



## OLD SCOTCH FOOTBALL CLUB



# SPONSORSHIP OPPORTUNITIES

**Old Scotch Football Club Inc.**  
A Grade member of Victorian Amateur Football Association  
ABN: 22 607 853 705

[www.oldscotchfc.com.au](http://www.oldscotchfc.com.au)

***“Sustainable TEAM Success”***



## Why support the Old Scotch Football Club?

As a member of the successful Victorian Amateur Football Association (“VAFA”), the Old Scotch Football Club has competed in 'A' section for 59 years out of a possible 75 years - the most of any Club. Old Scotch has won 9 'A' Grade Premierships. They are also the longest surviving 'A Grade' club having been in the top section since 1979.



**OLD SCOTCH  
FOOTBALL CLUB**

We have a proud history and a great tradition.

The time has come for this historic Club to regain our rightful place as a pre-eminent force in the A Section of the VAFA. We aim to enhance our reputation further by achieving our goal of winning another **A Grade Premiership and build a culture of Sustainable Success.**

To this end, the club has been extremely active in the off season with new board members and brand new football personnel. We have started the process to build the right values and standards that will lead to an environment that players, coaches, sponsors, members and supporters want to be associated with. We want to be the very best that we can be.

Sponsorship of the Old Scotch Football Club represents an exciting opportunity for your business, and we look forward to raising an awareness of your brand within our community and beyond.

**Go Cardinals!!!!**

### For OSFC Sponsorship Options contact:

<i>Tim Shearer</i>	<i>0418 107 541</i>
<i>Jenni Allen</i>	<i>0425808768</i>
<i>David McCleery</i>	<i>0409 019 630</i>

## CLUB MISSION

**'The Old Scotch Football Club will provide young men with the opportunity to play Australian Rules football at the highest amateur level within a vibrant and successful club environment.'**



**OLD SCOTCH  
FOOTBALL CLUB**

**To achieve our purpose, we will:**

- Encourage each player and coach to develop their individual abilities to the highest level;
- Utilise a player development 'pathway' that ensures integrity and fairness;
- Supply the best possible resources and facilities;
- Offer a welcoming and vibrant atmosphere for all players, members, supporters and their families;
- Provide a professionally managed club environment; and
- Continually strive for **TEAM** and club success.

## **FOOTBALL & CLUB OBJECTIVE**

### **“Sustainable TEAM Success”**

**“The Old Scotch Football Club is committed to improving its solid historical performance in A Grade to achieve a dynasty of Premiership success”**

## **A NEW CLUB STRATEGY**

### **“A Values Club with Standards”**

**To achieve our immediate objectives, we have already:**

- Recruited a number of highly skilled and committed junior players adding to our existing talent.
- Widened the Board to add new energy, ideas and opportunity for sponsors.
- Undertaken and completed refurbishment and upgrading of Old Scotch Football Clubrooms ensuring the best facilities for coaches, players and supporters in amateur football.
- Provided the most professional and dedicated team of coaches, other strategists and players who will ensure all performances of every team are at their peak every week.

It is all about achieving the ultimate success through the total commitment of all people associated with the Old Scotch Football Club.



## **CLUB, TEAM & PLAYER SPONSORSHIP**

Sponsorship is very necessary to help cover the direct annual costs of having six football teams, which in 2008 was approaching **\$380,000**.

There are several levels of sponsorship available at the Club, and depending on the level of support, the OSFC is able to offer benefits such as ground signage, newsletter advertising, networking, regular match day functions and corporate advertising on Team jumpers and shorts.

From now on, we are even more committed to keeping our sponsors informed, actively promoting your business within the Club and provide feedback on our support performance for your business.

### **CLUB SPONSORSHIP OPTIONS**

With over 200 Senior and Under 19 players, sponsorship of the Club will provide you with access to a large network of players, parents, families and supporters. With the Camberwell Sportsground as our home base the Cardinals are in a wonderful position to offer businesses, families, and friends a terrific environment in which to network and promote their business.

On the field our teams will be a professional unit with training commencing in November. Off the field we have pleasure in offering you a professional array of sponsorship packages, which we invite you to consider:

### **Package 1: Major Club Sponsor**

As a Major Club Sponsor your company will receive maximum exposure throughout the VAFA and Old Scotch network as well as providing essential support to the Old Scotch Football Club.

