

# Watsonia Heights Football Club

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Sponsorship  
Document 2019



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# Mission statement



WHFC will strive to build enjoyment of the game for players of junior and senior ages, male and female whilst being a part of an inclusive, family orientated community who aims for excellence and fair play both on and off field.

# A message from the club

“We’re a club that believes in fun on and off the field; while we love to win and we’re not going to do it by compromising our team morale or values, or by paying ‘mercenaries’ to play for the club for all the wrong reasons.

We joined the club because we’d all heard great things from everyone associated with it or we crossed from a rival because we saw how much fun they had during both success and defeat. We play for the club because of the good-humoured, jovial team environment where we are given the chance to compete but also where we make life-long mates. We stay with the club and we play for the group.

We do our best but need a little help to support the club and are seeking new partners for the 2019 season and beyond.”

- WHFC players, committee, family, supporters





# Our history



The Watsonia Heights Soccer/Football Club, was established in 1970 at the Gabonia Avenue site and is a successful thriving club today. The club has played a prominent role in the local community over its 45+ year history and is proud of its contribution to the ongoing development of its players young and old (both on the field and off). It is an ideal environment for aspiring young Football players along with those who enjoy competing and participating in Football at all levels.

Since 2011 Watsonia Heights has grown from a club that only fielded 11 junior teams and 3 senior teams to now be the biggest sporting club in the Banyule area. We have the largest playing base of any other club of any code. We have the largest number of female players of any club in Banyule area and the largest mixture of girls to boys ratio in the state. We run roughly double the state average.

We now are proud to Field 26 junior teams, 2 women's and 3 men's senior teams. Junior numbers are anticipated to be around 400 by 2020 and 500 soon after.



# Our culture

**Our club fosters a supportive, family friendly atmosphere starting with our Aldi MiniRoos Program (ages 4 to 9) and extends to the over 35s. We aim to provide our players with an environment where they can achieve their best on the field, and our fans, parents and families a welcoming environment for weekly entertainment, while watching their chosen player take the field.**

While every club has to strive to compete and succeed on the pitch, Watsonia's key focus is on the development of players on and off the field; watching the juniors develop as a team and progress into the seniors to learn from one another.

Many of our junior players continue with the club into the senior years, however strengthening the relationship between the transition and implementing a targeted progression plan is a major focus of the club in 2019 and beyond.





# Exposure

In order for WHFC to ensure sustained success both on and off the field, we look to partner with local businesses to help promote and achieve our objectives and strategic plan.

The Club's strategic plan focuses on the following key areas:

## 1. Participation

An ongoing objective of the Watsonia Heights Football Club is to promote and facilitate the expansion of football within the ranks of the local community. Ultimately, it is our desire to be recognised as the leading and most successful football club in the local community and the leagues with which it is affiliated.

## 2. Playing success

WHFC takes great pride in the successes attained over its long and proud history. However, it is never enough and therefore we need to optimise our on field performance by maximising the facilities and prospects for advancement of our playing group.

## 3. Marketing & sponsorship

It is the goal of our club this year to build a substantial and sustainable base of commercial support. This will be done through the innovative and customised sponsorship packages at various levels being made available to the interested business community.

It is our goal to be recognised as a leading and well organised, community-aware and responsible club, working hard to develop relationships and satisfy our partners, supporters and members.

# Exposure

In recent years Watsonia have participated in many events that showcased the Watsonia Heights and Sponsors Brands to the broader Football community.

