



NORTH ADELAIDE FOOTBALL CLUB

CORPORATE PARTNERSHIPS



CLUB BEGINNINGS

North Adelaide's history can be traced directly back to the formation of the Medindie Football Club. Medindie was formed in 1881 when a group of nearby College students (from Prince Alfred College and the now defunct Whinham College) formed a team to play some football matches in the nearby parklands. They took their colours of red and white from Prince Alfred College and wore a strip not dissimilar to the one that Prince's football team wore. Medindie was elevated to the South Australian Football Association (later to become the SANFL) in 1888. After struggling to match it with the "senior" teams (South, Port and Norwood) over the next 5 years, and with a promise of support from North Adelaide residents, the Club changed its name to North Adelaide in 1893. As the North Adelaide Football Club we continued to build the legacy of community leadership, pride and achievement, riding the highs and lows along the way. Off field, we have come through droughts and prosperity, and on field, we have carried the cup (as recently as 2018) and felt the disappointment of being at the foot of the ladder.



Message from the CEO - Greg Edwards

They say a week is a long time in football. A year is a lot longer!

As we plan the future we want for our business, our employees and our stakeholders, we always ensure there is the right mix of committed effort, brave and calculated decisions and quality people. When you think you know the best recipe and there is an appetite for success, you know which items to remove, which new items to add and which items need improving to make sure you achieve something better than the last time. Welcome to the world of football season preparation!

2020 saw life change before our eyes with little notice. We closed down all venues and football was put on hold. Staff, players and coaches were stood down with little understanding of what was in front of us.

So our club set about being the best prepared team in the SANFL in all grades, in all positions. We saw the opportunities that the difficult circumstances we were all in could provide if we dedicated ourselves to it. As history will show NAFC didn't win the SANFL Premiership at League level in 2020, we fell short in the biggest game of the year, but we won almost everything else. An undefeated Premiership season from our Women plus having the SANFLW Best and Fairest player and the Leading Goalkicker. We had the 2020 Magarey Medallist and Young Player of the Year, Reserves Best and Fairest player and also 4 players in the Team of the Year.

This was a year of resilience and commitment by all, and as a Club we passed the test with flying colours. I have never been so proud of a group of people as I have been with our Board, staff, players, coaches, volunteers, members, supporters and all our supply partners and stakeholders. But special mention must go to our Corporate Partners.

In the toughest of times for everyone, our Partners were with us the whole way, relentlessly supporting our situation and pledging to stay with us for the long term. We've always regarded the relationships we have with our Partners as the cornerstone of our success, and in 2020, this was again confirmed and on display for everyone to see. Our Partners were asked to stick with us, and they did. Simple as that! In return, we made sure all promotion, exposure, communications, networking and brand opportunities were available and actioned along the way. We are extremely proud of our community of NAFC Partners and how they have connected with each other over the years via our networking functions and events. The opportunities to broaden their corporate relationships has resulted in many Partners doing business with each other, as well as with the members and supporters who make up our vast database of consumers.

We now move into 2021, and whilst there are a few unknowns ahead of us with the pandemic, we are hitting the new year with every bit of energy and enthusiasm we have, on and off the field! We continue to strive to be the 'football club of choice', and for you as a Partner, this means you have our word that we will be working hard to make sure our community has your brand as its first choice. A few years ago, we introduced the slogan 'TRUE NORTH' as that is the direction every part of our Club is going, and we all want to take you and your business with us. Together with you, our brands are stronger and together we can lead and positively influence the community. The NAFC isn't a set of buildings in Prospect, it is the thousands of people who connect each and every day through us. Come on, be one of them."

