

SPONSORSHIP PROPOSAL 2024

TOUKLEY GOROKAN FOOTBALL CLUB



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 with you that best suit your business.

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.

ABOUT OUR CLUB

Toukley Gorokan Football Club (TGFC) (also referred to as The Gunners and herein referred to as the Club) is a strong community focused football club providing opportunities and generating pathways to football at all levels for all members of our community. Founded in 1964, the Club is entering its 60th season in 2024 with a long and proud history within our community of supporting generations of football players. The Club feeder area covers the suburbs of Toukley, Gorokan, Noraville, Norah Head and Lake Haven and is based at Harry Moore Oval in Toukley.

MEMBERSHIP & PLAYERS

The Club membership base has been steadily growing in recent years, with 559 registered members in 2023. Our membership base is made up of small-sided players (Under-5 – Under- 11), junior players (Under-12 – Under-18) and senior players (including First and Reserve Grade, Men's and Women's All Age, Over 35's and Over 45's). Club members also include life members, parents/carers, coaches, managers and general community members.

GAMES

The season runs from April to September with all games held on Saturday and Sunday with each team playing 18 games per season. The Club hosts 18 weekends of football at Harry Moore Oval each season. Audiences at games not only include Club members, but also opposing team players and supporters. Sponsors signage is displayed at Harry Moore Oval on all game days.

TGFC FACEBOOK PAGE

The TGFC Facebook Page has an expanding following of over 1600+ members. This area of the Club is actively managed, with all sponsors acknowledged in posts throughout the season. Sponsors also have the opportunity to run campaigns and advertisements through the Club page and other communication channels throughout the year.

TGFC WEBSITE

Sponsors branding is frequently displayed on the Club website, with logos and banners on the homepage and sponsors' page. The website is consistently updated with new photos, events, and news throughout the season.

APPAREL & MERCHANDISE

Club apparel and merchandise are worn by Club members on both game days and more broadly throughout the community. It is not uncommon to see Club polos, hoodies and jackets being worn throughout the week in the community. Sponsors have the opportunity to have their logos displayed on club apparel and merchandise.

WHY SPONSOR?

Sponsoring TGFC supports the Club to achieve our vision of providing opportunities and generating pathways to football at all levels for all members of the community. 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. As a non-profit organisation, sponsorship is a large part of the Clubs revenue stream. As such, we are continually developing new avenues to expose the Club brand and those of our sponsors. We actively encourage our club community to engage with our sponsors to help grow our club's connection with our community and support our fantastic sponsors. We are continually enhancing our online presence on social media platforms and our website, which provides a platform to reach thousands of potential customers.

SPONSORSHIP PACKAGES

We are pleased to offer a range of sponsorship packages for 2024 and beyond to provide the opportunity to promote your business and interests to the thousands of people who are associated with the Club and visit our games or media platforms each year. We are also more than happy to discuss custom packages and options for sponsorship with you that best suit your business.

CLUB SPONSORSHIP

Club sponsors support the operation of the Club as a whole. Sponsorship funds are used to further develop footballing pathways at the Club, such as purchasing and maintenance of game day and training equipment; supporting and developing club coaches and managers; fostering the ongoing development of female football at the club; maintaining and upgrading club facilities; or financially supporting our members to play football (i.e. providing as affordable registration fees as possible).

TEAM SPONSORSHIP

Team sponsorship packages allow sponsors to kit teams out with club merchandise with the sponsors logo in prime position on either the back or front of team apparel. The sponsor will also be the naming partner for their chosen team in any social media releases related to that team throughout the season. Sponsors will also have their logo & link on the Club website.

GRADE SPONSORSHIP

Men's and Women's Grade is the highest level of football at the Club. In 2023 the Club fielded Men's First and Reserve Grade in Division 1 and are actively working towards a Women's First Grade in 2024. The club has ambitions to return to Central Coast Premier League in both Men's and Women's competitions. Grade sponsors have the opportunity for their logo to be displayed on grade apparel and kit bags. Grade players are required to wear club apparel (polo, pants and jacket) to and from games, as well as club apparel at training and during warmups. Grade sponsors will be the named partner in all media promotions and announcements around the grade squads such as weekly game day squad announcements and match reports and will have a sponsor marquee and signage at all home games.

AGE GROUP SPONSORSHIP

Age group sponsorship packages allow sponsors to choose a specific age group they would like their sponsorship to go towards. Sponsors that select an age group package will have their business logo placed on the front and centre of the training jerseys that will be given to everyone in that age group at the start of each season. Age group sponsors will also be the named partner in all media promotions and announcements around the selected age group throughout the season.

GRADE PLAYER SPONSORSHIP

Grade player sponsorship packages allow sponsors to sponsor a men's or women's grade player for the duration of the season. Sponsors that select a grade player sponsorship package will have their business logo placed on the front and centre of the training jersey for the nominated player(s). Grade player sponsors will also have their logo advertised weekly next to

their nominated player(s) name on the advertised team lists to be posted on the Clubs social media platforms each Friday and receive acknowledgement on game days.

