

Terrigal-Avoca Panthers SPONSORSHIP

P R O S P E C T U S



**Don't miss this chance to
support your local community!**

AFL - here to stay



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AFL is a growing sport on the Central Coast

Thanks to the success of the Sydney Swans winning the 2005 Premiership and making the Grand Final in 2006, AFL has increased its profile in NSW in leaps and bounds. With prime-time television coverage for the national competition, AFL has a brand awareness envied by other growing sporting competitions.

This is your opportunity to associate your business with this growing sport and promote your products and services to the local community.

Terrigal-Avoca Panthers AFC is seeking sponsorship from local businesses on the Central Coast. This is a great opportunity for you to align your business with a successful sporting club that represents all facets of the local community. Terrigal-Avoca Panthers AFC is a family club with over 150 registered players.

As with all sporting clubs, the success of the Panthers rests on the support of the many families that are involved and the generous support of its sponsors.

Please read this prospectus to see the benefits of sponsoring the Terrigal-Avoca Panthers. We look forward to partnering with you in this great opportunity.



Benefits of sponsorship



Sponsorship - connecting you with your community

Local communities thrive on personal involvement at all levels of social interaction.

Businesses that connect with their local community at more than just a commercial level show a commitment to more than just their own profits or benefits. They show that they know their survival depends on the relationships they develop and the reputations they foster.

By sponsoring a local sporting club you show the community that you care about them and that you support their endeavours. You also align your business with healthy initiatives promoting well-being and success.

Terrigal-Avoca Panthers AFC has developed a reputation as one of the most successful AFL clubs on the Central Coast with a strong family emphasis. Associating your business with the Terrigal-Avoca Panthers AFC through sponsorship gives you the opportunity to connect with your local community, promote your business to an appreciative audience and build a reputation that will last.

There are several levels of sponsorship to choose from, each with specific, targeted, promotional benefits. Don't miss this opportunity to align your business with the winning team at Terrigal-Avoca Panthers AFC.



History of the Panthers



The Panthers club are the most successful club on the coast!

The Central Coast Australian Football League first commenced its six-team competition over 30 years ago. The league itself has expanded and is now considered one of the fastest growing premier provincial leagues in New South Wales, with over 500 registered players in the seniors last year and a continued anticipated growth rate of 25% for the 2007 season. In 2000 the Newcastle AFL and Central Coast AFL were combined to form the Black Diamond AFL.



in the final series with First Grade and Reserve Grade winning the premiership. In 2000, the First Grade repeated their win with the Reserve Grade making the semi finals. In an expanded competition with a higher quality of opposition, the win in 2000 was a great achievement for the club.

The Terrigal-AvoCa Panthers have a strong tradition with the local league and have been one of the most successful clubs in the competition with a total of nine First Grade Premierships (eight in the past fourteen years, including the inaugural Black Diamond Cup in 2000). In 1999 four teams competed

Since that time we have continued to be the major force in AFL on the Central Coast. The seniors have played off in the finals for the past 5 years. In 2006 we finished the home and away season in 2nd place.

The Reserves have also played consistently in the finals winning the Grand Final in 2005 and our Under 14's and Under 16's won their Grand Finals in 2006!



Panthers - the family club

Supporting families

Terrigal-Avooca is a family club, boasting a strong Auskick program, four Junior teams and three Senior teams. In total, the club has over 150 registered players and a large following of parents and supporters who provide assistance in promoting the enjoyment of the game.

Having established one of the most impressive on-field track records of any Australian Football Club on the Central Coast, the club is anticipating a further successful season for both Junior and Senior teams in 2007.

Our club has a priority of supporting and developing its Juniors. The NSW AFL predicts continued growth of 20% in junior registration throughout the state. We would be anticipating that some of those juniors will join our own club. The club is also increasing the promotion of Australian Football at the school level with a number of schools now participating in organised competitions, carnivals and training clinics.