Our Reach



10,001

DATABASE: 8,256



5405

AVG CROWD ATTENDANCE: 2,359

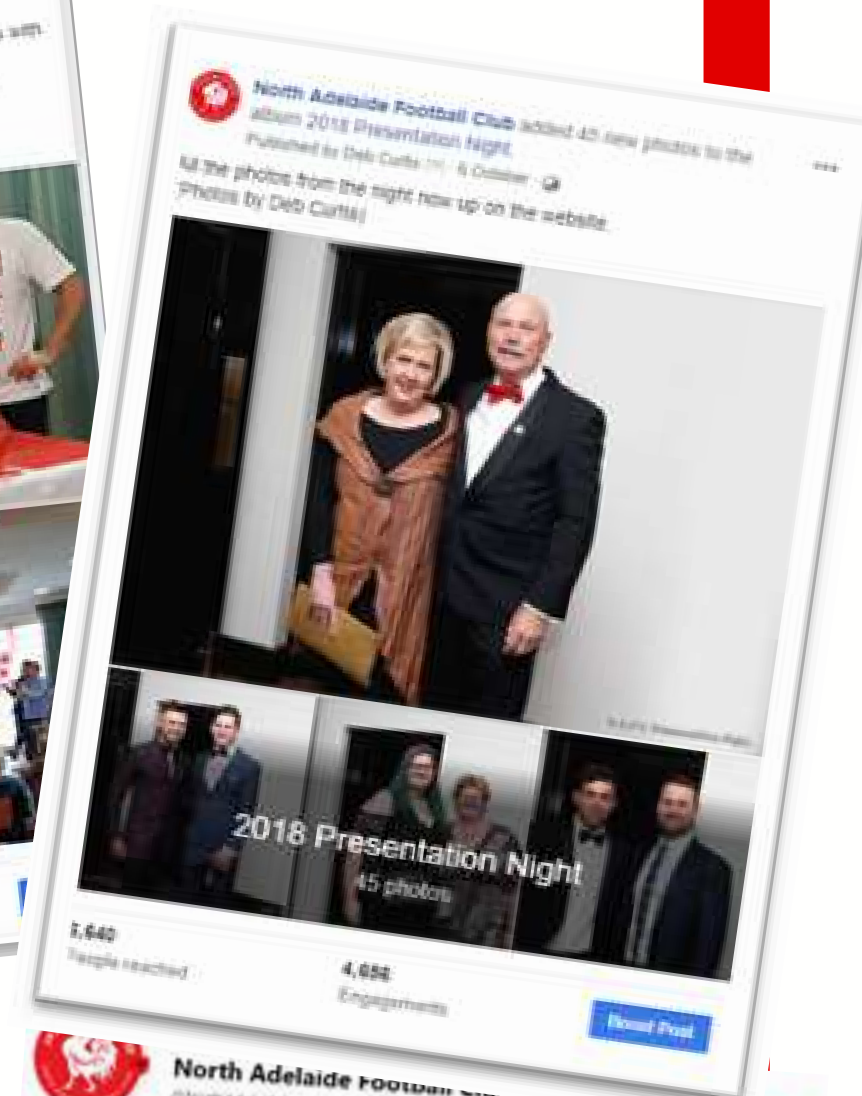
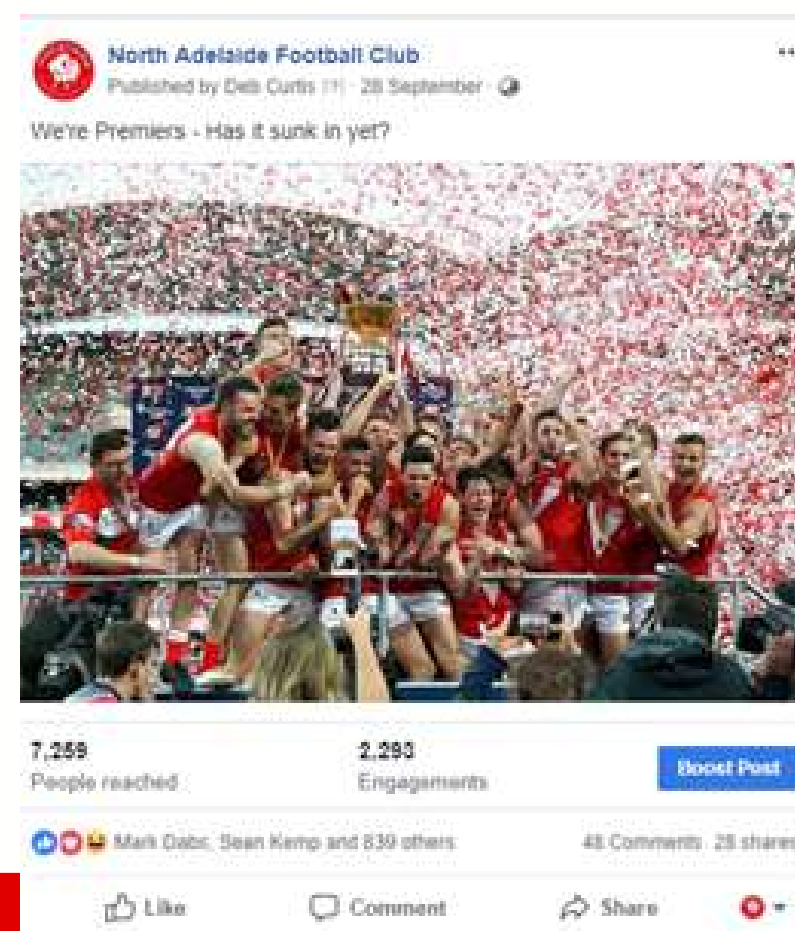


