

**LEAVE
NOTHING
BEHIND**



**2016 IGA SANFL LEAGUE SEASON
ROOSTER CORPORATE PARTNERSHIPS**

Message from the CEO

I'm assuming it's fair to say most of us have experienced a period of time you would rather forget, when things just didn't start well, never got going, and ended even worse. Well, that's the football year we just had! Looking back, there wasn't anything that occurred as planned, from a huge injury count to a mid-season change in coach, we just couldn't get going. But, despite the season, we finished with plenty of spirit and resolve among our players and everyone from the young debutant to the most experienced players can't wait to have another crack at it.

It's vitally important that we are consistent, reliable and predictable both on and off the field, it's the minimum expectation we place on ourselves.

On field, we review, adjust and reset for the challenges ahead. Off field, for our Corporate Partnership programs we continue to set a higher benchmark for our performances and the value we offer week to week. We are among the elite performers within our competition for the connections, relationships and growth we have with our Partnership programs and we will continue to strive to exceed expectations and drive up the value of being part of this great Club.

We will be introducing our new Club slogan 'Leave Nothing Behind' from 2016, and it will apply to each and every part of our Football Club, on and off the field. It will reach into the Boardroom, the administration offices, the licensed venues and will be a key phrase our playing group will take into every battle. It simply means we will give everything we have to each task, we will leave nothing to chance and we will never stop whilst we have something left in the tank.

For our Partners, it means you can expect the best we can be.

We continue to build a strong committed community here, the North Adelaide Football Club community. If you come inside our community and you will see people from all walks of life... footballers, coaches, staff, members, supporters, VP's, volunteers, corporate partners, kids, parents and grandparents. You will see them all connected, all showing a willingness and commitment in working together, helping each other. Our strength lies with each and every one of them, and it's their strength which provides the value to you.

As a business, we make bold decisions each day to be better than we were yesterday, we strive to be the 'first choice' football club for all stakeholders, and to lead and influence the people and organisations that make up our Community, we must ensure the connections are strong and long lasting.

Our brand is strong and we respect the influence we have and we guard it carefully and graciously.

Remember, the NAFC isn't a set of buildings, it is the connection we all have with each other.

Leave Nothing Behind.

Greg Edwards



LEAVE NOTHING BEHIND

Welcome from Josh Carr

Firstly, I would like to thank Greg Edwards and the NAFC Board for giving me the opportunity to coach the North Adelaide Football Club. The history and passion of the club is something that we should all be proud of and it's an absolute honour to be able to lead it.

The last year has been a challenging time for the North Adelaide Football Club which we can't put our heads in the sand and ignore - we need to face up to the challenge and meet it head on. There are always lessons to be learnt through difficult times and if you choose not to learn from them then chances are, years like the last, will repeat themselves, which is something we can't accept. We need to get back to work and leave no stone unturned.

Pre-Season is going to be a challenging one. The players need to come prepared to raise the bar to a level that they haven't been near before. The competition is strong and all teams are striving to be the best, we need to be prepared to match, and beat them.

I would like to thank all our corporate partners and also our forever true supporters, the club could not operate without the support you have given.

Let's head into 2016 with drive and excitement!

Josh Carr



What does a Partnership offer you?

A Corporate Partnership with The Roosters brings you instant access to a number of effective ways to leverage your relationship with members, supporters and other stakeholders, whilst enjoying the hospitality that comes with being involved with an SANFL club.

Use our business to help grow yours through our various Corporate Partnership programs, including;

- **Match Day Hospitality** – As the name suggests, there are great opportunities that allow you to enjoy home games at Prospect Oval with your family, friends and clients. Mingle with Past Players, Vice President's and club officials whilst watching the Roosters on their home turf.
- **Corporate Events** – The Roosters offer fantastic opportunities to network with like-minded business people and entertain clients at exclusive events that bring you closer to the club. Our annual Vice President's Golf Day, Gala Dinner and Auction and Barrie Robran Champion Night are just a couple of these.
- **Inner Sanctum** – Be part of something special. A Corporate Partnership allows you the opportunity to be a part of the clubs inner sanctum and mingle with our SANFL players, coaches and key officials.



What are the Benefits for your business?

With over 60 individual Corporate Partners, our partnership program has grown to be one of the most successful in the SANFL.

90% of our partners return year on year – often increasing their level of involvement. Our aim is to create long term relationships with all of our partners.

Our experienced team will work with you to tailor the best package that will add value to your business. They will listen to what you want, and will help you to achieve this.

Being a part of The Roosters Corporate Partnership family also gives you the chance to be a part of a successful club.



Your business opportunities at a glance.

