

KINGLAKE FOOTBALL NETBALL CLUB

SEASON 2020

We are known as the Lakers and we make every effort to ensure all feel welcome. Kinglake is a family oriented club that adheres to family values in a friendly manner.

KFNC has 4 Netball & 2 Football teams and is affiliated with the AFL Outer East League.



SPONSORSHIP PACKAGES

Club Contacts:

President - Clinton Robinson Ph. 0425 809 369

Secretary - Kris Hamer Ph. 0414 897 335

Sponsorship - Jacob Styles Ph. 0439 757 104

KINGLAKE FOOTBALL NETBALL CLUB

SEASON 2020

Under the Guidance of Head Coach Latoya Wards the netballers have had some great success and will only develop further in season 2020



Head Coach Andrew Fairchild took the club to a new level in 2019 and with a strong coaching team behind him, some quality new recruits added to the list and a strong focus on developing the younger participants at the club season 2020 is going to be an exciting season to be involved at the Mighty Lakers.

VISION

The Kinglake Football Netball Club will continue to work hard in building a friendly family environment for the whole community to enjoy

MISSION

Provide an opportunity for people to participate in a community club in a safe, friendly and family oriented environment.

To encourage junior players to transition into the senior club, with the aim of providing the core group that underpins the sustainable success of the Club, both on and off the field.

Strive to be a well respected club in the AFL Outer East, with success both on and off the field.

Encourage community involvement through sponsorship, events and fundraising activities

VALUES - RESPECT

Respect is the way that we relate to each other on a day to day basis and it involves all areas of the club including players, coaches, committee people, sponsors & supporters.

Support the values of fairness, safety, innovation, health and wellbeing

WHAT WE CAN OFFER OUR SPONSORS

BRAND EXPOSURE

The Kinglake Football Netball Club offers our Corporate partners with an excellent opportunity for brand exposure to a broad range of customers throughout the Yarra Ranges and Northern Suburbs.

B2B

Business to Business introductions with our broad Corporate support, including an opportunity of networking at our Sponsors Luncheon throughout the Home & Away season

BUSINESS DIRECTORY

We have introduced a business directory for season 2020. The business directory will be distributed to 1000+ homes throughout Kinglake and surrounding communities, whereby each company is promoted to our membership as "PREFERRED PROVIDERS" in terms of supporting those corporate entities that support us.

RESERVE SIGNAGE

Our signage partners are an integral part of the club and displaying you business as a community contributor as well as a branding presence at the ground. Our members are always encouraged to think partner first and internal notification will be communicated on a regular basis to ensure your business is front of mind when a buying opportunity presents.

AVAILABLE SPONSOR ASSETS

Sponsors can gain exposure for their business via Club branded assets. Refer later in this report for assets to promote your brand and business.

GAME DAY

During the season we hold 8 Home games with spectators from clubs throughout the Northern Regional and Yarra Ranges areas attending which offers your business great exposure to an expansive crowd.



SPONSORSHIP OPPORTUNITIES FOR SEASON 2020

2 -	SHORTS BRANDING All football teams	\$3,000
3 -	POLO BRANDING Small logo Sleeves (2 spots available) Small logo Front (Right chest) Large logo Back (Centre top)	\$1,500 \$2,500 \$2,500
5 -	BUSINESS DIRECTORY	\$150, \$250, \$400, \$600
9 -	ENTRANCE SIGNAGE Back of Croc Pocket (plus Cost of Signage year one)	\$1000 \$250
12 -	FENCE SIGNAGE Around perimeter of the oval (plus Cost of Signage year one)	\$600 \$250
13 -	LAKERS LOTTO	\$520 \$10 Per week (Direct Debit)

All branding packages can be used as a guide. Please feel free to discuss your businesses requirements as we and can adjust packages to suit each businesses requirements. We appreciate you taking the time to consider sponsorship of the Kinglake Football Netball Club for the 2020 season and beyond.

