



2019

PARTNERSHIP PROPOSAL



Heathmont Jets Football & Netball Club
H.E. Parker Reserve, Heathmont Road, Heathmont, 3135
ABN: 85 818 163 830 | Phone: Rob – 0413 426 335

W: www.heathmontjets.com | E: sponsorship@heathmontjets.com

The Club

The Heathmont Football & Netball Club was established in 1956 and fields three senior men's sides: Firsts (Seniors), Development Squad, and Colts (under 19's), 14 junior sides (inc. girls teams), four women's Netball sides, and a women's Football team. All teams compete in the Eastern Football League (EFL), Australia's biggest and best suburban Aussie Rules and Netball competition.

The Heathmont Football & Netball Club is a proud member of the local community and prides itself on bringing people together through team sport. Our co-tenants the Heathmont Cricket Club, our neighbours at Heathmont Netball Club, the prestigious Heathmont Bowling Club forms the nucleus of the greater Heathmont community.

HFC 2019

President/Sponsorship – Rob Parker
Vice President – Marty Sverns
Treasurer – David Young and Stacey Davis
Secretary – Lesley Knudsen
Director of Football—Wayne Judge
Director of Netball — Jon Knudsen
Head Coach – Kyle Emley
Netball Coach— Leah Ashton
Player Development—Justin O'Dwyer
Colts Coach – Darren McNeil
Women's Football Coach—Joel Saunders



Our Offer

The Heathmont Jets Football & Netball Club are excited to offer you and your organisation the opportunity to become associated with our great club and community.

The Club Committee is fully aware of the responsibility to our commercial partners to ensure you receive a return on the support invested. We will strive to make the relationship one in which both parties continue to prosper through the value of active community engagement.

We undertake to deliver all benefits outlined in this proposal and more! We can offer partnership packages that will cater for businesses of all sizes. The different levels of packages are guidelines only and amendments to suit specific preferences, requirements or budgets can be arranged. Please don't hesitate to speak with us around your specific needs- we are open to your suggestions.

Club Culture

The Heathmont Football Club was awarded The Deakin Community Award for our outstanding work in supporting Simon 'Simmo' Minson's family and Cystic Fibrosis Victoria. The combined fundraising and awareness initiatives involving a massive community fundraising night, the annual CF Hawaiian Day (including the auctioning of special CF playing jumpers) and the annual Great Strides Fun Run



has raised over \$200,000 since the Jets became involved. We look forward to continuing much needed assistance for a great cause going forward.

The Club has also featured on The Project and The Footy Show following the fundraising efforts for Cystic Fibrosis and was granted a Clubroom makeover by the Nissan Tough Love Team. Thanks to the support of everyone involved in our great club, the Heathmont Jets has strengthened its standing as a Community Leader.

The Jets are also proud to support Beyondblue and their efforts to combat depression & anxiety within the community. Each year, Heathmont is proud to be involved in the Beyondblue round that raises funds and awareness. Members joined in for the KIIS FM *Walk For Tess*, that helped raise over \$85,000 for the Raskas Family to ease their financial burden due to three separate cancer diagnoses.



Our huge network of players, parents, coaches, volunteers and supporters (including social groups such as *The 300 Club* and *Jetstream*) are always happy to hear success stories such as Heathmont's own Tom North (Fremantle AFL) and Jas Grierson (North Melbourne AFLW). Right now, there is an abundance of talent coming up through our club feeding in from our strong base of Junior sides.

Now with Girls' and Women's Football and Netball on the agenda, it's the perfect time to get involved with the Jets and let us promote your brand through ours. All of the above events which we are involved in are examples of opportunities for your organisation to be seen as sponsors and supporters of our Club.



Benefits

For You

Signage

Advertising space is available on our website (60,000+ views per season), electronic scoreboard, television inside the clubrooms, on the fence and in the clubrooms. We average 300-600 people attendance at home games and get the eyes of Heathmont on your company brand.



Social Media

Partnership with the Jets also gains you access to our supporters via The Heathmont Jets website and social media pages. The Facebook page currently has 1,500+ followers and our Twitter account has 780+ followers, which grows more every season.

Community

A great way to really get involved at the Jets is to get along to our President's Lunch, matches throughout the season and events such as the Past Players' Day, the Ladies Luncheon, the Trivia Night, the Annual Business Lunch and more!

Please see our different packages options below which showcases how your sponsorship will look at the various events we hold throughout the year.

For Us



Architect's Image of H.E. Parker Redevelopment

Facilities

In 2019, the building of our new clubrooms will commence – thanks to our Federal Member, Michael Sukkar, and the Maroondah Council for the \$3 million that is committed to the project. Our new lights will be constructed in early 2019 and will be ready for use in April. This will give us the opportunity to play night games throughout the season. Funding has been made available through a State government grant and Maroondah Council.

Success

Through commercial partnerships, we are able to access player talent, develop our Juniors and advance through the EFL with on-field success. Success breeds success and brings more people into our sporting community as we look to grow the Jets' brand.



PACKAGE OPTIONS	Diamond \$10,000	Platinum \$5,000	Gold \$3,000	Silver \$1,000	Bronze \$500	Player/ Community Sponsor \$250
Function night naming rights	✓					
Logo on Jets' apparel	✓	✓				
Home Game Sponsor of the Round	✓	✓	✓			
Customised video advertisements	✓	✓	✓			
Feature advertisement in Jets Newsletter	✓	✓	✓			
Fence signage (4m wide x 1m high)	✓	✓	✓	✓		
Facebook page promotions	✓	✓	✓	✓		
Business cards displayed on Jets Partners Wall	✓	✓	✓	✓	✓	
Clubroom Signage 60cm x 20cm	✓	✓	✓	✓	✓	
Signage on Community Sponsor Board						✓
Digital logo on the Electronic Scoreboard	✓	✓	✓	✓	✓	✓
Jets' website advertising	✓	✓	✓	✓	✓	✓
Advertising on the big TV inside the rooms	✓	✓	✓	✓	✓	✓
Player Sponsorship	✓	✓	✓	✓	✓	✓
Entry to all home games	✓	✓	✓	✓	✓	✓
Tickets to the President's Lunch	6	5	4	3	2	1

Player Sponsors

Individual Player Sponsorships are available for only \$250 each. Your company name/logo is displayed with your sponsored player's picture in the clubrooms, on the big screen before each game, and on the club website. A plaque displaying your player and company logo is sent to you to be displayed at your premises. Player Sponsorship is a great way to get involved at an entry level with a modest outlay.

Loyalty Program

The Jets Loyalty Program offers HJF&NC Partners an opportunity to market their business to the Heathmont community. All Jets' members – including players and supporters alike – are given information on deals and discounts that are offered by our commercial partners by displaying their Jets' Membership Card. The Loyalty Program is obligation free and just another reason to be involved in our great club!

Our Existing Partners



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