**Investment:** \$13,000 - \$15,000 (plus GST)

#### **Benefits:**

- Networking and Promotional Opportunities
- Access to Employment Database

#### **Advertising:**

Corporate Logo on: Players Jumper

Advertising on Inner FM Radio on Selected Match Days

Naming rights for Camberwell Sportsground

Naming rights for Camberwell Sportsground Scoreboard

Prime location perimeter signage (5 x 7.2 metres)

Sponsors Corner and prominent logo in weekly E-Bulletin (sent out to over 1,000 Club supporters)

Advertising on club letterhead

Advertising on new Electronic Scoreboard (available on completion in 2009)

Corporate advertising on Sponsor's Board in the club rooms

'Great Scot' Magazine Advertising – reaching 21,000 readers (Tri-Annually)

'e-Drumsheet Newsletter Advertising (sent out to over 1,000 Club supporters)

Advertising in the official club fixture

Prominent Website advertising and link to your company website

#### **Events:**

2 Complimentary tickets to each pre-game luncheon

10 tickets (1 table) at 2 pre-game luncheons

4 Complimentary tickets to the OSFC Season Launch

4 Complimentary tickets to the OSFC Awards Night

## Package 2: Diamond Club Sponsors

As a Diamond Club Sponsor your business will receive maximum exposure throughout the VAFA and Old Scotch network as well as providing essential support to the Old Scotch Football Club.

**Investment:** \$7,000 - \$12,000 (plus GST)

### **Benefits:**

- Networking and Promotional Opportunities
- Access to Employment Database

### **Advertising:**

Corporate Logo on: Players Jumper

Prime wing location perimeter signage (4 x 7.2 metres)

Advertising on Inner FM Radio on Selected Match Days

Sponsors Corner and prominent logo in weekly E-Bulletin (sent out to over 1,000 Club supporters)

Advertising on club letterhead

Advertising on new Electronic Scoreboard (available on completion in 2009)

Corporate advertising on Sponsor's Board in the club rooms

'e-Drumsheet' Newsletter Advertising (sent out to over 1,000 Club supporters)

Advertising in the official club fixture

'Great Scot' Magazine Advertising – reaching 21,000 readers (Tri-Annually)

Website advertising and link to your company website

### **Events:**

2 Complimentary tickets to each pre-game luncheon

10 tickets (1 table) at 2 pre-game luncheons

4 Complimentary tickets to the OSFC Season Launch

4 Complimentary tickets to the OSFC Awards Night

## Package 3: Gold Club Sponsors

As a Gold Club Sponsor your business will receive strong exposure throughout the VAFA and Old Scotch network as well as providing essential support to the Old Scotch Football Club.

**Investment:** \$4,500 - \$6,500 (plus GST)

### **Benefits:**

- Networking and Promotional Opportunities
- Access to Employment Database

### **Advertising:**

Prime perimeter signage (2 x 7.2 metres)

Sponsors Corner and prominent logo in weekly E-Bulletin (sent out to over 1,000 Club supporters)

Advertising on club letterhead

Advertising on new Electronic Scoreboard (available on completion in 2009)

Corporate advertising on Sponsor's Board in the club rooms

'e-Drumsheet' Newsletter Advertising (sent out to over 1,000 Club supporters)

Advertising in the official club fixture

'Great Scot' Magazine Advertising – reaching 21,000 readers (Tri-Annually)

Website advertising and link to your company website

### **Events:**

1 Complimentary tickets to each pre-game luncheon

10 tickets (1 table) at one pre-game luncheon

2 Complimentary tickets to the OSFC Season Launch

2 Complimentary tickets to the OSFC Awards Night

#### **Package 4: Silver Club Sponsors**

As a Silver Club Sponsor your business will receive good exposure throughout the VAFA and Old Scotch network as well as providing essential support to the Old Scotch Football Club.