Payment plans available

Direct debit available

All sponsorship payments to be finalised by May 30th unless a payment plan has been approved prior.

ALL PACKAGES ARE TAX DEDUCTIBLE.

1 - JUMPER SPONSORS

NUMBER 1 ASSET

The Club jumper is the number 1 sponsorship asset available in terms of brand exposure for a respective corporate partner

CURRENT SPONSORS

High Mountain Water, Yamaha & I-COMM will continue as Jumper sponsors for season 2020



PACKAGE VALUE

In order to be a Joint Jumper sponsor we are seeking a contribution of:

Back positions - \$6,500 (excl. GST) 3 Year commitment required

Front position - \$4,000 (excl. GST) 3 Year commitment required

JUMPER

Joint sponsor on Club's no 1 asset

BUSINESS DIRECTORY

Full page advertisement - distributed to 1000+ homes throughout Kinglake and surrounding communities, whereby each company is promoted to our membership as "PREFERRED PROVIDERS" in terms of supporting those corporate entities that support us.

B2B

Business to business opportunities:

- tap into our corporate network
- introductions to be made at sponsors' day - sitting next to targeted corporate's / council representatives

SPONSORS' DAY

Table of 8 to attend annual sponsors lunch.

MEMBERSHIPS

8 Memberships - including entry to our home games, club cap & stubby holder plus half time food and drinks for all 8 games.

BRAND AWARENESS

300+ Members / Supporters following the Club plus attendees for 8 home games.

WEBSITE / SOCIAL MEDIA PROMOTION

Tap into our members through our social media platform. Our Facebook alone has 1400 followers.

2 - SHORTS SPONSOR

NUMBER 2 BRANDING ASSET

The Clubs shorts are the number 2 sponsorship asset available in terms of brand exposure for a respective corporate partner

THIS ADVERTISING POSITION IS AVAILABLE IN SEASON 2020

Opportunity to place your business on the "SHORTS" of our football teams this season



PACKAGE VALUE

In order to be a Shorts sponsor we are seeking a contribution of:
\$3,000 (excl. GST) 3 Year commitment required

SHORTS

Advertise on the club's number 2 branding asset

BUSINESS DIRECTORY

Full page advertisement - distributed to 1000+ homes throughout Kinglake and surrounding communities, whereby each company is promoted to our membership as "PREFERRED PROVIDERS" in terms of supporting those corporate entities that support us.

B2B

Business to business opportunities:

- tap into our corporate network
- introductions to be made at sponsors' day – sitting next to targeted corporate's / council representatives

SPONSORS' DAY

Seats for 4 guests to attend annual sponsors lunch.

MEMBERSHIPS

4 Memberships – including entry to our home games, club cap & stubby holder plus half time food and drinks for all 8 games.

BRAND AWARENESS

300+ Members / Supporters following the Club plus attendees for 8 home games.

WEBSITE / SOCIAL MEDIA PROMOTION

Tap into our members through our social media platform. Our Facebook alone has 1400 followers.



3 - POLO PARTNER

NUMBER 3 BRANDING ASSET

The Club polo is worn by all players and committee and many supporters all year round.

Your company
could be here
FOR SALE



4 ADVERTISING POSITION IS AVAILABLE IN SEASON 2020

Opportunity to place your business on the “POLO” of our football teams this season

PACKAGE VALUE

In order to be a Joint Polo partner we are seeking a contribution of:
Large Back position - \$2,500 (excl. GST) 2 Year commitment required
Front position - \$2,500 (excl. GST) 2 Year commitment required
Sleeve positions - \$1,500 (excl GST) 2 Year commitment required

POLO'S

Great advertising opportunity on the club's polo that is worn all year round by players, committee and many supporters.

BUSINESS DIRECTORY

1/3 page advertisement - distributed to 1000+ homes throughout Kinglake and surrounding communities, whereby each company is promoted to our membership as “PREFERRED PROVIDERS” in terms of supporting those corporate entities that support us.

