



***2012 CORPORATE OPTIONS***

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***PRESTON LIONS FOOTBALL CLUB***



*The Passion*

# WELCOME MESSAGE

**On behalf of the Preston Lions Football Club, it is with great pleasure that we present you with our Corporate Sponsorship Options for the 2012 season.**

For more than 50 years, the Preston Lions Football Club has firmly established itself as one of the most iconic, successful and respected sporting clubs in Victoria, and is indeed recognised throughout Australia. Having competed in the former National Soccer League (NSL) for 13 consecutive years and with four Victorian State Championships to its name, the club also prides itself on the fact that it has been the breeding ground for over 20 players who have gone on to represent the Australian 'Socceroos' on the world stage at both senior and youth levels.

The most recent of these being former Preston Lions defender Sasa Ognenovski who played all his junior football with the club before being promoted to the senior team in 1997 where he played over 100 Victorian Premier League games over six seasons. His success caught the eye of A-League clubs Queensland Roar and Adelaide United where he blossomed into one of the nation's best defenders, before joining his current Korean

***"...one of the most iconic, successful and respected sporting clubs in Victoria."***

club Seongnam Ilhwa

Chunma in 2009. What followed was a whirlwind rise to world football prominence as Ognenovski captained his side to victory in the 2010 Asian Champions League Final and in the process became the first Australian to take out the prestigious Asian Football Confederation's (AFC) Player of the Year award. Ultimately he was rewarded with a Socceroos call-up where he starred during Australia's 2011 Asian Cup campaign, fulfilling a life long ambition since his junior days at Preston where he first developed a passion for the world game.



*Socceroo star and former Preston Lions defender, Sasa Ognenovski*

And through continued investment in our junior development programs, we will continue to nurture and develop a new breed of future stars and reinforce the Preston Lions Football Club as a centre of excellence for identifying and producing local football talent.

Boasting arguably the largest and most passionate spectator following in Victorian football, today the club competes in the Victorian State League Division Two (North-West) competition and consists of approximately 200 players at Senior Mens, Womens and Junior levels. These teams are supported by a small but dedicated group of young and vibrant people involved in club administration, coaching and volunteering who are keen on learning from the past and building for the future.

But this is something that the club cannot achieve solely on its own. Corporate financial support is one of the most important areas where the club maintains a strong focus in order to help realise our goal of becoming a viable and successful member-based club with strong community values.

Business, like sport, is all about relationships and we are committed to developing enduring and mutually beneficial associations with strong corporate partners. This proposal outlines the many benefits we can offer potential sponsors. We have a range of packages available depending on each sponsor's level of financial commitment and corporate objectives, and we can also tailor each of the packages to suit the needs and budgets of individual sponsors.

We invite you to join us on this exciting journey as a valued club partner and look forward to welcoming you into the Preston Lions corporate family in 2012.

# CLUB AT A GLANCE

## OUR TEAMS

### Mens

The Preston Lions Mens team competes in the Victorian State League Division Two (North-West) competition. Consisting of both a Seniors and Reserves squad, home games are traditionally played on a Sunday afternoon with crowds averaging between 500-1,000. The home-and-away season begins in early April and concludes in September.



### Womens

The 'Lionesses' also field both a Seniors and Reserves team in the Womens Premier League competition, the highest level of competition for womens football in this state. They are currently looking to expand and field their first junior girls team in 2012. Home matches are played on Saturday or Sunday mornings/afternoons, with the home-and-away season commencing in March and concluding with a Finals Series in September.

### Juniors

The 'Lion Cubs' as they are affectionately known, field teams for children of all ages, backgrounds and abilities including players aged 5-11 (Small-Sided Football) up to Under 12s, 13s, 14s, 15s, 16s and 18s. The junior program provides players with a direct development pathway to the club's elite Senior Men's and Women's teams. Home matches are played on Sunday mornings and afternoons, with the home-and-away season beginning in early May and concluding in September.



## STADIUM – B.T. CONNOR RESERVE

The club is based at B.T. Connor Reserve in Reservoir where all teams train and play their home games. The main stadium consists of an international standard football pitch and also has an undercover grandstand with a seating capacity of 1,000. This is complemented by an exclusive corporate hospitality area to cater for sponsors on match day, as well as player change rooms, canteens, toilets and an undercover member's area. The venue also has three outside grounds which are used predominantly by the Juniors and Women's teams. These outside grounds also have separate Juniors and Women's change room facilities.