**Investment:** \$2,500 - \$4,000 (plus GST)

**Benefits:**

- Networking and Promotional Opportunities
- Access to Employment Database

**Advertising:**

Prime perimeter signage (1 x 7.2 metres)

Sponsors Corner and prominent logo in weekly E-Bulletin (sent out to over 1,000 Club supporters)

Corporate advertising on Sponsor's Board in the club rooms

'e-Drumsheet Newsletter Advertising (sent out to over 1,000 Club supporters)

Advertising on new Electronic Scoreboard (available on completion in 2009)

Advertising in the official club fixture

Website advertising and link to your company website

**Events:**

2 Complimentary tickets to each pre-game luncheon

5 tickets to 1 pre-game luncheons

1 Complimentary ticket to the OSFC Season Launch

1 Complimentary ticket to the OSFC Dinner Dance

1 Complimentary ticket to the OSFC Awards Night

#### **Package 5: Bronze Club Sponsors**

As a Bronze Club Sponsor your company will receive exposure throughout the VAFA and Old Scotch network as well as providing essential support to the Old Scotch Football Club.

**Investment:** \$1,000 - \$2,000 (plus GST)

**Benefits:**

- Networking and Promotional Opportunities
- Access to Employment Database

**Advertising:**

Corporate Advertising in Clubrooms

'e-Drumsheet Newsletter Advertising (sent out to over 1,000 Club supporters)

Advertising on new Electronic Scoreboard (available on completion in 2009)

Website advertising

**Events:**

1 Complimentary ticket to each pre-game luncheon

## **SALUTING OUR 2008 SPONSORS**

We salute our generous sponsors, who have enabled the club to maintain its strong place in VAFA football. We urge all players, fellow sponsors, members and supporters to get behind our sponsors and promote the products & services that they offer.

Please take the time to review their websites and how they support OSFC.

These firms have reconfirmed their commitment for 2008 -

<b><u>Major Club Sponsor</u></b>	<b><u>Principal Contact</u></b>	<b><u>Website</u></b>
K2 ASSET MANAGEMENT	Campbell Neal	<a href="http://www.k2am.com.au">www.k2am.com.au</a>
PULSE PHARMACIES	Rohan Aujard	<a href="http://www.pulsepharmacy.com.au">www.pulsepharmacy.com.au</a>

### **Diamond Club Sponsors**

MCP GROUP	David McCleery	<a href="http://www.mcpgroup.com.au">www.mcpgroup.com.au</a>
OLD SCOTCH COLLEGIANS ASS	Tim Shearer	<a href="http://www.osca.com.au">www.osca.com.au</a>

### **Gold Club Sponsors**

BENDIGO BANK (Canterbury)	Dick Menting	
CHARTER KECK CRAMER	Scott Keck	<a href="http://www.charterkc.com.au">www.charterkc.com.au</a>
CANNON TOYOTA	Jeff Halsall	<a href="http://www.cannontoyota.com.au">www.cannontoyota.com.au</a>
JELLIS CRAIG	Damien Davis	<a href="http://www.jelliscraig.com.au">www.jelliscraig.com.au</a>

### **Silver Club Sponsors**

AAPT	Adam Lacey	
HBA	Jessie O'Rourke	<a href="http://www.hba.com.au">www.hba.com.au</a>
HELDER DISTRIBUTORS	Andrew Wallace-Smith	<a href="http://www.helder.com.au">www.helder.com.au</a>
INTEGRATED MAIL SERVICES	Buzz Borzitzsky	<a href="http://www.themailhouse.com.au">www.themailhouse.com.au</a>
THE SIGN PLACE	Angela Sbisa	<a href="http://www.thesignplace.com.au">www.thesignplace.com.au</a>
SARTORI FREEMAN	David Sartori	

### **Bronze Club Sponsors**

1858 CLUB	Jon Long	
AUSTRALIAN INST. OF FITNESS	James Porter	
BIG FISH CONSTRUCTIONS	Tony Japp	<a href="http://www.hotfrog.com.au">www.hotfrog.com.au</a>
DICKSONS	Andrew Lloyd	<a href="http://www.jamesdickson.com.au">www.jamesdickson.com.au</a>
KWIK KOPY LONSDALE	Andrew Sladen	<a href="http://www.kwikkopy.com.au">www.kwikkopy.com.au</a>
PROPERTY PLANNING AUST.	Robert Ashton	
PRIMARY EDGE MARKETING	Peter Warner	<a href="http://www.primaryedge.com.au">www.primaryedge.com.au</a>
SOUTH CAMBERWELL CELLARS	James Hall	<a href="http://www.southcamberwellcellars.com.au">www.southcamberwellcellars.com.au</a>
THERMOSKINS	Matt Symington	
WOODSTOCK EXPRESSO BAR	Ed Moffatt	