B2B

Business to business opportunities:

- tap into our corporate network
- introductions to be made at sponsors' day – sitting next to targeted corporate's / council representatives

SPONSORS' DAY

Seats for 2 guests to attend annual sponsors lunch.

MEMBERSHIPS

2 Memberships – including entry to our home games, club cap & stubby holder plus half time food and drinks for all 8 games.

BRAND AWARENESS

300+ Members / Supporters following the Club plus attendees for 8 home games.

WEBSITE / SOCIAL MEDIA PROMOTION

Tap into our members through our social media platform. Our Facebook alone has 1400 followers.

4 -NETBALL DRESS SPONSOR

NETBALL DRESS

With 4 netball teams the netball dress is a great branding asset for your company.

CURRENT SPONSORS

High Mountain Water will continue as Netball dress sponsors for season 2020



Have your logo seen with all club and league advertising of the the Lakers Netballers

PACKAGE VALUE

In order to be a Netball Dress sponsor we are seeking a contribution of:

Front position - \$2,000 (excl. GST) 3 Year commitment required

NETBALL DRESS

Great advertising opportunity on the club's polo that is worn all year round by players, committee and many supporters.

B2B

Business to business opportunities:

- tap into our corporate network
- introductions to be made at sponsors' day – sitting next to targeted corporate's / council representatives

SPONSORS' DAY

Seats for 2 guests to attend annual sponsors lunch.

MEMBERSHIPS

2 Memberships – including entry to our home games, club cap & stubby holder plus half time food and drinks for all 8 games.

BRAND AWARENESS

300+ Members / Supporters following the Club plus attendees for 8 home games.

WEBSITE / SOCIAL MEDIA PROMOTION

Tap into our members through our social media platform. Our Facebook alone has 1400 followers.

5 - LAKERS BUSINESS DIRECTORY

"Preferred providers" - Support those that support us !!!

Improving your business's exposure has been made available by the Kinglake Football Netball Club. The Lakers Consumer & business directory (CBD) allows our strong Member / Supporter base the opportunity **of supporting the businesses that in return support our Community Club.**

See LAKERS LOTTO page further on in this booklet for an opportunity to receive free Business Directory advertising with a Laker lotto signup.



Whether you are already an active supporter of the club or either an established or NEW business looking to expand its exposure, we will provide an opportunity to enhance your COMPANY'S name and brand. Your business will be prominently displayed in our Business Directory which will be PROFESSIONALLY PRINTED and distributed to all our supporters and members of the Football and Netball Club as **PREFERRED LAKERS PROVIDERS.**

4 Levels of Promotion ranging from \$150-\$600 based on the size and the location of the Advertisement itself.

UNIT DEVELOPMENTS | NEW HOMES | EXTENSIONS | RESTORATIONS



BricKing

0403 696 300 | info@bricking.com.au

BRICKLAYING & SCAFFOLDING  

\$600 - PLATINUM
80MM HEIGHT X 110MM WIDTH (1/2 page)

UNIT DEVELOPMENTS | NEW HOMES | EXTENSIONS | RESTORATIONS



BricKing

0403 696 300 | info@bricking.com.au

BRICKLAYING & SCAFFOLDING  

\$400 - GOLD
50MM HEIGHT X 110MM WIDTH (1/3 page)

UNIT DEVELOPMENTS | NEW HOMES | EXTENSIONS | RESTORATIONS



BricKing

0403 696 300 | info@bricking.com.au

BRICKLAYING & SCAFFOLDING  

\$150 - BRONZE
30MM HEIGHT X 55MM WIDTH (1/10 page)

UNIT DEVELOPMENTS | NEW HOMES | EXTENSIONS | RESTORATIONS



BricKing

0403 696 300 | info@bricking.com.au

BRICKLAYING & SCAFFOLDING  

\$250 - SILVER
55MM HEIGHT X 55MM WIDTH (1/6 page)

6 - PERMANENT SIGNAGE AT DIGITAL SCOREBOARD

SCOREBOARD SIGNAGE

Our digital scoreboard is the most looked at feature during game days so this advertising position offers prime exposure to all game day spectators.

