

TRUE NORTH

2019 SANFL STATEWIDE SUPER LEAGUE
ROOSTER CORPORATE PARTNERSHIPS



Message from the CEO

Our Club has been in existence since 1888 when, as the Medindie Football Club, we begun to build the foundation of an organisation. Then, after becoming the North Adelaide Football Club in 1893, we continued to build on that legacy of community leadership, pride and achievement, riding the highs and lows along the way. Surviving two World Wars and many other challenges has created the resilience and strength to battle through any adversity. Off field, we have come through droughts and prosperity, and on field, we have carried the Cup, as well as felt the disappointment of being at the foot of the ladder.

On field, after experiencing a few difficult and frustrating seasons, in 2018 we mustered that inspiring inherited Rooster spirit and determination that is part of who we are, and delivered our Club its first SANFL League Premiership since 1991. What a wonderful experience it was, one that made many people very happy and proud. As I have said, winning takes a special unity and trust in each other, a reliability and expectation that the sacrifices that need to be made, will be made by everyone. We promised to rise up and we did. We promised to keep improving and we did.

Off field, despite the economic difficulties and growing competition, we continue to grow and remain the benchmark in the SANFL for our innovative Corporate Partnership

programs and the consistent value we continue to provide the businesses that choose the Roosters as an investment in their future growth.

We remain an elite performer within our competition for the connections, relationships and growth we have with our Partnerships programs and we will continue to strive to exceed expectations and drive up the value of being part of this great Club.

Again, we stay true to ourselves and each other which continues to be reflected in our slogan, 'TRUENORTH' symbolizing where we are headed as an organisation on and off the field. There is no direction we are interested in, only upwards. Now, after achieving Premiership success in 2018, we keep developing, keep innovating and remain the hunter.

As a business, we want to be the 'first choice' football club for all stakeholders, set the benchmark, lead and positively influence the people and organisations that make up our Community. We are doing that, and we will continue to do that. Our brand is strong, and we respect the influence we have and we guard it graciously.

Let us again take you TRUENORTH!

Greg Edwards



Welcome from Josh Carr

I take pride in thanking our supporters, corporate partners and the North Adelaide Football community for their unparalleled support throughout the 2018 Season.

Our success in 2018 cannot happen without the full support of our sponsors.

I hope everyone enjoyed the year as much as the playing group did. We can all be proud of our "Mighty Roosters" playing finals football and finishing off with a premiership.

The challenge is in front of us now to improve. We can't bask too much in 2018's success. We need to use the lessons we've learnt from struggles to success and build on them to become a powerful club year on year and maintain consistent success.

We can't wait to chase the dream again and take on every challenge that's thrown our way in 2019.

Josh Carr

Josh Carr, Senior Coach



Roosters Partnership Offerings

- **Match Day Corporate Hospitality** – a great opportunity to enjoy home games at Prospect Oval with your family, friends 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 Champion Night and several more.
- **Inner Sanctum** – a Corporate Partnership allows the opportunity to be a part of the clubs inner sanctum and mingle with our SANFL players, coaches and key officials.



Outlook on Partnership Benefits

	Platinum	Gold	Silver	Bronze	Arena
Logo placement on Guernsey	x				
Logo placement on player polos		x			
Speaking opportunity at any major event	x				
Advertisement in media publications	x	x			
Prospect Oval Arena Signage	x	x	x		
On Ground signage	x	x	x	x	x
Signage inside Clubrooms	x	x	x	x	
Logo on pull up banners	x	x	x		
Logo on website	x	x	x	x	
Business text message to Members	x	x			
Website Listing					x
Gala Dinner and Auction tickets	x	x	x		
Home match Luncheon tickets	x	x	x	x	
Finals Tickets	x	x			

Facebook = 8,303

Twitter = 2,984

Instagram = 3,558

Members = 2006+

Crowd Attendance = 2,084

Total Attendance = 205,085

(H&A Season, all clubs)

Finals Attendance = 69,508

NAFC Web visits = 379,715

Website Users = 77,955

Website Average time = 2:04



"Copyworld has been a sponsor of the North Adelaide Football Club for the past 8 seasons. This year the club rewarded its supporters and sponsors with premierships in both the reserve and senior competition. As a club partner we couldn't be prouder of their success than we were this year. 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, Copyworld Toshiba – Major Partner
NAFC Corporate Partner since 2012

"Terry Howe Printing Services are pleased to enter our 10th Year as Sponsor of the NAFC. Being a Premiership Year in 2018, the Team at THPS are extremely proud to be part of the NAFC Success. Our Client base continues to grow with referral's due to our continued partnership with the NAFC. The coverage that NAFC has provided over these last Ten years, particularly as a Platinum Partner has given us great exposure and further opportunities. We look forward to many years of further success with the NAFC Club."



Terry Howe, Terry Howe Printing Services – Platinum Partner
NAFC Corporate Partner since 2013

"Ray White North Adelaide only has one way to assist the communities that entrust us with their largest financial assets, that is to provide a genuine service, second to none with winning ways. Well what a way to begin a community partnership with NAFC in 2018, full of winning ways. We were overwhelmed with the support and how the NAFC community embraced us, immediately uptaking the referral program. Kashalia, Taylor and I, along with new team members Lucas and Josephine, cannot wait to enjoy success again with this outstanding club and it's broader communities, continuing to give back to all those that support us. The Ray White North Adelaide Communities, NAFC, are our families who we will always be there for through thick, thin and the long term."