- Tottenham Hot Spurs Visit. WHFC was the ONLY community club in Australia to receive a visit from staff of Tottenham Hotspurs who were impressed with the proficiency and the management of the WHFC. Our kids enjoyed a session with some stars of EPL football and English representatives. One post from Ledley King with a photo of our kids went to 1.5 Million Twitter followers! This event was also covered by Leader newspaper, Herald Sun and The Age photographers.
- WHFC junior players participated in 3 fan day experiences supported by the FFV and the A league in 2016. This includes exposure to AAMI park crowds and Foxtel news coverage.
- Gala Day Exposure: Since 2011 Watsonia Heights Football Club has hosted an Under 7's Gala Day. The Day is held in July, 2014 saw 38 teams from across the Northern suburbs participate in 98 games throughout the day. There were approximately 228 children aged between four and seven that took part in the event from local clubs such as Eltham, Bundoora, Banyule, Diamond Valley, Moreland and, of course, Watsonia. In addition to the participating players, our Elder Street club rooms were filled with supporters, visitors and their parents.
- The FFV has got right behind this event, providing Watsonia Heights with overwhelming support for this event, supplying goals, balls and cones to mark out 14 pitches at Elder Street.
- WHFC is a Melbourne City Club and each year we have the opportunity to be involved with a range of Melbourne City initiatives including game day mascots, Gala Day events, media releases. We aim to work closely with Melbourne City to build upon our community club relationship





# Exposure

Annually our club puts a number of junior players and volunteers through Instructional Referee courses in order to officiate each game. We are aiming at building a pool of referees to assist with events such as this which, year-on-year increase our exposure and sign-up rates.

- Our newly formed Aldi MiniRoos program has seen our younger kids grow to over 100 kids! This is up from 30 kids in prior years. The success of this program is driven by its reputation in the local community. Furthermore it has now allowed the club to develop young players into coaches. All whom have completed their MiniRoos Certificate and now get paid to coach.
  - 2015 saw WHFC win the Banyule City council community Club of the year! An awesome achievement for our club who has given gear to local schools and kindergartens. The club has supplied coaches at no cost to school sports programs and partnered with the council in their outreach program to supply and coach kids who would not have ordinarily got the opportunity to play sport due to Religious beliefs, economic circumstances or discrimination within family groups.
  - Thursday night Meals is an initiative by WHFC to provide kids with the option of a healthy meal that they might not ordinarily receive after training on a cold wet Thursday evening. It also provides for a warm team environment at Elder Street for kids to socialise before and after training. We would love to develop this to include study areas and homework precincts so kids can come straight from school and fulfill their study commitments.





# Exposure

We fielded the following teams:

# 240

Junior boys players

# 60

Junior girls players

# 43

Senior women's players

and

# 68

Senior men's players

In 2019, the Watsonia Heights Football Club will continue to play host to Senior and Junior fixtures every Saturday and Sunday from 9am through to 5pm and is fortunate enough to have the support of the large parent population watching the future Socceroos and Matildas of a generation enjoying themselves in our Junior and small sided games programs.

In total, the club would entertain no less than 100 players and officials for each Saturday home fixture, plus a large number of spectators and parents. Each Sunday home fixture could draw up to 300 players, officials, spectators and parents.

# Exposure



## WHFC Social Media Outlets:

- Official Facebook page: 1100+ followers (game promotion and results)
- Official Twitter feed: 100+ followers (game promotion and results)
- Internal TeamApp communications to all our current players and families, as well as advertising opportunities in the app
- Facebook Senior Men's Page (closed group) 140 members with daily reach to 50+ (game promotion, results, team strategy, social hub)
- Facebook Senior Women's Page (closed group) 70 members with daily reach to 40+ (game promotion, results, team strategy, social hub)

## FFV

- Ongoing relationship with "Goals for Grassroots"
- In 2014 a game was recorded and shared by "Football Chaos" a specialist suburban football group. FB page has reach to 10,000 follower. Our 2014 victory over fierce rival Epping attracted nearly 2,000 views and over 50 shares across Facebook.

We are a club with an immensely broad base with strong ties to the community that offers a wide range of opportunities for repeated exposure of your brand.

The subsequent pages detail our proposed sponsorship packages, we are able to tailor our packages to better suit our partners in a way which enables us both to reach our objectives.







