.
- Logo on the back of all playing shirts.
- Advertising in Club local newsletter distributed to all members.
- Club shirt signed by all the senior players and a club shirt (Not Signed)
- Exposure through club website and links to company webpage / Facebook pages.
- Advertising of current offers through the club on club website and Facebook page.
- Weekly reminders to members of our gold sponsors.
- Sponsor promotions throughout year, vouchers/offers to be distributed to members.
- Business card on display in the clubrooms.
- Invitation for four people to attend annual sponsor's day club function.
- Complimentary invitation for two to annual presentation night.



### Senior, Reserve Grade Sponsorship

#### Silver Sponsorship Valued at \$ 2,750.00

You establish the rights to advertise on the sleeve or shorts of the playing strip of the First Grade and Reserve Grade State League teams for the season. Also you receive the following:

- Advertising on perimeter fence of pitch.
- Advertising on playing shirts, choice of right or left sleeve or left or right leg of shorts.
- Advertising in Club local newsletter distributed to all members.
- Exposure through club website and links to company webpage / Facebook pages.
- Advertising of current offers through the club on club website and Facebook page.
- Weekly reminders to members of our silver sponsors.
- Sponsor promotions throughout year, vouchers/offers to be distributed to members.
- Business card on display in the clubrooms.
- Invitation for two people to attend annual sponsor's day club function.
- Complimentary invitation for two to annual presentation night.



## Junior Team Sponsorship

### Diamond Sponsorship

Valued at \$ 1,950.00

You establish the naming rights on the front of a Junior team of your choosing for the season. Also you receive the following:

- Advertising on the front of the team playing shirts.
- Advertising in Club local newsletter distributed to all members.
- Club shirt signed by all the senior players and a club shirt (Not Signed)
- Exposure through club website and links to company webpage / Facebook pages.
- Advertising of current offers through the club on club website and Facebook page.
- Weekly reminders to members of our Diamond sponsors.
- Sponsor promotions throughout year, vouchers/offers to be distributed to members.
- Business card on display in the clubrooms.
- Invitation for four people to attend annual sponsor's day club function.
- Complimentary invitation for two to annual presentation night.



## Junior Team Sponsorship

### Sapphire Sponsorship

Valued at \$ 1,550.00

You establish the naming rights on the back of a Junior team of your choosing for the season. Also you receive the following:

- Advertising on the back of the team playing shirts.
- Advertising in Club local newsletter distributed to all members.
- Club shirt signed by all the senior players and a club shirt (Not Signed)
- Exposure through club website and links to company webpage / Facebook pages.
- Advertising of current offers through the club on club website and Facebook page.
- Weekly reminders to members of our Sapphire sponsors.
- Sponsor promotions throughout year, vouchers/offers to be distributed to members.
- Business card on display in the clubrooms.
- Invitation for four people to attend annual sponsor's day club function.
- Complimentary invitation for two to annual presentation night.

## Club Sponsorship

### Quartz Sponsorship

Valued at \$ 1,000.00

- Above bar advertising at Partington's Flats.
- Advertising in Club local newsletter distributed to all members.
- Exposure through club website and links to company webpage / Facebook pages.
- Advertising of current offers through the club on club website and Facebook page.
- Sponsor promotions throughout year, vouchers/offers to be distributed to members.
- Business card on display in the clubrooms.
- Banner displayed along fence for all home games
- Invitation for two people to attend annual sponsor's day club function.
- Complimentary invitation for two to annual presentation night.

Individual Sponsorship  
Valued at \$ 675.00

- Advertising on perimeter fence of pitch.
- Business card on display in the clubrooms.
- Advertising in Club local newsletter distributed to all members.
- Exposure through club website and links to company webpage / Facebook pages.
- Advertising of current offers through the club on club website and Facebook page.
- Sponsor promotions throughout year, vouchers/offers to be distributed to members.
- Invitation for two people to attend annual sponsor's day club function.

OR

Individual Sponsorship  
Valued at \$ 450.00

- Business Card on display in the clubrooms.
- Advertising in Club local newsletter distributed to all members.
- Sponsor promotions throughout year, vouchers/offers to be distributed to all members.

Senior Player Sponsorship  
Valued at \$ 675.00

- Playing shirt signed by player
- Photo with Player – framed and signed by player
- Complimentary Invitation for two people to attend all club functions.
- Complimentary invitation for two to annual presentation night



Junior Player Sponsor  
Commitment \$250.00

- Sponsor an individual player with an 8x10 photo and details of sponsor mounted in the clubrooms



Business card sponsorship  
Valued at \$100.00

- Business card on display in the clubrooms.



These are just another small list of possibilities how your funds could potentially assist our club in years to come.

- New corner Flag Poles
- External Seating for spectators
- Shade Gazebo's
- Canteen Equipment
- Coaches training Equipment
- Training equipment (Balls, Bibs, Portable Goals etc)
- Line Marking Equipment
- Running Coaching Course updates for all volunteer coaches
- Most importantly allowing a struggling family the chance to provide their child or children the opportunity of a life time, by being part of a team sport which allows interaction, builds friendships and most of all put smiles on children's faces.



**We thank you for your time  
and the opportunity to  
discuss the possibilities of  
creating a partnership together.**



**If you think that there is  
something you can help out  
with or would like to discuss  
a proposal, we'd love to  
discuss it further with you.**

## **C o n t a c t   U s**

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