## COMMUNICATIONS

The Preston Lions Football Club maintains a strong public profile through its media and communication strategies. The club's official website - [www.prestonlions.com](http://www.prestonlions.com) - is one of the main communication portals for our supporters, members and corporate partners. Not only does it keep all Preston Lions fans informed with the latest club news, player information, videos, merchandise, results and upcoming games, it is also a unique promotional vehicle for our corporate partners. The website receives over 100,000 page loads per month ensuring maximum exposure for potential sponsors. Other key vehicles of communication include a regular email newsletter that is distributed to over 1,000 recipients, media releases and regular external coverage through various print, radio, TV and online media outlets including:

- Channel 31 – TV (Melbourne)
- Preston Leader Newspaper (Melbourne)
- Whittlesea Leader Newspaper (Melbourne)
- SBS Radio (National)
- 3ZZZ FM Radio (Melbourne)
- Plenty Valley FM Radio (Melbourne)
- The Melbourne Times – North (Melbourne)
- Australian Macedonian Weekly (National) – [www.australianmacedonianweekly.com](http://www.australianmacedonianweekly.com)
- Today Denes Newspaper (National)
- Goal Weekly Newspaper (Victoria) – [www.goalweekly.com](http://www.goalweekly.com)
- Football Federation Victoria (FFV) website – [www.footballfedvic.com.au](http://www.footballfedvic.com.au)
- INFORMATOR website - [www.informator.ws](http://www.informator.ws)



## MEMBER & SUPPORTER PROFILE

Male	75%	Adults (>18)	70%
Female	25%	Children (<18)	30%
Avg. Home Game Attendances	500-1,000	Avg. Age Bracket	25-45

Statistics also show that over 50% of the club's members and supporters reside in Melbourne's northern communities of the City of Darebin and City of Whittlesea, with the next largest cluster of supporters residing in the Brimbank City Council region in Melbourne's west.

## COMMUNITY ENGAGEMENT

The Preston Lions Football Club acknowledges the importance of establishing strong community links and playing a positive role within the local community. To this end, the club has actively promoted and participated in several initiatives and events designed to enhance community relations. Many of these initiatives reinforce the advantages and strengths in forming partnerships.

Since 2008, the club has provided many local primary and high schools in the City of Darebin and City of Whittlesea with free club merchandise and complimentary tickets for their students to attend Preston Lions home games at B.T. Connor Reserve. Many students have taken up this opportunity to watch elite senior football, witnessing first hand the club represent their local community. The Preston Lions will continue with this initiative in 2012 as well as look at other ways in which the club can positively contribute to the community.

# *Corporate Hospitality*



# OUR PACKAGES

We have prepared a number of sponsorship packages that will accommodate all of your corporate goals and objectives. Designed to deliver maximum benefits, our packages are sure to provide rewarding results.

## STADIUM NAMING RIGHTS

The taking up of a major naming rights sponsorship offers a unique opportunity for your organisation to be universally identified as a long term partner of the club bringing strategic benefits to your brand.



## KIT SPONSORSHIP

Improve your brand awareness by becoming a Preston Lions kit sponsor. Opportunities are available for the 2012 season for both the Mens Seniors and Reserves, and Womens Seniors and Reserves, which include shirt (jersey), sleeves and shorts.

- Player Jersey - Front of Shirt
- Player Jersey - Back of Shirt (Top & Bottom)
- Player Jersey - Shirt Sleeve
- Player Shorts - Front
- Player Shorts - Back

### WANT TO FIND OUT MORE?

If you would like to know more about any of the sponsorship packages listed above including costs and associated benefits, please contact us for more details (SEE PAGE 11).



# OTHER SPONSORSHIPS

## PLAYER TRACKSUIT / TRAINING APPAREL SPONSOR

### INCLUDED BENEFITS:

- Sponsor logo on breast, sleeve or back of Player Jackets, Polo Shirts and/or Training Apparel (as worn by the players, coaching staff and club officials on match days)
- 1 x Ground Perimeter Signage Board (4m x 1m)
- 1 x Makedonia 100 Club Corporate Membership with associated benefits (including free entry to all 11 PLFC home games, full access to the exclusive undercover corporate hospitality area, finger food and drinks including premium beer, wine, spirits and soft drinks)
- 2 x complimentary tickets to end-of-season Presentation Dinner
- VIP car parking inside the ground on match days for all home games
- PLFC merchandise item (to be advised)
- Prominent logo position and business listing (including web link and contact details) on club website
- Prominent logo position and web link in weekly club email newsletter
- Business listing on **makbiz.com.au** and submission to Google
- Voice overs during all home games with opportunity to play pre-recorded promotional advertisements
- Opportunity to distribute marketing material and have promotional displays at all home games and official club functions.
- Regular club news and updates via e-mail

**Investment: \$2,500**

## MEMBERSHIP CARD SPONSOR

### INCLUDED BENEFITS:

- Sponsor logo on back of all 2011 Membership Cards
- 1 x Ground Perimeter Signage Board (4m x 1m)
- 1 x Makedonia 100 Club Corporate Membership with associated benefits (including free entry to all 11 PLFC home games, full access to the exclusive undercover corporate hospitality area, finger food and drinks including premium beer, wine, spirits and soft drinks)
- 2 x complimentary tickets to end-of-season Presentation Dinner
- VIP car parking inside the ground on match days for all home games
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**Investment: \$2,000**

