

# SPONSORSHIP PROPOSAL 2021

## TOUKLEY GOROKAN FOOTBALL CLUB



### ABOUT OUR CLUB

Toukley Gorokan Football Club is a growing, community oriented club. TGFC has a great history and reputation for playing fair and providing a nurturing and respectful environment for players, coaches and supporters.

Our club is located in Toukley, with our home ground at Harry Moore Oval, Evans Road. Harry Moore Oval is also the home of Northern Power Cricket Club.

### CLUB HISTORY

Our club has approximately 400 members, composed of junior and senior players.

TGFC was founded in 1964 and has an impressive total of 80+ league titles since our founding.

### MEMBERSHIP & PLAYERS

Our member numbers generally sit around 450+. Obviously 2020 was a difficult year for our club, along with many others. COVID19 impacted the participation rates of sports across NSW & Australia and our club was no exception. However, we are confident in returning to a growth of players in the 2021 season and beyond.

The club operates as a family/community based organisation and welcomes all members, players and non-players, catering for juniors, boys, girls, men and women.

Our active player count in the 2020 season was 374. Our players range in age from 5 to 55. We have junior boys and girls teams, as well as all age men's and women's teams and a Division 1 men's side and WPL women's side.

## FIELDS & CLUB

The TGFC home ground is located at Harry Moore Oval in Toukley. We have recently refurbished our club house which is located at the Southern End of the oval. Our clubhouse includes storage facilities, canteen, changing rooms and restrooms.

Our fields are maintained by council, with the Northern Power Cricket Club maintaining fields during the summer months.

## SOCIAL & FUNDRAISING

Our social and fundraising events were limited in 2020, due to COVID19. However, our club regularly runs social events, including a trivia night, throughout the season. During these events we invite and acknowledge all sponsors for their support. This is a great opportunity for us to market our sponsors to large groups.

## GAMES

The season runs from April to September with all games held on Saturday and Sunday. On average, each team has 16-18 games per season. Audiences at games not only include our members, but also opposing team players and supporters, who are predominantly from surrounding suburbs.

## TGFC FACEBOOK PAGE

The TGFC Facebook Page has great exposure with over 1200+ followers, which continues to grow. This area of the club is well managed and will be continually developed. Every sponsor will receive acknowledgement posts throughout the season.

## TGFC WEBSITE

Sponsors branding is frequently displayed with logos and banners on the homepage and sponsors page. Our website is consistently updated with new photos, events and news throughout the season. We expect our visitor numbers to continue to grow with the launch of our new website.

## APPAREL & MERCHANDISE

We constantly promote our major sponsors on Toukley Gorokan Football Club apparel and merchandise. Our apparel and merchandise are worn by members on both game days and more broadly throughout the community. It is not uncommon to see our shirts, shorts, polos and jackets being worn throughout the week in the community.

## WHY SPONSOR?

We're pleased to offer sponsorship packages to provide the opportunity to promote your business and interests to the thousands of people who are associated with our club and visit our games each year. We are continually enhancing our online presence on social media platforms and our website, which provides a platform to reach thousands of potential customers.

As a non-profit organisation, sponsorship is a large part of our revenue stream so we are continually developing new avenues to expose our brand and those of our sponsors.

We provide a valuable service to the community in providing a safe and supportive environment for our community members to participate in sport and live happy and healthy lifestyles. We invite you to become a valued sponsor of our club.

Please consider the sponsorship packages at the end of this document. We are more than happy to discuss custom packages and options for sponsorship. Thank you for taking the time to review this document and we hope to build a strong and ongoing relationship with you and your business.

## SPONSORSHIP PACKAGES

**Package 1 | Club Major Sponsor** - By Negotiation | **Currently Unavailable** | We Are Proudly Sponsored by The Ary Toukley (Formerly Known As Toukley RSL)

**Package 2 | Gold Sponsor** - \$2,500+

**Package 3 | Silver Sponsor** - \$1,000+

**Package 4 | Bronze Sponsor** - \$500+

**Package 5 | Partner Sponsor** - \$250+

Package	1	2	3	4	5
Logo On All Official Merchandise					
Signage On Club House					
Tickets To 2021 Season Launch (COVID Pending)					
Tickets To 2021 Presentation Night (COVID Pending)					
Naming Rights To A Club Social Event					
Monthly Correspondence With Club Updates (Season)					
Posts On All Club Social Media Accounts	<b>6</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Sponsor Logo & Link On Our Website					
Opportunity To Distribute Promotional Material At Home Games					
Framed Club Photo Or 2021 Guernsey For Your Offices					
Formal Acknowledgment Sent To All Members via Mailing List					
Acknowledgement Wherever Possible In Public Relations, Media & Advertising					
Club Stickers For Your Car/Office Featuring "Toukley Gorokan Football Club - Proud Sponsor"					

- \* We only accept one sponsor from each respective industry.
- \* Bronze & Partner Sponsors may provide club signage at their own expense.

If you would like a specific package tailored for your business, we offer custom packages. To discuss sponsorship opportunities please email to discuss:

**President** | J. Delbridge | Email: [president.tgfc@gmail.com](mailto:president.tgfc@gmail.com)

**Secretary** | T. Markulin | Email: [secretary.tgfc@gmail.com](mailto:secretary.tgfc@gmail.com)

**Sponsorship** | B. Cowan | Email: [sponsorship@toukleygunners.com.au](mailto:sponsorship@toukleygunners.com.au)