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TOTAL SEASON ATTENDANCE: 41,091

NAFC WEB VISITS: 353,595

WEBSITE USERS: 76,446





ROOSTER PARTNERSHIP OFFERINGS

MATCH DAY CORPORATE HOSPITALITY

A great opportunity to enjoy home games at Prospect Oval with your family, friends, colleagues and clients

CORPORATE EVENTS

The Roosters offer fantastic opportunities to network with like-minded business people and entertain clients at exclusive events to bring you closer to the club. Our President's Group Golf Day, Gala Event, and Barrie Robran Club Champion among others.

ADVERTISING

NAFC offer many avenues for your business advertising. On-field and off-field signage, website, social media, TV broadcast opportunities, Apparel and others.

Copyworld Toshiba - Major Partner

"Copyworld has been a sponsor of the North Adelaide Football Club for the past 9 seasons. The commitment and effort exhibited by not only the players, coaches and support staff but by the front office has been second to none"

David Morris - NAFC Corporate Partner since 2012



Terry Howe Printing Services - Platinum Partner

"THPS are excited to continue our relationship with NAFC for the 11th Season . After being a long time sponsor of the Club, we have seen many changes for the better with ultimate success in 2018. We continue to have referrals coming through NAFC and have great coverage of our Brand. The Team at THPS are proud to be a partner of this great club and look forward to the further success both on and off the field."

Terry Howe - NAFC Corporate Partner since 2010



Vili's Family Bakery - Platinum Partner

"Vili's Family Bakery are very excited to have recently signed on as a sponsor of the North Adelaide Football Club for another 5 years. Vili's are grateful for the fantastic exposure to our brand and commitment to our business, that the club has provided over a long period of time. We're very proud of the success the club has achieved both on and off the field in recent years and are looking forward to continuing to grow our great partnership."

George Heliotis - NAFC Corporate Partner since 2011



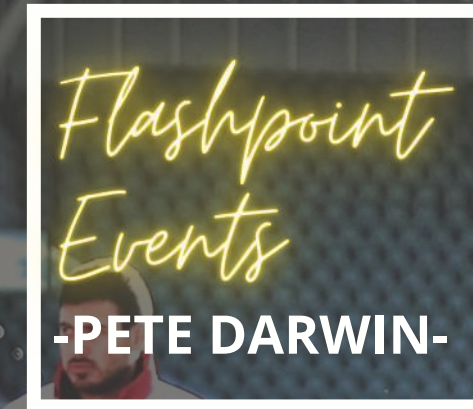
MAJOR PARTNER



PLATINUM PARTNERS



GOLD PARTNERS



SILVER PARTNERS



BRONZE PARTNERS

Beiersdorf, BGS Industrial Cleaning, Blackfriars Priory School, Bob Jane T-Mart, Burns Ceilings, Clayton Church Homes, Dr Jones and Partners, Drummond Golf, Fleurieu Milk Company, IDM, Maras Group, McDonald's Collinswood, McDonald's Enfield, Northpark Shopping Centre, Northpoint Toyota, Schinella's - Your local Market, Statewide Super, Veto Pro Pac, The Windmill Hotel, Cafe Komodo

