



**HELENSBURGH THISTLE  
SOCCER CLUB Inc.**



since 1895



# Senior Sponsorship Brochure



# HELENSBURGH THISTLE SOCCER CLUB Inc.



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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 \$20,000 Platinum Sponsorship package for our District League Teams.

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.

## 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:

	Teams	Registered Members 2016
District League	First Grade	18
	Reserve Grade	19
	Youth League	16
Amateur League	O35's (HOGS)	48
	All Age	32
	Women's League	62
<b>TOTAL</b>		<b>195</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.



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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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## Platinum Sponsorship Packages

### Platinum Club Package - District League

1. Business Name/ Logo displayed on the front of our District League Jerseys (All three grades)
2. Banner Advertising on the Fencing surrounding Thistle Park
3. Details of your business included on front page of our website
4. Framed 'Certificate of Appreciation'
5. Your business card on our sponsors Business Card Board and display of other promotional material if possible
6. Invitation to all games and official functions
7. Invitation to present trophies at our annual Presentation Days.
8. 2 tickets to our club social functions
9. 2 tickets to our Annual Presentation Dinner

COST: MINIMUM SPONSORSHIP TERM – 3 Years

Lump Sum - \$20,000.00 or \$10,000 (GST Inclusive) at the commencement of the 3 years and then 2 X \$5,000 payments at the beginning of each subsequent year.

NB All sponsorships are TAX DEDUCTIBLE

### Platinum Club Package – Amateur League

1. Business Name/ Logo displayed on the front of our Amateur League Teams Jerseys (O35's, Women's and All Age)
2. Banner Advertising on the Fencing surrounding Thistle Park
3. Details of your business included on front page of our website
4. Framed 'Certificate of Appreciation'
5. Your business card on our sponsors Business Card Board and display of other promotional material if possible
6. Invitation to all games and official functions
7. Invitation to present trophies at our annual Presentation Days.
8. 2 tickets to our club social functions
9. 2 tickets to our Annual Presentation Dinner

COST: MINIMUM SPONSORSHIP TERM – 3 Years

Lump Sum - \$10,000.00 or \$5,000 (GST Inclusive) at the commencement of the 3 years and then 2 X \$2,500 payments at the beginning of each subsequent year.

NB All sponsorships are TAX DEDUCTIBLE





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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 – Ultimate**

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

COST: SPONSORSHIP TERM – 1 Year

Lump Sum

Per Team (16 Players)      \$2500.00 (GST Inclusive)

NB: All sponsorships are TAX DEDUCTIBLE

### **Training Kit Package – Basic**

1. Business Name/Logo on your choice of 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

Per Team (16 Players)      \$1600.00 (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:	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)