Rachel Lawrie, Ray White North Adelaide – Gold Partner
NAFC Corporate Partner since 2018

Platinum Partner

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

ADVERTISING

- Branding on both senior and junior teams 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
- Annual Report

HOSPITALITY & EVENTS

- Annual 'Gala Dinner and Auction' 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
- Season Membership (Includes entry to all grounds)
- Carpark Pass for Prospect Oval games
- Grandstand Seating

\$ Investment \$20,000 (Exc. GST) – Please note all benefits can be customised to meet your specific needs

Gold Partner

A premium all-inclusive partnership with The Roosters.

ADVERTISING

- Business logo on Player Polos or Trainer tops
- Key Prospect Oval arena signage (dependant on size and availability, two per sponsor)
- Signage on Partners board within our Function Room
- Logo on pull up banners displayed at all club functions
- Designated player partner
- Opportunity for promotional text messages to be sent to all members

ONLINE

- Media publications advertising
- Business logo badge and link on NAFC website
- Opportunity to provide special offers on our club website 'Partner Offers' page (special offers for Members and Supporters) and NAFC Facebook page
- Opportunity to provide special offers in our 'Rooster News' emails

PRINT

- Inclusion in Season Preview
- Annual Report

HOSPITALITY & EVENTS

- Networking Events & Home Match Luncheon Tickets
- Gala Events & Presentation Night Tickets
- Finals tickets (on request)

MEMBERSHIP & MERCHANDISE

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

\$ Investment \$12,500 (Exc. GST) – Please note all benefits can be customised to meet your specific needs

Silver Partner

A great mid-range partnership; getting your brands 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
- Designated player partner
- Opportunity for promotional text messages to be sent to all members

ONLINE

- Media publications advertising
- Business logo badge and link on NAFC website
- Opportunity to provide special offers on our club website 'Partner Offers' page (special offers for Members and Supporters) and NAFC Facebook page
- Opportunity to provide special offers in our 'Rooster News' emails

PRINT

- Inclusion in Season Preview
- Annual Report

HOSPITALITY & EVENTS

- 2x Networking Events
- 20x Home Match Luncheon
- 2x Gala Dinner
- 2x Barrie Robran Champion Night
- Finals tickets

MEMBERSHIP & MERCHANDISE

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

\$ Investment \$8,500 (Exc. GST) – Please note all benefits can be customised to meet your specific needs

Bronze Partner

The ideal partnership to get involved with the club to increase your brand image combined with hospitality in Roosters official match day functions.

ADVERTISING

- Prospect Oval on-field signage
- Signage on Partners board within our Function Room
- Designated player partner

ONLINE

- Media publications advertising
- Business logo badge and link on NAFC website
- Opportunity to provide special offers on our club website 'Partner Offers' page (special offers for Members and Supporters) and Facebook page
- Opportunity to provide special offers in our 'Rooster News' emails

PRINT

- Inclusion in Season Preview
- Annual Report

HOSPITALITY & EVENTS

- 2x Networking Events
- 20x Home Match Luncheon
- Invitations to all club events

MEMBERSHIP & MERCHANDISE

- 2x adults Home Membership
- Grandstand Seating

\$ Investment \$5,500 (Exc. GST) – Please note all benefits can be customised to meet your specific needs

True North Partner

A great entry level partnership to get involved with the club while enjoying the hospitality benefits.

ADVERTISING

- Signage on Partners board within our Function Room

ONLINE

- Business logo badge and link on NAFC website
- Opportunity to provide special offers on our club website 'Partner Offers' page (special offers for Members and Supporters) and Facebook page
- Provide monthly promotions to our membership database
- Opportunity to provide special offers in our 'Rooster News' emails

PRINT

- Inclusion in Season Preview
- Annual Report

HOSPITALITY & EVENTS

- 2x Networking Events

MEMBERSHIP & MERCHANDISE

- 2x adults Home Membership (access to Prospect Oval Home Matches)

\$ Investment \$3,500 (Exc. GST) – Please note all benefits can be customised to meet your specific needs

On Field and Arena Signage

The attendance at Prospect Oval is between 2000 and 5000 for all home matches, and all our signs enjoying twelve months exposure, signage provides a fantastic opportunity for you to align your business with ours.

Our on-field signs enjoy excellent exposure and boost your brand awareness with The Roosters on match days.

Arena signage is available

- Around the Eastern side of the ground
- Behind the Northern goals
- Visually beneficial branding to capture both the at match crowd and the wider television audience

You will receive;

ONLINE & PRINT

- One sign in designated location as per above (All signage costs to be paid by NAFC)
- Business logo badge on website
- Inclusion in Season Preview & Annual Report

HOSPITALITY & EVENTS

- 2x Networking Events
- Invitations to all club events

MEMBERSHIP & MERCHANDISE

- 2x adult tickets for Membership, includes tickets to all games at Prospect Oval.

MEMBERSHIP & MERCHANDISE

- 2x adults Home Membership
- Grandstand Seating

\$ Investment \$1,700 (Exc. GST) – Please note all benefits can be customised to meet your specific needs

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 connection with a Roosters Player.

ONLINE & PRINT

- Business name on Website
- Business name on Player Profile on website
- Business name under players photo in NAFC Reception
- Opportunity to provide special offers on our club website 'Partner Offers' page (special offers for Members and Supporters)
- Inclusion in Season Preview & Annual Report

HOSPITALITY & EVENTS

- 2x Networking Events
- Once a month contact with your designated player
- Invitations to all club events

MEMBERSHIP & MERCHANDISE

- Signed and framed photograph of your player for your home or office
- 2x adult Memberships, includes tickets to all games at Prospect Oval

\$ Investment \$1,250 (Exc. GST) – Please note all benefits can be customised to meet your specific needs





For more information or to arrange a meeting,
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