ARENA AND PLAYER PARTNERS

Alfred James and Sons, Alison Galloway, Arctic Ice, Bentley's SA, Bremerton Wines, CAREE Pty LTD / Elite Marking, Coffeeworld, Cooymasn/ Adelaide Pressed Metal, Customised Pest Control, Elders Insurance, Farmhouse Fresh, Foodland- Sefton Park, Fresh and Clean, Froot Cafe, Grand North, Houterman and Horner Conveyancing, John Dalcollo, Lima-One Protection, Mark & Jeanette Ross-Naylor, National Wine Centre, North Valley Metals, Northern Tavern, Premix Concrete SA, Rachel Sanderson MP, Rae Brice, Supreme Crash REpairs, The Barun, The Bridgeway Hotel, The Cheesecake Shop Prospect, Turnbull Built, Xtreme Concrete Solutions

WOMEN'S TEAM SPONSORS

MAJOR PARTNERS



SANFLW NAMING PARTNER



TEAM PARTNERS



ARENA PARTNERS



COACH PARTNERS



PLATINUM PARTNER

An outstanding range of benefits, along with premium corporate hospitality and entertainment options.

ADVERTISING

- Branding on both senior and junior team's uniforms
- Signage within the Prospect Oval scoreboard vicinity
- Match day attendance
- Signage on Partners board within our Function Room
- Logo on pull up banners displayed at all club functions
- Logo recognition at Adelaide Oval for finals

ONLINE

- Club media publications advertising
- Designated player partner, with access to this player throughout the season
- Website and social media promotion
- Promotional emails to Members & Sponsors
- Business logo badge and link on NAFC website

PRINT

- Inclusion in Season Preview and Annual Report

HOSPITALITY & EVENTS

- Dedicated NAFC Event business naming rights
- Tickets to Networking Events & Home Match Luncheons
- Tickets to all NAFC Major events
- League Finals tickets

MEMBERSHIP & MERCHANDISE

- Player Polo
- Signed and Framed Guernsey by our team for your office or home
- 2 x Season Membership (Includes entry to all grounds)
- Carpark Pass for Prospect Oval games
- Grandstand Seating

INVESTMENT \$20,000 (EXC. GST)

Please note all investments and benefits can be customised to meet your specific needs

GOLD PARTNER

A premium, all-inclusive partnership with The Roosters

ADVERTISING

- Business logo on Player Polo or Support Staff uniform
- Key Prospect Oval signage (2 per sponsor dependant on size and availability)
- Signage on Partners board within our Function Room
- Logo on pull up banners displayed at all club functions
- Opportunity for promotional text messages to be sent to members

ONLINE

- Club media publications advertising
- Designated player partner
- Website and social media promotion
- Promotional emails to Members & Sponsors
- Business logo badge and link on NAFC website
- Opportunity to provide special offers in our monthly emails and partner page on the NAFC website

PRINT

- Inclusion in Season Preview and Annual Report

HOSPITALITY & EVENTS

- Tickets to Networking Events & Home Match Luncheons
- Tickets to all NAFC Major events
- League Finals tickets

MEMBERSHIP & MERCHANDISE

- Player Polo
- Season Membership (Includes entry to all grounds
- Carpark Pass for Prospect Oval games
- Grandstand Seating

INVESTMENT \$12,500 (EXC. GST)

Please note all investments and benefits can be customised to meet your specific needs

SILVER PARTNER

A great mid-range partnership aimed at getting your brand across all channels.

ADVERTISING

- Key Prospect Oval Signage
- Signage on Partners board within our Function Room
- Logo on pull up banners displayed at all club functions
- Opportunity for promotional text messages to be sent to all members
- Opportunity to advertise in Monthly "Sponsor News" emails to members

ONLINE

- Club media publications advertising
- Designated player partner
- Website and social media promotion
- Opportunity to provide special offers on the NAFC website 'Partner Offers' page and facebook page
- Business logo badge and link on NAFC website

PRINT

- Inclusion in Season Preview and Annual Report

HOSPITALITY & EVENTS

- Tickets to 2 x Networking Events
- Tickets to 20 x Home Match Luncheons
- 2 Tickets to Annual Gala Dinner
- 2 Tickets to Barrie Robran Club Champion night
- League Finals tickets

MEMBERSHIP & MERCHANDISE

- 2 x Season Membership (Includes entry to all grounds)
- Carpark Pass for Prospect Oval games
- Grandstand Seating