# OTHER SPONSORSHIPS

## MAIN SCOREBOARD SPONSOR

### INCLUDED BENEFITS:

- Exclusive use of advertising space on the Main Scoreboard at B.T. Connor Reserve
- 1 x Makedonia 100 Club Corporate Membership with associated benefits (including free entry to all 11 PLFC home games, full access to the exclusive undercover corporate hospitality area, finger food and drinks including premium beer, wine, spirits and soft drinks)
- 2 x complimentary tickets to end-of-season Presentation Dinner
- VIP car parking inside the ground on match days for all home games
- PLFC merchandise item (to be advised)
- Prominent logo position and business listing (including web link and contact details) on club website
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**Investment: \$2,500**

## CALENDAR SPONSOR

### INCLUDED BENEFITS:

- Prominent Business Card style advertisement printed on annual club calendar that is distributed to over 1,000 members and supporters each year
- 1 x Season Pass (including free entry to all 11 PLFC home games)
- PLFC merchandise item (to be advised)
- Business listing (including web link and contact details) on club website
- Business listing on **makbiz.com.au** and submission to Google
- Voice overs during all home games with opportunity to play pre-recorded promotional advertisements
- Opportunity to distribute marketing material and have promotional displays at all home games and official club functions.
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**Investment:**

**Large Advertisement - \$500**

**Small Advertisement - \$250**

# OTHER SPONSORSHIPS

## MAKEDONIA 100 CLUB CORPORATE SIGN SPONSOR

### INCLUDED BENEFITS:

- 1 x Ground Perimeter Signage Board (4m x 1m)
- 1 x Makedonia 100 Club Corporate Membership with associated benefits (including free entry to all 11 PLFC home games, full access to the exclusive undercover corporate hospitality area, finger food and drinks including premium beer, wine, spirits and soft drinks)
- VIP car parking inside the ground on match days for all home games
- PLFC merchandise item (to be advised)
- Business listing (including web link and contact details) on club website
- Business listing on **makbiz.com.au** and submission to Google
- Voice overs during all home games with opportunity to play pre-recorded promotional advertisements
- Opportunity to distribute marketing material and have promotional displays at all home games and official club functions.
- Regular club news and updates via e-mail

**Investment:**      **New Sign: \$1,200**  
**Repeat Sign: \$1,000**

## CORPORATE SIGN SPONSOR

### INCLUDED BENEFITS:

- 1 x Ground Perimeter Signage Board (4m x 1m)
- 1 x Gold Membership with associated benefits (including free entry to all 11 PLFC home games and full access to the exclusive Gold Members undercover area)
- PLFC merchandise item (to be advised)
- Business listing (including web link and contact details) on club website
- Business listing on **makbiz.com.au** and submission to Google
- Voice overs during all home games with opportunity to play pre-recorded promotional advertisements
- Opportunity to distribute marketing material and have promotional displays at all home games and official club functions.
- Regular club news and updates via e-mail

**Investment:**      **New Sign: \$700**  
**Repeat Sign: \$500**



# ***PAYMENT OPTIONS***

## **TAKE ADVANTAGE OF OUR MONTHLY PAYMENT PLAN**

At the Preston Lions Football Club we also believe in making it as easy as possible for our sponsors to meet their payment obligations. We realise that in today's challenging economic climate, cash flow is one of the main issues affecting most businesses, and that is why we offer our sponsors the option to take up a Monthly Payment Plan instead of paying their full sponsorship in one lump sum.

We believe that once a sponsor is aware of the ability to spread their sponsorship payment over several months, they will be pleased to take advantage of this facility and helps remove the cost objection to investing in a club sponsorship.

## ***THE NEXT STEP***

If you would like to discuss any of these exciting sponsorship opportunities or how we can assist in meeting your corporate objectives, please contact one of the following club representatives:

**Dragi Kostoski**

Mobile: 0408 558 497

Email: [maksat@y7mail.com](mailto:maksat@y7mail.com)

**Robert Kolevski**

Mobile: 0413 307 480

Email: [kingdomcaravans@yahoo.com.au](mailto:kingdomcaravans@yahoo.com.au)

**Pece Siljanovski**

Mobile: 0425 821 634

Email: [Preston.Lions.FC@gmail.com](mailto:Preston.Lions.FC@gmail.com)



## **Preston Lions Football Club**

Postal Address **PO Box 382, Preston, Victoria 3072**

Stadium **B.T. Connor Reserve, 200 Broadhurst Avenue (Cnr Radford Road), Reservoir, Victoria 3073**

Phone/Fax **(03) 9460 5571** | Email **Preston.Lions.FC@gmail.com** | Web **www.prestonlions.com**