



**HELENSBURGH THISTLE  
SOCCER CLUB Inc.**



since 1895



# Sponsorship Brochure



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Dear Sponsor

Thank you for considering a business partnership with the Helensburgh Thistle Soccer Club through one of our sponsorship products.

Our members and players are extremely appreciative of the local community's continued support and actively patronise our Corporate Partners where practical.

Whilst the club has worked hard to establish its current position, the challenge is to maintain and improve our current status. To do this effectively, we need the support of our business partners and others to continue to build our club and support our players. Our executive committee is keen to involve local businesses and Corporate sponsors in the Club's overall plan.

Sponsorship provides the Helensburgh Thistle Soccer Club with the following benefits:-

- Provide quality training equipment
- Keep registration costs low
- Provide trophies and recognition to players, members and volunteers
- Provide accredited training to our coaches

We have a number of Sponsorship Packages available or one can be tailored to meet your specific needs. In addition we confirm that all sponsorship packages are tax deductible and the club will provide a Tax Invoice for your financial records. There is a number of sponsorship options available ranging from a \$300 Advertising on our Club Website ([www.helensburghsoccer.org](http://www.helensburghsoccer.org)) right through to a \$10,000 Platinum Sponsorship package.

We appreciate the time you have taken to consider a partnership with our club and look forward to a long and mutually beneficial relationship.

Club President  
Helensburgh Thistle Soccer Club



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## Vision Statement

To continue to build on the rich history of the club, providing an inclusive and proud football environment, of continual improvement, ambitious goal setting, becoming a benchmark football club, known for our sportsmanship and attractive and effective style of football, in our region and beyond.

The core values and philosophy are rooted in the concept that:

“A harmonious team environment is more important than any individual, and it is the responsibility of all players and club peers to meet and defend the values of the club”.

## Sponsorship Benefits

Sponsorship of the Helensburgh Thistle Soccer Club can bring many benefits to your business. We aim to provide you with value for money packages that can bring many returns for your investment. These benefits include effective brand advertising to a targeted local market as well as wider exposure via our website and other social media. This exposure enhances your business image and heightens awareness and recognition of your company name and its contribution to the local community.

We would like to invite you to become a key ingredient to our ongoing success by becoming a sponsor of the Helensburgh Thistle Soccer Club for the 2017 season and beyond. Various packages are available that can be tailored to meet your organisations specific needs.

All Corporate Sponsorships are Tax-Deductible.

## Why the Helensburgh Thistle Soccer Club?

Helensburgh Thistle Soccer Club is a not for profit community based football club that is affiliated with Football South Coast. The club was originally formed in 1895 making it one of the longest running clubs in the Illawarra. We currently field 36 teams from the newly formed Mini Thistles for the 3 to 5 year old children through to the U17's in both the mixed and women's competitions.

During the 2016 season, the club had 70 registered Mini Thistles and 36 Junior (U6-U17) teams. The following graded teams were successful in 2016:

- U17/1 - Semi Finalists
- U16 G/2 - Grand Champions
- U13/4 - Finalists
- U12 G/2 - Grand Champions
- U12/2 – Finalists
- U12/3 – Grand Finalists



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## Membership

The Helensburgh Thistle Soccer Club has an extensive membership base providing our sponsors with the opportunity to actively market to ensure a financial return on their investment. The Helensburgh Thistle Soccer Club membership demographic can be broken down as follows:

	Age Profile	Registered Members 2016
Juniors	U17	15
	U16	16
	U15	15
	U14	14
	U13	38
	U12	43
	U11	36
	U10	26
	U9	37
	U8	29
	U7	43
	U6	50
	U3-U5 Mini Thistles	70
<b>TOTAL</b>		<b>432</b>

In addition to these registered players we have many non-playing associates including coaches, managers, parents that are also included in all of our promotions.

## Business – Community Sporting Links

The benefits of club sponsorship of community football in the Helensburgh area include the following intended outcomes for our players:

- Progression and development of football skills
- Learning to play a team game, understanding fair play and playing with a club that has a distinct Code of Conduct for players, coaches, administrators and spectators alike.
- Development of knowledge of the game.
- Being able to participate in a team atmosphere where the emphasis is on participation by all players.
- The opportunity to play football for all members of the family including juniors, youth, seniors and over 35's.