GAME ROUND SPONSOR

Round sponsor packages allow sponsors to sponsor a specific game round/week during the season. Sponsors that select a round sponsor sponsorship package will have prominent signage (to be provided by the sponsor) posted at Harry Moore Oval for the selected round and be the naming partner for all Club social media announcement for the selected round. The round sponsor may also suggest other promotional opportunities as part of the selected round.

CLUB SPONSORSHIP PACKAGES

Package 1 | Club Major Sponsor - By Negotiation | Currently Unavailable Until 2025 | We Are Proudly Sponsored by The Ary Toukley

Package 2 | Gold Sponsor - \$10,000+

Package 3 | Silver Sponsor - \$5,000+

Package 4 | Bronze Sponsor - \$1,500+

Package	1	2	3	4
Logo On All Official Merchandise				
Signage On Club House				
Tickets To Season Launch / Other social events				
Tickets To End of Season Presentation Event(s)				
Naming Rights to A Club Social Event				
Monthly Correspondence with Club Updates (Season)				
Posts On All Club Social Media Accounts	All requested	All requested	5	2
Sponsor Logo & Link on Club Website				
Opportunity To Distribute Promotional Material at Home Games				
Framed Club Photo or Jersey for Your Offices				
Formal Acknowledgment Sent to All Members via Mailing List				
Opportunities to run advertisement campaigns through club communication channels				

If you are interested in any of the above sponsorship packages or would like a specific package tailored for your business, please email to discuss:

Sponsorship Officer | Email: sponsorship.tgfc@gmail.com

TEAM SPONSORSHIP PACKAGES

Package 1 | Team Hoodies

Package 2 | Team Elite Jackets

Package 3 | Team Training Shirts

Package	U5-7	U8-9	U10-11	U12-18	AA/OA
Package 1 Team Hoodies	\$800	\$1,000	\$1,300	\$1,600	\$1,600
Package 2 Team Elite Jackets	\$700	\$1,000	\$1,200	\$1,400	\$1,600
Package 3 Team Training Shirts	\$400	\$600	\$700	\$900	\$1,100

Team sponsorship packages allow for sponsors to kit teams out with club merchandise with the sponsors logo in prime position on either the back or front. The sponsor will also be the naming partner for their chosen team in any social media releases related to that team throughout the season. Sponsors will also have their logo & link on the Club website.

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GRADE SPONSORSHIP PACKAGES

Package 1 | Grade Gold Sponsor - \$10,000+

Package 2 | Grade Silver Sponsor - \$5,000+

Package 3 | Grade Bronze Sponsor - \$1,500+

Package	1	2	3
Logo On Grade Merchandise			
Signage On Club House			
Tickets To Season Launch / Other social events			
Tickets To Senior Presentation Night			
Naming Rights to A Club Social Event			
Monthly Correspondence with Club Updates (Season)			
Posts On All Club Social Media Accounts	All requested	5	2
Sponsor Logo & Link on Club Website			
Opportunity To Distribute Promotional Material at Home Games			
Framed Club Photo or Jersey for Your Offices			
Formal Acknowledgment Sent to All Members via Mailing List			
Opportunities to run advertisement campaigns through club communication channels			

Grade sponsors have the opportunity for their logo to be displayed on grade apparel and kit bags. Grade sponsors will be the named partner in all media promotions and announcements around the grade squads such as weekly game day squad announcements and match reports and will have a sponsor marquee and signage at all home games.

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AGE GROUP SPONSORSHIP PACKAGES

Package 1 | Small Sided Sponsor Under 5- Under 11 \$10,000

Package 2 | Junior Football Sponsor Under 12 – Under 18 \$10,000

Package 3 | Women’s Football Sponsorship \$10,000

Package 4 | Men’s Football Sponsorship \$10,000

Package 5 | Youth Development Academy Sponsorship \$10,000

Package	1	2	3	4	5
Logo On All Age Group Training Merchandise					
Signage On Club House					
Tickets To Season Launch / Other social events					
Tickets To End of Season Presentation event(s)					
Naming Rights to A Club Social Event					
Monthly Correspondence with Club Updates (Season)					
Posts On All Club Social Media Accounts	All requested				
Sponsor Logo & Link on Our Website					
Opportunity To Distribute Promotional Material at Home Games					
Framed Club Photo or Jersey for Your Offices					
Formal Acknowledgment Sent to All Members via Mailing List					
Opportunities to run advertisement campaigns through club communication channels					

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GRADE PLAYER SPONSORSHIP PACKAGE

Per Player | \$600

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GAME ROUND SPONSORSHIP PACKAGE

Per Round | \$500

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