CURRENT SPONSOR

Plumbco will continue as the scoreboard signage sponsor for season 2020.



PACKAGE VALUE

In order to be the scoreboard signage sponsor we are seeking a contribution of:
Prime position - \$3,000 (excl. GST) 2 Year commitment required
Plus cost of sign first year \$600 (excl. GST)

SCOREBOARD SIGNAGE

Great advertising opportunity in our largest viewed position below the digital scoreboard.

B2B

Business to business opportunities:

- tap into our corporate network
- introductions to be made at sponsors' day – sitting next to targeted corporate's / council representatives

SPONSORS' DAY

Seats for 2 guests to attend annual sponsors lunch.

MEMBERSHIPS

2 Memberships – including entry to our home games, club cap & stubby holder plus half time food and drinks for all 8 games.

BRAND AWARENESS

300+ Members / Supporters following the Club plus attendees for 8 home games.

WEBSITE / SOCIAL MEDIA PROMOTION

Tap into our members through our social media platform. Our Facebook alone has 1400 followers.

PLUMBCO / PLUMBERS

7 - PERMANENT SIGNAGE BACK OF SCOREBOARD (ROAD VIEW)

BACK OF SCOREBOARD SIGNAGE

This prime advertising position offers direct views to all traffic travelling along the main rd heading towards Kinglake all year round.

CURRENT SPONSOR

The Whittlesea Bowls Club & Mason White McDougall will continue as the back of scoreboard signage sponsor for season 2020.



PACKAGE VALUE

In order to be the back of scoreboard signage sponsor we are seeking a contribution of:
Prime position - \$2,500 (excl. GST) 3 Year commitment required
Plus cost of sign first year \$800 (excl. GST)

BACK OF SCOREBOARD SIGNAGE

Great advertising opportunity to be seen by all traffic travelling towards Kinglake.

B2B

Business to business opportunities:

- tap into our corporate network
- introductions to be made at sponsors' day – sitting next to targeted corporate's / council representatives

SPONSORS' DAY

Seats for 2 guests to attend annual sponsors lunch.

MEMBERSHIPS

2 Memberships – including entry to our home games, club cap & stubby holder plus half time food and drinks for all 8 games.

BRAND AWARENESS

300+ Members / Supporters following the Club plus attendees for 8 home games.

WEBSITE / SOCIAL MEDIA PROMOTION

Tap into our members through our social media platform. Our Facebook alone has 1400 followers.



8 - PERMANENT ROADSIDE OPPONENT SIGNAGE

ROADSIDE OPPONENT SIGNAGE

This prime advertising position offers direct views to all traffic from the main rd and features information (who and where) regarding the clubs next game.

CURRENT SPONSOR

Whittlesea Smash Repairs & the Kinglake Pub will continue as the roadside opponent signage sponsor for season 2020.



PACKAGE VALUE

In order to be the roadside opponent signage sponsor we are seeking a contribution of:
Prime position - \$1,000 (excl. GST) 3 Year commitment required
Plus cost of sign first year \$400 (excl. GST)

ROADSIDE OPPONENT SIGNAGE

Great advertising opportunity to be seen by all traffic travelling towards Kinglake.

B2B

Business to business opportunities:

- tap into our corporate network
- introductions to be made at sponsors' day – sitting next to targeted corporate's / council representatives

SPONSORS' DAY

Seat for 1 guest to attend annual sponsors lunch.

MEMBERSHIPS

1 Membership – including entry to our home games, club cap & stubby holder plus half time food and drinks for all 8 games.