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## **Sponsorship Conditions**

Sponsorship will only be encouraged from organisations, companies or individuals that contribute to a positive public image and are associated with products or services which are appropriate for our club membership.

Arrangements with sponsors must not unduly restrict the club's overall ability to purchase goods or services.

Sponsorships will be subject to availability with a first in policy and subject to prioritising existing sponsors.

All arrangements are to be reviewed annually.

All sponsorships must be approved by the Helensburgh Thistle Soccer Club Committee.

The club reserves the right to refuse sponsorship and refund such monies without detriment to the club.





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## Advertising Packages

### Advertising Package 1

1. Banner Advertising on the Fencing surrounding Thistle Park (Sign to be supplied and paid for separately by Sponsor sourced through the club)
2. Season long rolling advertisement on the front page of our website with links directly to your business
3. Monthly advertising through social media channels
4. Framed 'Certificate of Appreciation'
5. Your business card on our sponsors Business Card Board and display of other promotional material if possible.

COST: SPONSORSHIP TERM – 2017 Season

**\$500.00** plus cost of sign (Sign to be sourced through the Soccer Club)

NB: All sponsorships are TAX DEDUCTIBLE

### Advertising Package 2

1. Season long rolling advertisement on the front page of our website with links directly to your business
2. Monthly advertising through social media channels
3. Framed 'Certificate of Appreciation'
4. Your business card on our sponsors Business Card Board and display of other promotional material if possible.

COST: SPONSORSHIP TERM – 2017 Season

**\$300.00**

NB: All sponsorships are TAX DEDUCTIBLE



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## Individual Team Sponsorship Packages

All team sponsorship merchandise must be purchased through the club supplier. Individual teams are requested to not source their own merchandise as the club wishes to provide a unified look to the community.

### Training Kit Package – Junior Ultimate

1. Business Name Logo on team's training shirts (Shirts will be worn at mid-week training sessions and for match day warm-ups)
2. Backpack
3. HTSC Official Jacket
4. Details of your business included on our Web Page
5. Your business card on our sponsors Business Card Board and display of other promotional material if possible
6. Framed 'Certificate of Appreciation'
7. Laminated photo of your sponsored team.
8. Invitation to present trophies at our annual Presentation Days to your chosen team

COST: SPONSORSHIP TERM – 1 Year

Lump Sum

U6 – U7 (6 Players)	\$950.00 (GST Inclusive)
U8 – U9 (9 Players)	\$1400.00 (GST Inclusive)
U10 – U11 (11 Players)	\$1700.00 (GST Inclusive)
U12 – U17 (15 Players)	\$2400.00 (GST Inclusive)

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## Training Kit Package – Junior Basic

1. Business Name/Logo on team's training shirts. (Shirts will be worn at mid-week training sessions and for match day warm-ups.)
2. Backpack
3. Details of your business included on our Sponsors Web Page.
4. Your business card on our sponsors Business Card Board and display of other promotional material if possible
5. Invitation to present trophies at our annual Presentation Days to your chosen team
6. Framed 'Certificate of Appreciation'
7. Laminated photo of your sponsored team in their training gear.

COST: SPONSORSHIP TERM – 1 Year

Lump Sum

U6 – U7 (6 Players)	\$500.00 (GST Inclusive)
U8 – U9 (9 Players)	\$750.00 (GST Inclusive)
U10 – U11 (11 Players)	\$900.00 (GST Inclusive)
U12 – U17 (15 Players)	\$1300.00 (GST Inclusive)

NB: All sponsorships are TAX DEDUCTIBLE





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## Sponsorship Agreement

Agent:	Helensburgh Thistle Soccer Club
Sponsor:	Name:
	Address:
	Telephone No.:
	Email:
	Website:
	Main Contact:

Company Name: ABN:	Payment 1 Date
Commencement Date:	Payment 2 Date
Mode of Payment:	Payment 3 Date

Date: \_\_\_\_\_ Day of \_\_\_\_\_ 2014.

Signed by Sponsor: \_\_\_\_\_

Signature

Print Name

Signed by Helensburgh Thistle Soccer Club

As agent for the Club: \_\_\_\_\_

Signature

Print Name

Please forward your logo and or name that you require on the merchandise in vector format to  
[president@helensburghsoccer.org](mailto:president@helensburghsoccer.org)

