



LABRADOR
TIGERS
Australian Football Club

SPONSORSHIP PACKAGES 2019

Why your business will benefit from being involved with the Labrador Tiger Football Club .

AFL in Queensland is continuing to grow in popularity as a sport for all ages and is one of the most family friendly sports in the country.

The Labrador Tigers Football Club is one of the Gold Coast's fastest growing sporting clubs, increasing its player and membership numbers each year. We have a great history and reputation for being Respectful, pathways and a family club.

Our Club and home is situated at 28 Ashton Street Labrador and with our social club in full swing it has the potential to become the foremost football club on the Gold Coast.

The Labrador Tigers Football Club offers great potential for your business to exposure your company's brand in association with our great game of AFL throughout Queensland.

We would like to offer your business our support and the opportunity to promote your business to the thousands of people who visit our club each week and throughout each year.

Our newly constructed webpage is also widely received by the local football community as a whole and is consuming more than 5000,000 hits per season, which is around 50,000 hits per month during the season, which will offer your business great exposure.

As a non-profit organisation, sponsorship is a big of our income to help us develop our young playing group into, not only better footballers, but better members of the community.

I invite you now to become a valued sponsor of our club and share in our success in 2019 and beyond.

Why invest in a sports club.

- ▶ Sponsoring a sports club can help to grow community support and a positive perception for your business.
- ▶ Sponsoring sports clubs can help create loyalty towards the brand.
- ▶ Sponsoring sports clubs can provide unique opportunities for businesses and help them develop in ways the general advertising doesn't . For example, it may allow the sponsor to show off their capabilities in a way audiences may otherwise may not get to see.
- ▶ Sponsoring sports clubs can increase brand awareness.
- ▶ Consumers are generally aware that official sponsors contribute to the events or sports they love and research shows that sports fans have a more positive perception of the event sponsors.
- ▶ Access for your brand to target your market: - GOLD COAST FAMILIES.
- ▶ **These benefits for business can continue well after sponsorship**

The Club

Our values:

- ▶ One Family, One Vision, One Club
- ▶ Work Ethic
- ▶ Respectful

Our brand

- ▶ Professionalism
- ▶ Community
- ▶ Pathways

The Competition

The QAFL has been reformed in season 2014 due to a restructure of the NEAFL competition.

The Queensland Australian Football League aspires to be the best community base football competition in the state. Provide a player pathway to the NEAFL/AFL and provide opportunities for the best community players to represent their clubs in a quality competition.

Clubs applied for a licence base on 6 core pillars (Administration, Finance, Brand & Culture, Performance, Facilities and Strategic Plan).

The Labrador Tigers Football Club has three senior teams.(Seniors, Reserves & Colts.)

The Labrador Tigers Football Club has played in four of the last five grand final and winning two.

Exposure on Offer

- ▶ Labrador Tigers Members – 10,000
- ▶ Labrador Senior Players - 100
- ▶ Labrador Families - 500

- ▶ Opposition Players - 5000
- ▶ Opposition Supporters – 15,000
- ▶ Webpage, Facebook, twitter – 500,000 hits per season. That's 50,000 hits per month.

Which can offer great exposure of your company brand.

Options for getting your brand out there.

Labrador Tigers AFC & Sports Club - webpage, Facebook & Twitter.
With consistent updates including videos, photos during the 2019 season.
Weekly updates are sent out via social media, with general football around Queensland updates, photos from past week and sponsors information.
This will have links directly back to the webpage.

Media BIG Screen Advertising & Labrador Tigers Events.

Offering the biggest electronic scoreboard in a sporting club on the Gold Coast. Combined your logo on the big screen.

Labrador Tigers Major Events.

Annual Labrador Tigers QAFL Grand Final Business Breaks.

The Sanctuary Refuge Ladies Day.

The Black & Gold Tigers Ball.

Presentation Day

Platinum Partner — Two Year agreement

The Labrador Tigers AFC Platinum Partner provides the opportunity for businesses to enter into a partnership with the Labrador Tigers AFC that is mutually beneficial and provides tangible benefits for your yearly investment.

Along with the corporate branding and networking opportunities associated with the Labrador Tigers AFC Platinum Partnership, it also provides the opportunity for a company to receive the outstanding benefits of higher level package.