INVESTMENT \$8,500 (EXC. GST)

Please note all investments and benefits can be customised to meet your specific needs

BRONZE PARTNER

The ideal partnership to increase your brand image through combined advertising and Roosters home-match day hospitality

ADVERTISING

- Prospect Oval on-field signage
- Signage on Partners board within our Function Rooms
- Designated player partner
- Opportunity to advertise in Monthly "Sponsor News" emails to members

ONLINE

- Club media publications advertising
- Website and social media promotion
- Promotional emails to Members & Sponsors
- Business logo badge and link on NAFC website
- Opportunity to provide special offers on the NAFC website
- 'Partner Offers' page and facebook page

PRINT

- Inclusion in Season Preview and Annual Report

HOSPITALITY & EVENTS

- 2 x Tickets to Networking Events
- 20 x tickets to Home Match Luncheons
- Invitation to all club events

MEMBERSHIP & MERCHANDISE

- 2 x Home Match Membership (Includes entry to only Prospect Oval)
- Grandstand Seating

INVESTMENT \$5,500 (EXC. GST)

Please note all investments and benefits can be customised to meet your specific needs

TRUE NORTH PARTNER

An efficient entry level partnership with online access and advertising with a taste of football.

ADVERTISING

- Signage on Partners board within our Function Room
- Logo on pull up banners displayed at all club functions
- Opportunity to advertise in Monthly "Sponsor News" emails to members

ONLINE

- Club media publications advertising
- Social media promotion through shared posts on Facebook and Instagram
- "Welcome to our new sponsor" Social Media post
- Opportunity to provide special offers on the NAFC website 'Partner Offers' page and facebook page
- Business logo badge and link on NAFC website

PRINT

- Inclusion in Season Preview and Annual Report

HOSPITALITY & EVENTS

- Tickets to 2 x Networking Events
- Invitations to all club events

MEMBERSHIP & MERCHANDISE

- 2 x Home Match Memberships
(Includes entry to all games at Prospect Oval)

INVESTMENT \$3,500 (EXC. GST)

Please note all investments and benefits can be customised to meet your specific needs

ON FIELD AND ARENA SIGNAGE

Signage provides a fantastic opportunity for exposure and aligns your business with ours.

Our on-field signage enjoys excellent exposure and boosts your brand awareness with The Roosters on match days, is visible during broadcast games on Channel 7 and the Online Digital Pass streaming service and also has great exposure during the week as a community access facility for the local neighbourhood. The attendance at Prospect Oval ranges from 2000 to 5000 for all home matches and your sign enjoys all year round display (even in the cricket season)

INVESTMENT STARTING FROM **\$2,000 (EXC. GST)**

Please note all investments and benefits can be customised to meet your specific needs

ONLINE & PRINT

- One sign in designated location as per agreement (all signage cost to be paid by NAFC)
- Business logo on website
- Inclusion in Season Preview and Annual Report

HOSPITALITY & EVENTS

- 2 x Tickets to Networking Events & Home Match Luncheons
- Invitations to all NAFC club events

MEMBERSHIP & MERCHANDISE

- 2 x Home Match Membership
(Includes entry to all Prospect Oval games)
- Grandstand Seating

MEN'S PLAYER PARTNER

Sponsor your favourite player and reap the rewards of being a player partner

Whether it is one of our experienced leaders, a grassroots player, or a developing recruit, player sponsorship allows you to form a personal connection with a Roosters player knowing that you are assisting them in accessing the best football program possible

ONLINE & PRINT

- Designated player partner
- Business name on Player Profile on the NAFC website
- Business name on Player photo in NAFC Reception foyer
- Website and social media promotion
- Opportunity to provide special offers on the 'Partner Offers' page on the NAFC website
- Inclusion in Season Preview and Annual Report

HOSPITALITY & EVENTS

- 2 x Tickets to Networking Events
- Invitations to all club events
- Contact with your designated player

MEMBERSHIP & MERCHANDISE

- Signed and framed photograph of your player for your home or office
- 2 x Home Match Memberships (includes entry to all games at Prospect Oval)

INVESTMENT \$1,250 (EXC. GST)

Please note all benefits can be customised to meet your specific needs



WOMEN'S SPORT GROWTH AND OPPORTUNITIES

DID YOU KNOW?

