

# RUNAWAY BAY SOCCER CLUB



## Sponsorship Opportunities 2009

## about the bayhawks

Runaway Bay Soccer Club, home of the mighty Bayhawks, is a non-profit community based Soccer Club with a strong focus on our Junior base. Founded in 1977 with just 90 players, by 2007 the club had grown to 180 registered Junior players. 2008 saw unprecedented growth with over 534 Junior players registering at the Club, representing an increase of around 200%. This therefore makes us one of the fastest growing clubs on the Gold Coast!

We are excited that in 2009 the Gold Coast will have its own team to cheer on in the Hyundai A-League with Gold Coast United joining the competition. This is likely to have a impact on participation at a grassroots level on the Gold Coast and we anticipate that because of this, 2010 will see a record increase in our player registrations.

Our emphasis is on participation, fun and fair play. We value our sporting successes and strive to accept defeats in our competition teams with good grace. Our approach for teams Under 13 and below is on learning, not winning.

With more registered participants than any other sport state wide, soccer in Queensland is continuing to grow in popularity as a sport for all ages, and the Bayhawks are proud to be a part of helping Gold Coaster's develop a love of the "world game". Traditions are built over time. Now is the time for your business to be a part of the Bayhawks tradition. The foundations are in place and we invite you to help the club to continue to grow and maintain its place as a valuable community asset.

## key demographics

Runaway Bay and surrounding suburbs such as Biggera Waters, Paradise Point and The Sovereign Islands, house a broad cross section of the community – from the affluent living in million dollar waterfront homes, to normal everyday families. Located prominently within this region, an association with Runaway Bay Soccer Club provides a wonderful opportunity for our Sponsor's Products and Services to be exposed to this valuable market.

A breakdown of our 2008 registered members by age is as follows:

Joeys (2 – 5 year old children):	134 Registered Players
Juniors (Under 6 to Under 15):	402 Registered Players
Senior Men & Women:	131 Registered Players

In addition to our registered players, we have an enormous base of loyal supporters. For example, on a Sunday morning when our Bayhawks Joeys play it's not just Mum and Dad who come along to cheer them on but also Grandmothers and Grandfathers, Uncles and Aunties!

## activities

- **Bayhawks 2008 Season Successes:** In 2008 we had a record 9 teams competing in the competition finals held at Carrara in September - 4 of our teams were Grand Final Winners. There was only one other club on the Gold Coast who had an equivalent number of teams competing in the finals which makes us one of the most successful clubs on the Gold Coast. This is largely due to our dedicated players and Coaching Staff and is a great accomplishment and reward for the hard work they have put in through the season.
- **Competition Teams – Under 11 to Under 15:** Many of our teams have continued to train in the off-season. In 2008, 7 out of our 14 teams in these age groups competed in the Gold Coast Soccer finals in September. This success can be attributed to the hard work these Coach's and Player's put in prior to the commencement of the season and this initiative has continued in with gradings for 2009 and training sessions commencing in November 2008.
- **Bayhawks Joeys:** In 2008, our inaugural Bayhawks Joeys program was created to develop the football skills of 2 to 5 year olds. Sessions were held weekly every Sunday morning and this successful program had over 130 young children registered. The Bayhawks Joeys will recommence early in 2009 and we have already had many enquiries via our online enquiry form on our website.
- **Soccer Clinics:** In association with Football Skills Academy Australia, run by our Senior Director of Coaching, we will be conducting soccer clinics at various times throughout the season, usually scheduled to be held in conjunction with Queensland school holidays.
- **2009 Season Sign-On:** Our official season sign-on is scheduled for 31 January 2009 with training for many of our Junior teams commencing soon after. Gold Coast Soccer's competition usually commences in March each year.
- **2009 Under 12 State School Titles:** Scheduled for 25 to 28 July 2009 and there will be in excess of 850 participants in total over the four days of the event.
- **2009 University Games:** This massive event held over the course of one week in September 2009 has approximately 400 players per day, with many spectators showing up to cheer on and support their teams.
- **Non-Soccer Activities:** In addition to the normal soccer activities already mentioned, our fields are used for a variety of other activities including special events such as the Rugby League Masters in March 2009 which is attended by approximately 3000 people and Gold Coast Schools interschool sports. Our clubhouse is also regularly utilised for functions such as meetings held by local MP's and birthday parties.

## signage opportunities

We have a variety of signage opportunities available for the perimeter of our highly visible main field. Situated on busy Lae Drive with around 10,000 passing vehicles each day, the field is currently utilised for training 5 nights a week and regular scheduled games throughout the season. In addition to Runaway Bay Soccer Club's players, members and supporters, the field is viewed by other clubs in the Gold Coast Soccer region when they come to Runaway Bay to compete.