BENEFITS:

- ▶ · Two Signage advertisement boards to be displayed around the ground & Signage on the back of both coaches boxes.
- ▶ · Business logo on the back & front of every seniors playing jumper for the 2019 season. (60 playing jumpers)
- ▶ · Business logo on the front of the club polo shirts. (worn by every club player & club official to all games. Colts. Reserves & Seniors)
- ▶ · Media package:-Business logo displayed on all media sites. (Facebook, Twitter & Webpage. Business logo on the big screen at all games.)
- ▶ · Two VIP tickets for the balcony to every senior home game. (Includes finger food & drinks package.)
- ▶ · Scoreboard promotion on the “BIG ELECTRONIC SCOREBOARD” at all home games.
- ▶ · Promotion of business at all home games and major functions. (Through pull up banners)
- ▶ · Invite for table of ten to our Black & Gold Ball
- ▶ · Invite for table of ten to our Best & Fairest Presentation Day. (Naming rights to our Presentation Day.)
- ▶ · Referral deals and presentation opportunity's. (A opportunity to do a business presentation to the whole playing group)

INVESTMENT

\$15,000.00 Total cost —Plus Gst

Gold Partner – Two Year Agreement

The Labrador Tigers AFC Gold Partnership provides the opportunity for businesses to enter into a partnership with the Labrador Tigers AFC that is mutually beneficial and provides tangible benefits for your yearly investment.

Along with the corporate branding and networking opportunities associated with the Labrador Tigers AFC Gold Partnership, it also provides the opportunity for a company to receive the outstanding benefits of higher level package.

BENEFITS:

- ▶ · Business Logo on the back and front of the every Colts Jumper. (25 Colts playing jumpers)
- ▶ · Business logo on the Sleeve of the Club polo shirts. (worn by very senior, reserves & colt players and club officials at all games.)
- ▶ · One major signage advertisement board to be displayed on the fence around the ground.
- ▶ · Media package: Business logo displayed on all forms of media sites. (Facebook, twitter & Webpage.)
- ▶ · Scoreboard promotion on the “BIG ELECTRONIC SCOREBOARD” for all home senior games in 2019.
- ▶ · Two tickets to the Black & Gold Ball.
- ▶ · Two tickets to the Best & Fairest Presentation Day.
- ▶ · Promotion of your business at all home game and major events with pull up banners.
- ▶ · Referral contacts throughout the club in 2019.

INVESTMENT

\$10,000.00 total cost –Plus Gst

Silver Partner

The Labrador Tigers AFC Silver Partner provides the opportunity for businesses to enter into a partnership with the Labrador Tigers AFC that is mutually beneficial and provides tangible benefits for your yearly investment.

Along with the corporate branding and networking opportunities associated with the Labrador Tigers AFC Silver Partnership, it also provides the opportunity for a company to receive the outstanding benefits of higher level package.

BENEFITS:

- ▶ . Business logo on the “Sleeve” of the 2019 club polo shirt. (Worn by every senior, reserves & colts players and club officials to all games.)
- ▶ . Media Package: Business logo displayed on all media sites. (Facebook, Twitter & Webpage.)
- ▶ . Scoreboard promotion on the “BIG ELECTRONIC SCOREBOARD” for all our home games in 2019.
- ▶ . One Business Signage advertisement board to be displayed on the fence around the ground.
- ▶ . Pull up banner with your Business logo to be displayed at all home games and major functions.
- ▶ . Two Tickets to the balcony for every home game. (Includes finger food & drink packages.)

INVESTMENT

\$5,000 total cost-Plus Gst

Bronze Partner

This Labrador Tigers AFC Bronze Partner provides the opportunity for businesses to enter into a partnership with the Labrador Tigers AFC that is mutually beneficial and provides tangible benefits for your yearly investment.

Along with the corporate branding and networking opportunities associated with the Labrador Tigers AFC Bronze Partnership, it also provides the opportunity for a company to receive the outstanding benefits of higher level package.

BENEFITS:

- ▶ · One Business logo signage advertisement board to be displayed on the fencing around the ground.
- ▶ · Media package: Business logo displayed in all social media sites. (Facebook, Twitter & Webpage.)
- ▶ · One Ticket to the balcony of every home game. (Includes Finger food & drinks package.)
- ▶ · Advertised company logo on pull up banner at all home games and functions in season 2019.
- ▶ · Business Logo on the “BIG ELECTRONIC SCOREBOARD” at all home games in 2019.

INVESTMENT

\$3,000.00 total cost-Plus Gst

Fencing Partner.

One Boundary Signage
Business branding on the Big Scoreboard Screen.

Boundary Sign Partner \$1,200.00 Plus GST

Player Sponsorship & Balcony Sponsorship 2019

Player Sponsorship in 2019: \$500.00 plus Gst

Sponsor a player of your choice.

This helps out with player fee's.

(Uniforms & Insurances for the 2019 season.)

Your Company name will be advertised on the players photo on our webpage.

Or

Balcony Sponsor in 2019: \$500 plus Gst

Balcony Sponsorship gives you one ticket to every home game on the balcony with finger food & drinks package.

(Watch the footy from the best seats.)

Playing Apparel



Labrador Tigers AFC 1 - Tribal Sport 2018.pdf

Labrador Tigers Apparel



Labrador AFC - Club Merchandise.pdf

Contact

To discuss any enquiries further please contact the
Labrador Tigers AFC

Football Operations Manager Peter Young

football@labradortigers.com.au

0410 658 146

28 Ashton Street Labrador Qld