# Sponsorship packages



## Whole Club Major Sponsor (2 available - one front and one back)

- Logo on all kits – front or back centre available
- 4 Tickets to the WHFC Awards Presentation Night
  - Present award for Awards Presentation
- 1 framed & signed kit displaying your company.
- Game day fence banner to be displayed at all home games (1.5m x 1m) – Juniors and Seniors
  - Advertising in both Senior and Junior Club rooms (Digital Screens, business cards etc.)
  - Logo and details to be placed on social media

**\$8,000**

# Sponsorship packages



## One Club Sponsor (Junior or Senior. 2 available per club - one front and one back)

- Logo on all kits – front or back lower available
- 4 Tickets to the WHFC Awards Presentation Night
  - Present award for Awards Presentation
- 1 framed & signed kit displaying your company.
- Game day fence banner to be displayed at all home games (1.5m x 1m) – Juniors and Seniors
  - Advertising in both Senior and Junior Club rooms (Digital Screens, business cards etc.)
  - Logo and details to be placed on social media

**\$5,000**



# Sponsorship packages



## Senior Team Sponsor Legs, sleeves, smaller logo on back and front

- Logo on prominent area of the uniform within sleeves or shorts
  - 2 Tickets to the WHFC Awards Presentation Night
  - 1 plaque of appreciation displaying your company.
- Advertising in both Senior and Junior Club rooms (Digital Screens, business cards, sponsors banner etc.)
  - Logo and details to be placed on social media

**\$2,500**

Availability dependent upon number of teams.

# Sponsorship packages



## Junior Team Sponsor Multiple available on shorts and tops - legs, sleeves, smaller logo on back and front

- Logo on prominent area of the uniform within sleeves or shorts
  - 2 Tickets to the WHFC Awards Presentation Night
  - 1 plaque of appreciation displaying your company.
- Advertising in both Senior and Junior Club rooms (Digital Screens, business cards, sponsors banner etc.)
  - Logo and details to be placed on social media

**\$1,000**

Availability dependent upon number of teams.



# Sponsorship packages



## Game Day Sponsor

- Logo used when promoting big games on social media.
- Game-day fence banner to be displayed at all home games (1.5m x 1m) - Juniors and Seniors
  - Signage in both Senior and Junior Club rooms.
  - 1 x framed gameday photo of a team of your choice.

**\$800**

## Game Day Sponsor (Juniors)

- Allocated area for you to set up a marquee
  - Signage alongside one of the grounds

**\$500**

# Sponsorship packages



## Advertising Package

- Advertising throughout the club on TV's, Newsletter, Social Media, TeamApp)
- Opportunity to provide promotions and discounts to club members

**\$350**

## Century Club Sponsor

- Advertising throughout the club and on all digital media
  - Certification of appreciation

**\$100**

▪ Please note that all Sponsors will receive a Tax Deductible receipt.



# Sponsorship packages



All sponsors to receive Club merchandise package (Polo Top, Coffee Cup, key ring) and a relevant appreciation gift (certificate, plaque or framed top).

We are able to tailor our packages to better suit our partners in a way which enables us both to reach our objectives. Instances in previous years have been agreed suppliers of equipment, opening an account with the sponsor, preferred suppliers etc. If you can identify a way we can tailor our packages to mutually benefit both WHFC and your organisation please do not hesitate to contact us.

