

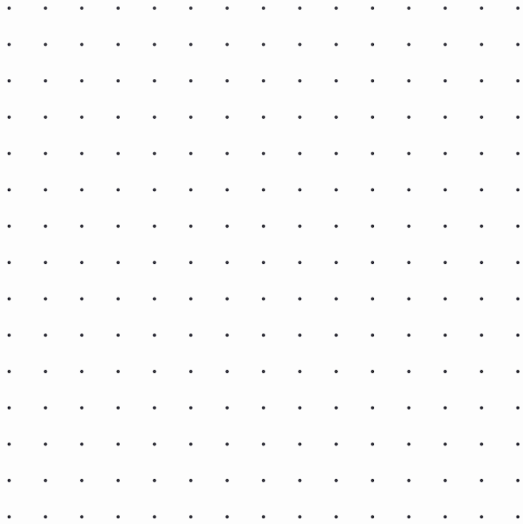
Barnstoneworth United
Football Club



Continues.....

SPONSORSHIP PACKAGES

2023 SEASON



ADDRESS:

J. T. GRAY RESERVE
KOROROIT CREEK RD
WILLIAMSTOWN 3016

WEB:

WWW.BARNSTONEWORTH.COM





Continues.....

01 Our Club

Barnstoneworth United Football Club (BUFC) is a family based community focused soccer club that values participation, inclusion and respect for others, as its core club values.

We share a proud history of over 30 years and continue to grow from strength to strength - evolving whilst still maintaining the spirit of the beautiful game.

Established when soccer was just a passing thought for most people in Australia, today it remains our passion and we are always delighted to introduce or re-introduce others to the game we love.



PLAYERS & TEAMS

For the 2023 season with new clubroom and facilities, the club expects to have 150 players across 11 teams + 150 Social Members



OVER \$100,000 DONATED

Since the clubs inception in 1989, we have donated generously to charities and local worthy causes



LOW COST FEES

We believe in participation which is underpinned by keeping our fees amongst the lowest in the league. To help support this, we seek sponsors.

02 Charitable, Non for Profit

Barnstoneworth United FC is a registered charitable, not for profit, organisation that each year commits financial donations to charities and good causes predominately in the local area. Funds are raised through post-training dinners hosted by individual teams, mothers' day morning tea event and gala days. The club has also been fortunate over the years to have generous, and some ongoing sponsors, to assist in charitable endeavours.



Continues.....

03 Club Demographics

Barnstoneworth United Football Club has a unique member base concentrated in the inner west suburbs of Melbourne that attracts young professionals and families.



**GROWING FEMALE TO
MALE RATIO
35% FEMALE, 65% MALE**

**>60% OF OUR
PLAYERS ARE AGED
20 - 39 YEARS OF AGE**

**WHERE WE LIVE
45% INNER WEST
20% INNER SOUTH EAST
10% WEST
25% OTHER**





Continues....

Timeline & Key Dates

1989

Barnstoneworth United FC was established by a dedicated and passionate group of mostly, UK and Irish soccer players/fans.

FIRST LEAGUE CHAMPIONSHIP

1990

2000

Relocation to Williamstown J. T Gray Reserve due to increased membership

DIVISION 1 (OLDE BOYS) CHAMPIONSHIP & INVITATIONAL CUP

2012

DEB THOMAS WINS THE VICTORIAN FEMALE COACH OF THE YEAR

2016

VIC SOCCER WOMENS INVITATIONAL CUP WINNERS

2016

2017

Ex-Socceroo Charlie Egan appointed as Senior Club Coach

Barnstoneworth Womens Inaugural Season FFV State 4

VIC SOCCER MEN DIV 1 CHAMPIONSHIP

2017

SENIOR MENS CUP CHAMPIONSHIP

2017

VIC SOCCER MENS AFTERNOON LEAGUE
WINNERS

2018

2018

VIC SOCCER MENS INVITATIONAL CUP WINNERS

2018

VIC SOCCER SENIOR MENS CUP RUNNERS UP

2018

VIC SOCCER WOMENS CUP RUNNERS UP

2018

2019

FFV STATE 5 CHAMPIONS (SENIOR MEN)

2019

FFV STATE 5 CHAMPIONS (RESERVES MEN)

2019

VIC SOCCER LEAGUE WINNERS (RESERVES MEN)

2019

WOMENS PRE SEASON TOURNAMENT WINNERS

2019

VIC SOCCER SENIOR MENS CUP RUNNERS UP

2019

COVID

2022

FV MENS METRO 6 RUNNERS UP

2022





04 Barnstoneworth NEXT GEN

For the first time in Barnstoneworth history, the club will enter at least Junior Teams in FV Kangaroos Competition (Football Victoria)

We appreciate and acknowledge that in order for our great club to continue, we need to help develop the youth in our community and this is why we have partnered with SAS Futbol to give our young boys and girls the best chance to be the best player they can be now and in the future.

In 2023 there will be the following teams registers

- 2 x Under 10s
- 2 x Under 11s
- 1 x Under 13s
- 1 x Under 15s





Continues.....

