

# SPONSORSHIP PROPOSAL

2024



# INTRODUCTION

Essendon Hockey welcomes new and existing sponsors to the Club's 2024 season.

We would love to be able to represent your business to our club community, and of course promote your business wherever we can.

We are a strong and united club that has seen rapid player growth and development over the recent years. As a club, we continue to build on those previous successes, with players, coaches and the passionate club member community well underway with training and preparation for the 2024 season.

There has never been a better time for your business to align with our sport, with field hockey now enjoying unprecedented popularity through the high global rankings of the Hockeyroos and Kookaburras, the rapid explosion of the Hockey One National pro-league and mainstream live broadcast and streaming coverage of national and international games, and other professional leagues on the Channel 7Plus app and Foxtel/Kayo.



## JED SNOWDEN, ZALI WARD, CIARA UTRI AND HUGH SNOWDEN IN THE 2023 HOCKEY ONE SEASON



# SUMMARY OF PROPOSITION



In 2024 we are looking to expand our support and partnerships within the local community. This has involved a complete review and refresh of our sponsorship value proposition.

We have created a tiered sponsorship framework including new options designed to maximise visibility and return on investment for our business sponsorship partners.

We are confident that there are now sponsorship offerings for all business sponsorship budgets and to suit your business' size, goals and values.

We are also happy to discuss 'sponsorship in kind' for certain products and services relevant to the Club's operational needs, and/or which provide value or benefits to our members.

Being a dynamic sporting organisation, we also have the flexibility meet business sponsor partners' needs with more creative out-of-the-box exposure and ROI options even for B2B businesses who may not be consumer-facing. Just ask us.

In many cases, sponsorship contributions to our organisation are tax-deductible, as we are an incorporated society under Victorian law. You will obviously need to obtain your own independent professional accounting advice as to tax matters pertaining to your business circumstances.

Please contact us on [sponsorships@essendonhockey.com.au](mailto:sponsorships@essendonhockey.com.au) to further explore the sponsorship offerings on the following pages, or with any queries.

# SPONSORSHIP LEVELS & FRAMEWORK



Our new sponsorship tier levels have been refreshed in 2024, as seen in the table below, with additional sponsor opportunities also available.

Some inclusions and offerings may involve minimum term commitments (usually at least 2 years). We shall strive to increase the benefits for you, depending on the level of your sponsorship take-up.

Diamond	Highest Level
Platinum	
Gold	
Silver	
Bronze	Lowest level
Additional Sponsor Opportunities	Tournament, Coach, Scoreboard, Goal Sideboard, Canteen and Player Sponsorship

Midweek Men's B 50+

# PREMIERS

# 2023

# EXPRESSION OF INTEREST



Please complete the form below and return to Essendon Hockey via email [sponsorships@essendonhockey.com.au](mailto:sponsorships@essendonhockey.com.au)

Please note that by purchasing a sponsorship package you are giving Essendon Hockey the right to use your organisations name and logo on printed branding, materials and on-line/socials media, recording/video production and other forms of collateral produced by Essendon Hockey. You will be required to provide Essendon Hockey with a high resolution file of your logo after sponsorship confirmation.

## Sponsor Information

Organisation Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mobile: \_\_\_\_\_

## Sponsorship Package

- Diamond sponsor
- Platinum sponsor
- Gold sponsor
- Sliver sponsor
- Bronze sponsor

- Sponsor in Kind
- Bombers Canteen sponsor
- Tournament Team sponsor
- Player sponsor
- Goal Sideboard ssponsor

Signature: \_\_\_\_\_

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_



**Essendon Hockey**  
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**President**  
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