One of the clear objectives for the ongoing progress of the club is the development of both our financial and social aspects. For season 2007, a variety of family days and social fundraising activities are planned. These activities will both complement sponsorship arrangements and enhance the club's family heritage.



Sponsorship Tiers for 2007

Our Mission

The overall mission of the Terrigal-Avoca Australian Football Club is to establish itself as the dominant club in the local Australian Football competition, and to provide a sporting and social outlet for the youth and adults of the Central Coast.

GOLD - \$5,000+

Tailored value to sponsor needs – can include

- Your logo on club attire (jumpers, shirts)
- Your logo at ground (ie signage at canteen or assist building a permanent branded scoreboard)
- Your logo on training tops x 8 teams
- Website - advertisement on club Website and link to your business
- Terrigal Memorial Country Club TV – inhouse TV advertising 365 days/year
- Calendar advertising: prime position on club business calendar plus 40 copies
- Advertising in 20 x Snr Wkly Footy Records
- Advertising - Club newsletter x 6
- 2 x tickets to key events including Auction dinner Dance and presentation night.
- 2 x membership of the Terrigal Memorial Country Club
- 2 x social membership of Terrigal-Avoca AFC Club Shirt
- Support and patronage from 250+ members (players, family and friends)

SILVER - \$1,275+

Website - advertisement on club Website and link to your business

- Terrigal Memorial Country Club TV – inhouse TV advertising 365 days
- Advertising: on club business calendar plus 40 copies
- Advertising - Club newsletter x 6
- 2 x tickets to key event: Auction dinner Dance.
- 2 x membership of the Terrigal Memorial Country Club
- 2 x social membership of Terrigal-Avoca AFC Club Shirt
- Support and patronage from 250+ members (players, family and friends)
- Promoted after games (at Terrigal Memorial Country Club)

Silver & Bronze can negotiate product as part in lieu of cash - for raffle/auction night. This needs to be agreed to by a member of the Executive.

BRONZE - \$750

Website - advertisement on club Website and link to your business

Advertising: on club business calendar & 40 copies

Advertising - Club newsletter x 6

Membership of the Terrigal Memorial Country Club

Social membership of Terrigal-Avoca AFC Club Shirt

Support and patronage from 250+ members (players, family and friends)

Promoted after games (at TMCC)

BUSINESS CALENDAR - \$275

Advertising: on club business calendar plus 40 copies

Membership of the Terrigal Memorial Country Club

Social membership of Terrigal-Avoca AFC

Support and patronage from 250+ members (players, family and friends)

Promoted after games (at TMCC) includes

- Size A3 – A2
- Up to 36 sponsors of local business
- Business logo and contact details
- 2000 calendars printed
- 40 calendars allocated to each sponsor

PLAYER SPONSORSHIP - \$250

Local businesses (or players employer) who want to sponsor specific players

Club Website: link of business to player

Business promoted after games (at Terrigal Memorial Country Club)



Social membership of Terrigal-Avoca AFC

Membership of the Terrigal Memorial Country Club

Club Shirt

Support and patronage from 250+ members (players, family friends)

Sponsorship form

Yes, we would like to sponsor the Terrigal-Avooca Panthers AFC.

PLEASE FILL IN YOUR LEVEL OF SPONSORSHIP

Gold \$5000+ Commitment amount \$	Silver \$1275+ Commitment amount \$	Bronze \$750+ Commitment amount \$	Calendar \$275+ Commitment amount \$	Player \$250+ Commitment amount \$
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Company Name _____

Address _____

Phone _____ Fax _____

Email _____

Representative _____ Contact Ph. _____

Signature _____ Date _____

Witness _____ Signature _____

CONTACT DETAILS

FOR FURTHER INFORMATION PLEASE CONTACT

John Miller
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Phone: 0418 500 328

Mal Cooper
Club Secretary
Sponsorship Committee
Phone: 0411 271 069

Wayne Rynne
Sponsorship Committee
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Terrigal-Avooca Panthers A.F.C.

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