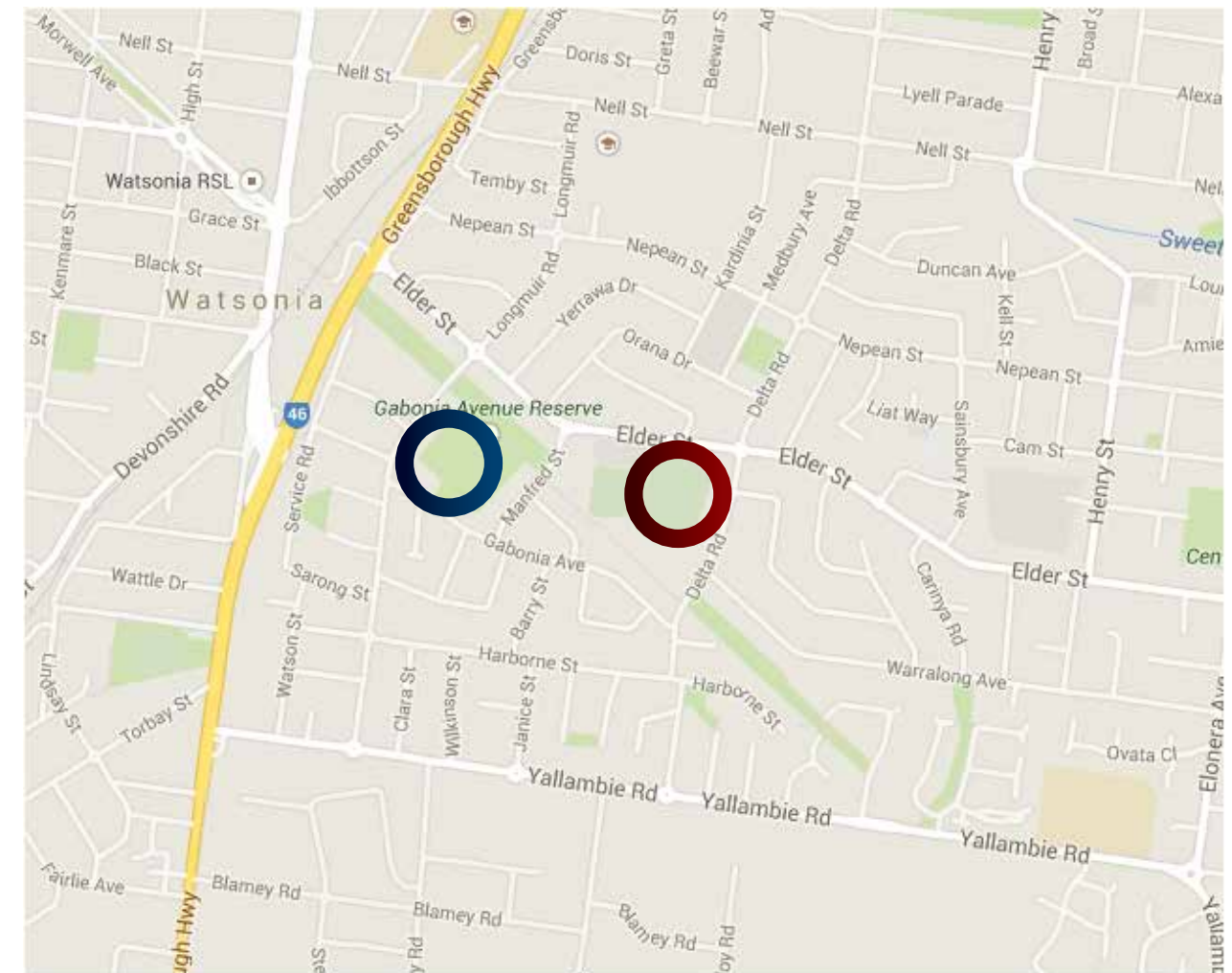
We are always looking for ways to maximise both our sponsors exposure, we welcome any innovative ways we can partner to maximise your return.

To further discuss the options available for partnering with the club please contact:

**Colin Roberts:** M. 0433 118 842 E. [grassroots@whfc.org.au](mailto:grassroots@whfc.org.au)

**Michael Girdler:** M. 0400 047 865 E. [president@whfc.org.au](mailto:president@whfc.org.au)

# Location



## Senior Clubrooms

Gabonia Avenue Reserve, Gabonia Avenue, Watsonia 3087

## Junior Clubrooms

Elder Reserve, Elder St, Watsonia 3087

PO Box 148, Watsonia 3087  
Web – [www.whfc.org.au](http://www.whfc.org.au)  
Email – [info@whfc.org.au](mailto:info@whfc.org.au)









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