Networking

As a Roosters Corporate Partner you are offered and will enjoy instant access to our growing portfolio of Corporate Partners. From smaller local companies, to larger state organisations, you'll enjoy the benefits of connecting with like-minded professionals.

Brand Exposure

A variety of ground signage at Prospect Oval offers your business an excellent medium to compliment your marketing mix. This cost effective advertising medium delivers significant exposure in the grounds.

Engagement

Roosters Corporate Partners have the opportunity to break through the clutter and engage a captive audience. Activating your brand at Roosters home matches or events regularly keeps your company front of mind amongst loyal members and supporters.

Entertainment

For some, sport is more than a game. It represents an opportunity to mingle, entertain and conduct business. The Roosters offer you the chance to do all of this. Between our home games, annual events; including Gala Dinner Auction and Golf Day/s, we also hold sponsor networking lunches and casual get-togethers at our loyal sponsor venues.

Facebook followers

4,549

Twitter followers

1,142

Instagram

876

Members + Supporters

4,000+

Crowd Attendance

25,000+

Monthly web visits

40,000+

Distribution of market share among the major industry players: IT & C and BN & T was 74% and 26% percent respectively. A further change in the economic situation in the market will be characterized by a more equal distribution of market share major players

Outlook on Partnership benefits

	Platinum	Gold	Silver	Bronze	Arena
Logo placement on guernsey	X				
Logo placement on player polos	X	X			
Speaking opportunity at any event	X				
Advertisement in media publications	X	X	X		
Prospect Oval arena signage	X	X	X		
On ground signage	X	X	X	X	X
Signage inside clubrooms	X	X	X	X	
Logos on pull-up banners - all events	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	
SANFL Finals Tickets	X	X			

Platinum Partner

An outstanding range of corporate benefits, along with premium hospitality and entertainment options for \$20,000 (Exc GST)

ADVERTISING, ONLINE & PRINT

- Uniform branding of both our senior and junior teams
- Signage within the Prospect Oval scoreboard vicinity
- Match day attendance to distribute promotional material
- Advertising within club media publications
- Signage on Partners board within our Function Room
- Logo on pull up banners displayed at all club functions
- Designated player partner, with access to this player throughout the season
- Opportunity to send a text message to all members promoting a special or event
- Promotion on website and social media
- Promotion in members & sponsors emails
- Business logo and link on NAFC website
- Inclusion in Season Preview & Annual Report
- Logo recognition at Adelaide Oval for finals

HOSPITALITY & EVENTS

- Annual 'Gala Dinner and Auction' business naming rights
- 4x Networking Events
- 20x Home Match Luncheon
- 10x Gala Dinner
- 4x Barrie Robran Champion Night
- Finals tickets

MEMBERSHIP & MERCHANDISE

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

Please note that all benefits are totally interchangeable and can be customised to meet your specific needs.

Gold Partner

A premium all-inclusive partnership with The North Adelaide Football Club for \$12,500 (Exc GST)

ADVERTISING, ONLINE & PRINT

- Key Prospect Oval arena signage
- Business logo on Player Polos or Trainer tops
- Ability to advertise within media publications
- Signage on our Partners board within the Function Room
- Logo on pull up banners displayed at all club functions
- Designated player partner
- Opportunity to send a text message to all members promoting a special or event
- Business logo 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
- 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 on request

MEMBERSHIP & MERCHANDISE

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

Please note that all benefits are totally interchangeable and can be customised to meet your specific needs.

BEHIND THE SCENES

Silver Partner

A great mid-range partnership; getting your brands across all mediums at \$8,500 (Exc GST)

ADVERTISING, ONLINE & PRINT

- Key Prospect Oval Signage
- Ability to advertise within media publications
- Signage on our Partners board within the Function Room
- Logo on pull up banners displayed at all club functions
- Designated player partner
- Business logo 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
- 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

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

Silver Partner also includes the option of a discounted rate of either our Corporate Box and Luncheon package, or Match Day partnership for one home game during season 2016. A perfect opportunity to host clients for a day at the SANFL, or for your brand to take over Prospect Oval.

Please note that all benefits are totally interchangeable and can be customised to meet your specific needs.

Bronze Partner

A great entry level partnership to get involved with your club at \$5,500 (Exc GST)

ADVERTISING, ONLINE & PRINT

- Prospect Oval on-field signage
- Ability to advertise within media publications
- Signage on our Partners board within the Function Room
- Designated player partner
- Business logo 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
- Inclusion in Season Preview & Annual Report

HOSPITALITY & EVENTS

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

MEMBERSHIP & MERCHANDISE

- Home Membership for 2x adults
- Grandstand Seating

Please note that all benefits are totally interchangeable and can be customised to meet your specific needs.

LEAVENOUT NOTHING BEHIND

On-Field and Arena signage

With attendances at Prospect Oval 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.

