



# 2018 PARTNERSHIP PROPOSAL

Heathmont Jets Football & Netball Club

H.E Parker Reserve, Heathmont 3135

ABN: 85 818 163 830 | PH Rob: 0413 426 335

[heathmontjets.com.au](http://heathmontjets.com.au) | [sponsorship@heathmontjets.com](mailto:sponsorship@heathmontjets.com)



# The Club

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

The Heathmont Football & Netball Club is a proud member of the local community & prides itself on bringing people together through team sport. Our co-tenants at the Heathmont Cricket Club, neighbours at Heathmont's Netball Club, the prestigious Heathmont Bowling Club & The Jets juniors (consisting of 14 Teams) forms the nucleus of the greater Heathmont community.

## HFC 2018

President/Sponsorship – Rob Parker  
Vice President – Marty Sverns  
Head Coach – Joel Cordwell  
Director of Football—Wayne Judge  
Director of Netball — Jon Knudsen  
Women's Football Coach—Joel Saunders  
Netball Coach— Leah Ashton  
Player Development—Justin O'Dwyer  
Colts Coach – Darren McNeil  
Senior Captain – Dylan Sverns  
Senior Captain -- Tom Rourke  
Secretary – Lesley Knudsen



## Our Offer

The Heathmont Jets Football & Netball Club would like 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 they receive a return on the support invested. We therefore look to make the relationship one in which both parties will 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 any amendments to suit specific preferences, requirements or budgets can be arranged.





## 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 and 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 involved in the beyondblue round that raises funds and awareness. Members of the Club also arranged for an 'unmasked' night hosted by Brad McEwen. The night involved a sharing of stories and an auction to raise the profile of beyondblue and advocate for its cause.



Our huge network of players, parents, coaches, volunteers and supporters (including social groups such as The 300 Club & Jetstream) are always happy to hear success stories such as Heathmont's own Jas Grierson (via Cranbourne) and Nathan Mullenger McHugh (via Eastern Ranges) who are playing in the AFLW and AFL. In the 2017 draft Tom North was drafted by Fremantle we wish Tom all the best with his move into the AFL.

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 on the agenda, it's the perfect time to get involved with the Jets and let us promote your brand through ours.



# Benefits

## For you

### Signage

Advertising space is available on our website (60,000 + page views per season), electronic scoreboard, television inside the clubrooms, on the fence & above the bar (ave. 300—600 people at home games). The eyes of Heathmont on your company brand!



### Exposure



The Eastern Football League (EFL) Record & EFL 'Go Local' database are hosted on [efl.org.au](http://efl.org.au), which generates 15 million plus page impressions per year.

### Social Media

Partnership with the Jets also gains you access to the people via The Heathmont Jets website as well as [facebook.com/heathmontjets](https://facebook.com/heathmontjets), which currently has over 1,250 followers and [#twitter.com/heathmontjets](https://twitter.com/heathmontjets) at 712 followers & growing.

### Community

A great way to really get involved at the Jets is to get along to our Presidents Lunch, player/sponsor Golf Day, matches throughout the season & events such as Past Players Day & The Ladies Luncheon. The Presidents Lunch, Trivia night, Businessman's Lunch and more!



## For us

### Facilities

In 2018 the building of our new clubrooms will commence, we thank our Federal Member, Michael Sukkar and the Maroondah Council for the \$3M that is committed to the project.

We are currently awaiting confirmation of funding for new lights on our main ground.



### The Blue & Gold Pages

Our Online Business Directory is the gateway for our people into local trades & services. Similar to the EFL's 'Go Local' program, the Jets Directory is a source

Advertisers			
Advertiser	Phone Number	Advertiser	Phone Number
Bendigo Bank	9670 9054	142 Canterbury Rd Heathmont	9670 9054
Brecher Insurance Brokers	9670 9054	100 Shadlands Rd Heathmont	9670 9054
Pharmacia Heights Pty Ltd	9670 9054	100 Shadlands Rd Heathmont	9670 9054
Barbers Delight	9670 9054	100 Shadlands Rd Heathmont	9670 9054
The Park Food Shop	9670 9054	100 Shadlands Rd Heathmont	9670 9054
First Aid Training & Management	9670 9054	100 Shadlands Rd Heathmont	9670 9054
Heathmont Pharmacy	9670 9054	100 Shadlands Rd Heathmont	9670 9054
Your Very Best Wellness Centre	9670 9054	100 Shadlands Rd Heathmont	9670 9054

for players & supporters & is available online & in the clubrooms.

### 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 & brings more people into our great club, as we look to grow the Jets brand





Packages	Diamond \$10,000	Platinum \$5,000	Gold \$3,000	Silver \$1,000	Bronze \$500	Player Sponsor \$200
Logo on Jets apparel	✓					
Function night naming rights	✓					
EFL 'Go Local' Database listing	✓	✓				
Home Game Sponsor of the Round	✓	✓				
Customised video advertisements	✓	✓				
Weekly Award	✓	✓	✓			
Feature advertisement in Jets Newsletter	✓	✓	✓			
Fence signage (4m wide x 1m high)	✓	✓	✓	✓		
Facebook page promotions	✓	✓	✓	✓		
Blue & Gold pages listing	✓	✓	✓	✓	✓	
Business cards displayed on Jets Partners Wall	✓	✓	✓	✓	✓	
Clubroom Signage 60cm x 20cm	✓	✓	✓	✓	✓	
Digital logo on the Electronic Scoreboard	✓	✓	✓	✓	✓	✓
Jets webpage advertising	✓	✓	✓	✓	✓	✓
Advertising on the big TV inside the rooms	✓	✓	✓	✓	✓	✓
Player Sponsorship	✓	✓	✓	✓	✓	✓
Entry to all home games	✓	✓	✓	✓	✓	✓
Tickets to the Presidents Lunch	6	5	4	3	2	1

## Extras

### Player Sponsors

Individual Player Sponsorships are available for only \$200 each. Your company name/logo is displayed with your sponsored player's picture in the clubrooms, on the big screen before each game & on the [Heathmontjets.com](http://Heathmontjets.com) website. A plaque displaying your player and company logo is also 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

### Loyalty Program

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

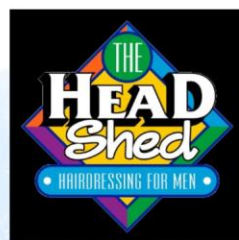
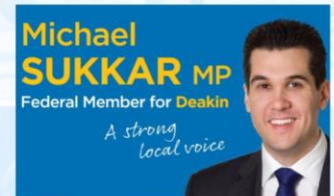
### Sporting Club

The Heathmont Jets Football Club is happy to work with the Heathmont Cricket Club to achieve 12 month sponsorship for your business. Signage all year round gives added exposure of your brand in the community. Speak to Rob from HFC (0413 426 335) or Matt from HCC (0411 295 296) to work out a 12 month Sporting Club Partnership Package. Our neighbours at the Heathmont Netball Club & Heathmont Bowls Club are





## Our Existing Partners



# PRECISION PLATING



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