1 in 3 footballers Australia wide are now female which in turn has lead to an unprecedented growth in audience, reach and supporter interest.

A survey conducted by Commonwealth Bank in 2018 revealed a 48 percent increase in interest in women's sport from 2017, with 53 percent of Australians now watching broadcasts or attending live events and 84% of Australian Sports Fans now interested in women's sport.

Only 0.4% of sports sponsorship worldwide is being invested specifically into women's sports. However, a recent study by Nielson has shown that the public see women's sport and female athletes as more inspiring, more family orientated, more inclusive and more socially responsible than the male leagues. This provide's huge opportunities for companies to use societal issues of equality and diversity to align their brand with positive sentiments and inspiring values.

78% of Female sports fans say it is important for sponsors to support women's sport.

WHAT DOES THIS MEAN?

- 1) Brands have been passing up the opportunity to be involved in women's sport and utilising the associated clean and inspiring values to align with.
- 2) With the growth increasing growth in women's sport comes the increasing reach into a new demographic and target market.
- 3) Because of the disparity with investment in Women's sport, clubs have had to work outside the box to gain investor interest, successful partnerships and public traction.
- 4) Women's sport is still an uncluttered market with reduced buy in prices, therefore brands have an ability to present themselves as a ground-breaking and progressive leader that values women's sport.
- 5) Women's sport offers a platform to test, validate and gain key insights and data. With flexible partnerships, affordable entry point and the ability to test and trial new idea's, women's sport offers an opportunity to be part of the passion and community that men's sport offers with more balanced pricing.

Get on-board now and establish your brand as a leader in this space to reap the rewards and opportunities that omen's sport is offering.

**Contact the club directly to discuss the opportunities around becoming an
NAFCW TEAM PARTNER. Packages start from \$2,000.**

WOMEN'S PLAYER PARTNER

Sponsor your favourite female player and contribute to the growth of womens football

Whether it is one of our experienced leaders, a grassroots player, or a developing recruit, player sponsorship allows you to form a personal connection with a Roosters player knowing that you are assisting them in accessing the best football program possible

ADVERTISING, ONLINE & PRINT

- Designated Player Partner
- Business name displayed within the NAFC under your designated player's photograph (Reception area)
- Framed and signed photograph of your designated player to put up in your home or office
- Business name on Player Profile on NAFC Website
- Inclusion in Annual Report

HOSPITALITY & EVENTS

- 2 x Tickets to Networking Events
- Invitations to all club events
- Contact with your designated player

MEMBERSHIP & MERCHANDISE

- 1 x NAFC Membership with a 5 Home Match Ticket
Includes entry to five League games at Prospect Oval
(women's Match entry is free)
- Your choice of a scarf or cap
- Designated player to receive a light-weight , long-sleeve training top)

INVESTMENT \$400 (EXC. GST)

Please note all benefits can be customised to meet your specific needs

WOMEN'S COACHES PARTNER

Sponsor an assistant coach and be apart of the team that is growing women's sport to new heights.

With flexible partnerships, affordable entry point and the flexibility to test and trail new idea's, women's sport offers offers an opportunity to be part of the passion and community that men's sport offers with more balanced pricing.

ADVERTISING, ONLINE & PRINT

- Designated Assistant Coach Partner
- Business name displayed within the NAFC under your designated coaches photograph (Reception area)
- Framed and signed photograph of your designated coach to put up in your home or office
- Business logo on the Coach's shirt - worn at all matches
- Inclusion in Annual Report

HOSPITALITY & EVENTS

- 2 x Sponsor Networking Events
- Invitation to club events, including Gala, Presentation Night, Sportsman's Lunch etc

MEMBERSHIP & MERCHANDISE

- 1 x NAFC Membership with a 5 Home Match Ticket
Includes entry to five League games at Prospect Oval (women's Match entry is free) + your choice of a scarf or cap

OR

- 1 x NAFC HOME Membership includes entry to all home matches at Prospect Oval (women's match entry is free)

INVESTMENT \$1,000 (EXC. GST)

Please note all benefits can be customised to meet your specific needs



For more information or to arrange a meeting please contact:

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