BRAND AWARENESS

300+ Members / Supporters following the Club plus attendees for 8 home games.

WEBSITE / SOCIAL MEDIA PROMOTION

Tap into our members through our social media platform. Our Facebook alone has 1400 followers.



9 - PERMANENT SIGNAGE BACK OF CROC POCKET (RESERVE ENTRANCE)

ENTRANCE SIGNAGE

Great Advertising position directly in front the the entrance to the Reserve.

1 POSITION AVAILABLE

High Mountain Water will continue as entrance signage sponsor for season 2020.

1 position available for season 2020.



PACKAGE VALUE

In order to be a entrance signage sponsor we are seeking a contribution of:
Entrance view - \$1,000 (excl. GST) Plus cost of sign first year \$250 (excl. GST)

ENTRANCE SIGNAGE

Great all year round advertising that can't be missed when entering the Reserve.

B2B

Business to business opportunities:

- tap into our corporate network
- introductions to be made at sponsors' day – sitting next to targeted corporate's/ council representatives

SPONSORS' DAY

Seat for 1 guest to attend annual sponsors lunch.

MEMBERSHIPS

1 Membership – including entry to our home games, club cap & stubby holder plus half time food and drinks for all 8 games.

BRAND AWARENESS

300+ Members / Supporters following the Club plus attendees for 8 home games.

WEBSITE / SOCIAL MEDIA PROMOTION

Tap into our members through our social media platform. Our Facebook alone has 1400 followers.



10 - PERMANENT SIGNAGE ABOVE CROC POCKET

CROC POCKET SIGNAGE

LARGE signage above our social members area, this signage is easily seen from anywhere around the oval and receives great visual advertising on match video of all Lakers home games. As part of this sponsorship your company will also receive additional branding on the Croc club stubby holder and Croc Club membership card.



CURRENT SPONSOR

Campbellfield Automotive Repair Services will continue as our Croc Club sponsor for season 2020.

PACKAGE VALUE

In order to be the Croc Club sponsor we are seeking a contribution of:
Croc pocket - \$5,000 (excl. GST) Plus cost of sign first year \$800 (excl. GST)

CROC POCKET SIGNAGE

Great opportunity to advertise above our most populated area.

ADDITIONAL BRANDING

As the clubs Croc Club corporate partner you will also receive exclusive branding of the Croc Club stubby holder and Croc Club members card.

B2B

Business to business opportunities:

- tap into our corporate network
- introductions to be made at sponsors' day – sitting next to targeted corporate's/ council representatives

SPONSORS' DAY

Seats for 4 guests to attend annual sponsors lunch.

MEMBERSHIPS

4 Membership – including entry to our home games, club cap & stubby holder plus half time food and drinks for all 8 games.

BRAND AWARENESS

300+ Members / Supporters following the Club plus attendees for 8 home games.

WEBSITE / SOCIAL MEDIA PROMOTION

Tap into our members through our social media platform. Our Facebook alone has 1400 followers.

11 - CENTRE WING OVAL SIGNAGE

CENTRE WING OVAL SIGNAGE

The Club's centre wing oval signage is the number 1 ground signage sponsorship asset available in terms of brand exposure for a respective corporate partner for the Club.

CURRENT SPONSOR

High Mountain Water will continue as Centre wing oval signage sponsor for season 2020.



PACKAGE VALUE

In order to be the Centre wing signage sponsor we are seeking a contribution of:
A contribution of \$5,000 (excl. GST) + one off cost of signs first year \$750 (excl. GST)
will secure oval naming rights for you business

CENTRE WING SIGNAGE

The most visual ground signage available.

ADDITIONAL BRANDING

As the clubs centre wing signage corporate partner you will also receive exclusive branding of the club's stubby holder and membership cards.