05 Why Sponsor BUFC

BUFC operates solely on the voluntary commitment and hardworking nature of its members. Whilst the club is greatly appreciative of the dedication and skills from many of these members, the financial support of internal and external sponsors is also required to ensure the club can continue its valuable work within the community, whilst also maintaining members playing and social fees at a reasonable amount.

With a diverse membership, including trades, business and other professionals from various areas and industries, and, family, friends and spectators at up to 174 home and away games across Melbourne and Geelong - BUFC will be a valuable partner in promoting your business. We aim to develop a win, win relationship and a long friendship with our Sponsors.

Come and be part of something special.

06 Hear from our sponsors

"This club provided the most genuine return on investment that any sporting club has ever provided to us. The Club held a charity soccer tournament for a friend's son who had cancer.

- Instal Aluminium & Glass

As a major Sponsor of the BUFC for 30 years people ask me why so long? BUFC have the same values as my business, respect everyone, teammates, the opposition, everyone we meet on and off the park. We have sold numerous cars to members and associates of the club through the years and it is a great club to sponsor. I encourage other businesses to jump on board, the club will work with you to make sure you are getting as much out of the sponsorship that you expect

- Conrad Taylor Dealer Principal
Werribee & Western Automotive Group

CLUB WEBSITE & SOCIAL MEDIA

With our 300 players and social members, family, friends and spectators at 174 home and away matches your business is sure to get exposure to potential new clients

HARD STAND ADVERTISING

A range of advertising signs are available to increase match day awareness to visiting teams and their spectators.

SOCIAL CALENDER EVENTS

Invitations to trophy presentations, family days, tournaments and the like provide opportunities to meet players and members and create networking opportunities for your business



Sponsorship Packages

Platinum



MINIMUM TERM

3 Year Minimum Commitment



PREMIUM LOGO ON PLAYING SHIRT

See your brand on our FFV
State 4 Teams for maximum
exposure



ADVERTISING ON CLUB WEBSITE

Sponsor details on club website
and all club platforms



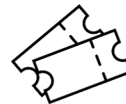
PREMIUM CLUB SIGNAGE

Platinum Sponsor Signage



SPONSOR TAG ON MATCH RESULTS

Brand Messaging will be on 80+
social media posts across all
teams



COMPLIMENTARY TICKETS TO END OF SEASON FUNCTION

4 tickets Valued at approx \$150 each

TERMS OF PAYMENT

Payments are to be made before
the season starts. Please contact
us for details!

**Total
Investment:**

per year

Negotiated





Continues.....

Sponsorship Packages Gold



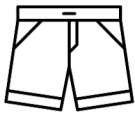
MINIMUM TERM

1 Year Minimum Commitment



MAJOR CLUB SIGNAGE

Major Sponsor Signage



MAJOR LOGO ON PLAYING SHORTS

See your brand on our FFV
State 4 Teams for maximum
exposure



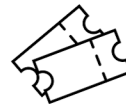
SPONSOR TAG ON MATCH RESULTS

Brand Messaging will be on 30+
social media posts across all
teams



ADVERTISING ON CLUB WEBSITE

Sponsor details on club website
and all club platforms



COMPLIMENTARY TICKETS TO END OF SEASON FUNCTION

2 Tickets Valued at approx \$150 each

TERMS OF PAYMENT

Payments are to be made before
the season starts. Please contact
us for details!

**Total
Investment:**

per year

\$5000





Continues.....

Sponsorship Packages Silver



MINIMUM TERM

1 Year Minimum Commitment



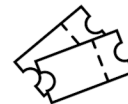
CLUB SIGNAGE

Sponsor Signage at the ground



ADVERTISING ON CLUB WEBSITE

Sponsor details on club website
and all club platforms



COMPLIMENTARY TICKETS TO END OF SEASON FUNCTION

2 Tickets Valued at approx \$150 each

TERMS OF PAYMENT

Payments are to be made before
the season starts. Please contact
us for details!

Total Investment:

per year

\$2500





Sponsorship Packages

Bronze



MINIMUM TERM

1 Year Minimum Commitment



ADVERTISING ON CLUB WEBSITE

Sponsor details on club website and all club platforms

TERMS OF PAYMENT

Payments are to be made before the season starts. Please contact us for details!

Total Investment:

per year

\$1000





SOCIAL MEMBERSHIP

The social membership discount token provides all our sponsors the ability to track their ROI from their sponsorship commitment.

Players, Supporters and Members show their token to the participating business to receive a special discount on products and services.

The business then tracks the number of sales and frequency of sales per annum to the value of the sponsorship.

**All Sponsorship
Packages include
this discount Token**

**Social
Membership Cost**

\$20

HEAR FROM OUR SPONSOR THE CHEEKY PINT

"We run Kounta as our POS system in the pub and linked a button to QR code on each token which grants the customer a 5% discount on all beers. Each month we can see how many customers from the BUFC network has attended our venue and subsequently spent and on what items. This enables us to fine tune our marketing strategies and truly measure the effectiveness of the sponsorship with attracting new and repeat customers.





Thanking our 2022 Sponsors

Werribee Jeep®



FRESH BEAUTY co.