Situated on the ground at Prospect Oval, our on-field signs enjoy excellent exposure and boost your brand awareness with The Roosters on match day for - **\$1,700 per annum (Exc GST)**

Showcase your company's brand and be part of Prospect Oval on game day. Arena signage is available around the Eastern side of the ground, and behind the Northern goals. With cut through branding reaching both the games crowd and the wider television audience, prices start at - **\$2,000 per annum (Exc GST)**

All signage partners receive;

ONLINE & PRINT

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

HOSPITALITY & EVENTS

- 2x Networking Events
- Invitations to all club events

MEMBERSHIP & MERCHANDISE

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

Player Partner

In 2016, sponsor your favourite player and reap the rewards of being a player partner, while knowing your valuable support is helping to push our team one step closer to the ultimate success.

Whether it is one of our experienced leaders, one of our grassroots players, or a developing recruit, player sponsorship allows you to form a connection with a Roosters Player for \$1,000 (Exc GST)

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
- Invitations to all club events

MEMBERSHIP & MERCHANDISE

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

LEAVENOTHING BEHIND

Broadcast Partner

Through the SANFL's arrangement with Channel 7 and McGuire Media, we have the opportunity to offer a match day sponsorship for a minimum of one home game per season.

1.12million people watched the SANFL IGA League competition on television in 2014, an increase from 642,000 in 2013.

The Match Day Sponsorship includes;

- Channel 7 Adelaide will provide sponsor with a tile page within the 20 second promotional advert created for each televised match. Adverts typically appear within Channel 7's major programs and Friday Night Football.
- Working with McGuire Media to professionally produce your choice of 'in broadcast' components, providing either brand, third party endorsement or activation opportunities.

Some of the options in more detail are;

- Opportunity for a two-minute (approx.) interview with a sponsor's representative at half time of the televised game
- Opportunity to roll overlay of supplied vision of activities supported by sponsor
- In-program promotion of upcoming interview during first half, including shots of sponsor signage at ground where appropriate
- Opportunity for on-site activation to be filmed and spoken of during coverage
- Opportunity for on-ground activation at half time (eg/. fan goal kicking/handball comp or similar) which could be filmed and used as a play-on during half time or as overlay for interview
- The sponsor, subject to appropriate approvals and limitations of grounds, will be permitted to erect a display of goods (eg new range of vehicles) or conduct a promotion, sample giveaway or collect attendee information at the televised match
- Ability to secure match day tickets for giveaways
- Placement of company logo in broadcast position, on ground for sponsored match

Game Day Sponsorship

A match day partnership empowers your brand to take ownership of a Roosters home game for \$4,000 (Exc GST)

- Naming rights to a selected home game
- Distribution of marketing collateral
- Ability to co-ordinate an activity at Prospect Oval prior to the game
- Ability to co-ordinate a half time competition or activity with brand saturation involving the crowd
- 2 ground announcements throughout the day
- Logo branding on the ground
- Logo inclusion on game day information across digital features in the lead up to selected game
- Table of 10 at our pre match luncheon, including grandstand seating
- Naming rights of Presidents Pre Match Function, including acknowledgement of the partnership from the MC, time to promote your business as a guest speaker and an opportunity to advertise flyers on tables and signage to be placed throughout the room

- A representative to toss the coin
- Opportunity for a child to act as team mascot and run onto the field with the league team
- Opportunity for two people to go to rooms for pre match warm up



Website Partner

The journey of our supporter starts at home, at work or out in the community. The time when we are not playing is just as important to stay connected.

Branding of your own website section is available from \$800 per year. Latest News, Footy Tipping, Weekly Teams and Wash Up, Fixtures and Results, Tubby's Tales, Virtual Runner and Photo Gallery are all popular pages of our website that gain great exposure for your business.



Vice President's Membership

Join this prestige's group of members as they come together as one for the football club.

The Presidents Group operates under the auspices of the Club Constitution with an elected member of the Group appointed to the NAFC Board of Directors. The group provides both networking and social opportunities within the inner sanctum of the club, and the funds generated through all their fundraising events are directed towards the support of football development or specific projects to benefit football operations.

With membership starting from \$550 your benefits include;

- Invitation to 10 Home Match Luncheons
- Exclusive afternoon tea for yourself and one guest at half time of each home match, held in The Prospect Pavilion
- Access to priority car parking, located along Flora Terrace
- Presidents Group Key Ring and Pen
- Member acknowledgement on club website, with business options also available
- Grandstand seating
- Networking Luncheons with Sponsors and Board members
- Player Schnitzel Nights, hosted by The Presidents Group
- One luncheon ticket included as a welcome to the group
- President's Group tie



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www.nafc.com.au