Please refer to the attached map for positions, pricing<sup>1</sup> for each of the areas is as follows:

- **South East Signage**  
Sign measuring 2400mm x 900mm \$550  
Sign measuring 1200mm x 900mm \$275
- **East Centre Signage**  
Sign measuring 2400mm x 900mm \$660  
Sign measuring 1200mm x 900mm \$340
- **North East Signage**  
Sign measuring 2400mm x 900mm \$450  
Sign measuring 1200mm x 900mm \$235
- **Clubhouse Premium Signage**  
Sign measuring 2400mm x 900mm \$750  
Sign measuring 1200mm x 900mm \$400
- **South West Signage**  
Sign measuring 2400mm x 900mm \$550  
Sign measuring 1200mm x 900mm \$275

In addition to the above, all sponsors who purchase signage will be mentioned on our website [www.runawaybaysoccerclub.com.au](http://www.runawaybaysoccerclub.com.au) under current sponsors with your company name, contact details and a link to your website. We will also thank our sponsors at the time they sign on in our regular Club Newsletters. Special discounts are available when you purchase 2 or more signs.

### Notes:

1. Pricing is for position only. All costs to produce sign are borne by sponsor.
2. All final artwork is subject to the approval of both the Sponsor and Runaway Bay Soccer Club.

## website advertising

In July 2008 we launched our new website [www.runawaybaysoccerclub.com.au](http://www.runawaybaysoccerclub.com.au). This website is updated daily with information for our players, coaches, members and guests. Since launching the new site we have had over 10,800 unique visitors with an average of 53 visitors each day.

A number of opportunities for advertising your company through our website exist including:

- **Static Logo Link to Your Company's website**  
These positions are reserved for our major sponsors only with a total sponsorship investment of \$7,000 or more. These logo's are viewed continuously through the site, regardless of which page you navigate through, and are ordered based upon the size of the sponsorship investment.
- **Rotating Logo Link to Your Company's website \$150 per year**  
These logo's are also viewed continuously throughout the site, regardless of which page you navigate through. On a rotation with a maximum of 20 other sponsors, each logo appears for 10 seconds and clicking on the logo will take the website user to your company's website.
- **Listing Under "Current Sponsors" Page \$75 per year**  
Your company's information including logo, contact information, profile of products/services and website link listed on our website page "Current Sponsors".

## team sponsorships

Usually mostly of interest to parents of players who have a business they wish to promote in our Junior teams, but open to all sponsors, this investment of approximately \$190 per player (final pricing dependent upon size of team), effectively kits out the sponsored team with a team tracksuit and polo shirt embroidered with your company's logo, training shirt and shorts, kit bag and hat. The club only makes a nominal amount and this investment goes directly to the children who love the professional look and feel this merchandise gives their team.

## naming rights sponsorship

For companies interested in naming rights sponsorship, we will formulate a proposal based upon your marketing objectives. A variety of benefits are available for a Naming Rights Sponsor including but not limited to:

- Club naming rights ie. The “Company” Bayhawks. The club will be referred to as the “Company” Bayhawks in all media and print advertising
- Field signage located in prominent positions reserved exclusively for Naming Rights Sponsor
- The right to erect signage in Clubhouse and other locations
- Logo on all club stationery and correspondence including monthly newsletters
- Logo positioned prominently on the front right breast of playing strips for Junior & Senior teams
- Logo prominently featured on **[www.runawaybaysoccerclub.com.au](http://www.runawaybaysoccerclub.com.au)** with recognition as Naming Rights Sponsor
- The right to insert leaflets or brochures into Welcome Packs

## major sponsorships

Our current major sponsor is Origin Kebabs. We have an additional 3 Major Sponsorships available (maximum of four major sponsors). For companies interested in partnering through a major sponsorship, we will formulate a proposal based upon your marketing objectives. A variety of benefits are available for Major Sponsors including but not limited to:

- Field signage located in prominent positions reserved exclusively for Major Sponsors
- The right to erect signage in Clubhouse and other locations
- Logo on all club stationery and correspondence including monthly newsletters
- Logo positioned on all playing strips of Junior & Senior teams
- Logo prominently featured on **[www.runawaybaysoccerclub.com.au](http://www.runawaybaysoccerclub.com.au)** with recognition as a Major Sponsor
- The right to insert leaflets or brochures into Welcome Packs

## what happens to your sponsorship investment?

Runaway Bay Soccer Club Inc. is a non-profit organisation. Sponsorship is a vital part in ensuring the success of the Club and without this support there would need to be considerable increases in membership fees, therefore reducing the affordability for young families.

There are significant ongoing costs associated with the day to day running of the club. For example electricity costs for the clubhouse and lighting of Fields 1 and 2 for training 5 nights each week and games on weekends is around \$4,000 each quarter. Then there are other costs such as Rates (around \$1,700 every 6 months) and Phones (\$1,000 a quarter). This isn't including playing equipment, cleaning expenses, linemarking of fields just to name a few.

In the future we are hoping to introduce paid Coaching staff, as we are finding our base of parents who are able to volunteer their time to coach the kids is becoming more difficult in the current economic climate. Your investment will allow us to give our players access to quality coaching therefore increasing their success in the sport.

Sponsorship of our Club is a tax-deductable expense – talk to your Accountant. We will provide you with all of the relevant paperwork to support your claim (ie. Tax Invoices, etc.)

## other ways you can help

In addition to the sponsorships listed above, there are always other ways you can support our club including:

- Cash Donations
- Supply of products or services to be utilised for fundraising purposes such as raffles
- Supply of services to the club - we always need something fixed!

## need more info?

For further information please contact:

Lee Kittle, Sponsorship Manager, 0412 026 419