BUSINESS DIRECTORY

Full page advertisement - distributed to 1000+ homes throughout Kinglake and surrounding communities, whereby each company is promoted to our membership as "PREFERRED PROVIDERS" in terms of supporting those corporate entities that support us.

B2B

Business to business opportunities:

- tap into our corporate network
- introductions to be made at sponsors' day – sitting next to targeted corporate's / council representatives

SPONSORS' DAY

Seats for 4 guests to attend annual sponsors lunch.

MEMBERSHIPS

4 Membership – including entry to our home games, club cap & stubby holder plus half time food and drinks for all 8 games.

BRAND AWARENESS

300+ Members / Supporters following the Club plus attendees for 8 home games.

WEBSITE / SOCIAL MEDIA PROMOTION

Tap into our members through our social media platform. Our Facebook alone has 1400 followers.

12 - PERMANENT SIGNAGE

PERIMETER OF OVAL

OVAL SIGNAGE

All fence sign sponsors are an integral part of our club and by displaying your business as a community contributor as well a branding presence at the ground you become a **PREFERRED PROVIDER** to the members of the Kinglake Football Netball Club



CLUB MEMBERS

Our members are encouraged to always think preferred providers first and internal notification will be communicated on a regular basis to ensure your business is front of mind when a buying opportunity presents.



PACKAGE VALUE

In order to be a fence sign sponsor we are seeking a contribution of:
oval perimeter - \$600 (excl. GST) Plus cost of sign first year \$250 (excl. GST)

Positions available for season 2020

FENCE PERIMETER SIGNAGE

Great all year round advertising that can't be missed when entering the Reserve.

B2B

Business to business opportunities:

- tap into our corporate network
- introductions to be made at sponsors' day – sitting next to targeted corporate's / council representatives

SPONSORS' DAY

Seat for 1 guest to attend annual sponsors lunch.

MEMBERSHIPS

1 Membership – including entry to our home games, club cap & stubby holder plus half time food and drinks for all 8 games.

BRAND AWARENESS

300+ Members / Supporters following the Club plus attendees for 8 home games.

WEBSITE / SOCIAL MEDIA PROMOTION

Tap into our members through our social media platform. Our Facebook alone has 1400 followers.

13 - LAKERS LOTTO

**Become a Lakers Lotto member
available to individuals or businesses**

New and exciting initiative.

2020 BUSINESS DIRECTORY

UNIT DEVELOPMENTS | NEW HOMES | EXTENSIONS | RESTORATIONS


0403 696 300 | info@bricking.com.au
BRICKLAYING & SCAFFOLDING

\$250 – SILVER
55MM HEIGHT X 55MM WIDTH (1/6 page)

\$600 – PLATINUM
80MM HEIGHT X 110MM WIDTH (1/2 page)

UNIT DEVELOPMENTS | NEW HOMES | EXTENSIONS | RESTORATIONS


0403 696 300 | info@bricking.com.au
BRICKLAYING & SCAFFOLDING

\$150 – BRONZE
30MM HEIGHT X 55MM WIDTH (1/10 page)

UNIT DEVELOPMENTS | NEW HOMES | EXTENSIONS | RESTORATIONS


0403 696 300 | info@bricking.com.au
BRICKLAYING & SCAFFOLDING

\$400 – GOLD
50MM HEIGHT X 110MM WIDTH (1/3 page)

**FULL PAGE ADVERTISING
JUST \$800**
165MM HEIGHT X 110MM WIDTH (full page)

****Special offer****
Free Gold advert to any Business that signs up to LAKERS LOTTO
Free Full page advert to any Business that purchases 2 entries into LAKERS LOTTO
See attachment for details regarding LAKERS LOTTO

This Business directory will be distributed to 1000+ households throughout Kinglake and the surrounding areas

Available to individuals or Businesses (Tax deductible)

For just \$10 per week automatically Direct debited from your account.

1 in 80 chance

\$300 weekly draw (46 weeks) 1 x \$2,000 SUPER DRAW