

LEAVE NOTHING BEHIND



2017 SANFL MACCAS LEAGUE SEASON
ROOSTER CORPORATE PARTNERSHIPS

Testimonials

“Copyworld Toshiba was keen to become the Major Sponsor of the North Adelaide Football Club at the beginning of 2015, having been a long time Gold Partner and being a huge advocate for local community and club sports in the past. The last two years have proven to be rewarding for both the North Adelaide Football Club and Copyworld as we have worked closely together building our relationship and working towards our fundamental goals. We are thrilled that by sponsorshig NAFC, not only has Copyworld had the opportunity to be promoted to a vast audience but more importantly we have been able to create and establish a successful business partnership with a vibrant and supportive club. Copyworld Toshiba looks forward to a long and healthy association with the club, its players and members.”

David Morris

Copyworld Toshiba

“Becoming a sponsor of the North Adelaide Football Club in 2009 has been a great positive for our business. The growth of Terry Howe Printing Services has been partly due to the network of new clients through the NAFC with the continual exposure of our name through Advertising, be it be signage, TV, Website, print and referrals. Our association with the North Adelaide Football Club continues into our it's ninth year and we are now proud Platinum Partners. Terry Howe Printing Services are proud to be Sponsors of the NAFC and again look forward to success both on and off the field in 2017”

Terry Howe

Terry Howe Printing Service

Message from the CEO

As you know, when things don't go as well as you expect them to go, you review why, changes are made and you get ready to go again. Generally, you tweak the methods, reset some strategies and review the progress. When the changes involve several components to a large core program (Football), the biggest expectation you have is that you get the train back on the track and build a new foundation for sustainable high performance into the future.

For me, our season's win/loss ratio in 2016 doesn't necessarily highlight how much on field progress we have made after many changes in many areas. The several close losses were frustrating but highlighted a renewed competitiveness and hunger, and there is no doubt we have created a springboard for a really exciting period ahead. Coach Josh Carr now has a clear vision of how to build on this and achieve the consistent high levels of performance we all desire.

Off field, we continue to grow and have become 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.

Last year we developed a new Club slogan, 'Leave Nothing Behind'. This continues to represent the ethos under which we operate in every section of our organisation, its reach starts in the Boardroom, through the management and administration offices, the licenced venues and onto the field of battle at each and every training session and game we play. 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 positively influence the people and organizations that make up our Community. 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



Welcome from Josh Carr

I would like to thank all of our supporters, corporate partners and the North Adelaide Football community for their outstanding support throughout the 2016 Season. Our players could not wear the jumper without you.

The 2016 Season definitely had its challenges. We are striving to be the best team in the competition and we all know that the climb is hard and we have to come from a long way back. We are continually working hard to build this club back to be a force in the SANFL.

Nothing is a given in a great competition. Success requires an attitude to WIN and do everything you can to get there.

The Pre Season will start on the 14th of November 2016 and it will step up from the previous year. We have to challenge ourselves mentally and physically to withstand the rigors of the competition. We are on the climb and are looking forward to making much bigger steps in 2017.

We will all be back hungrier than ever and we look forward to having our Partners right next to us.

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

5,625

Twitter followers

2,468

Instagram

1,585

Members

2,000+

Crowd Attendance

2,314

(H&A Season, all clubs average)

Total Attendance

208,295

(H&A Season, all clubs)

Web visits (54,554 Users)

337,237

Average visit time

2:09

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 2017. 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 2017, 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. In the 2016 Season we had over 35,000 people per game tune into watch our two televised matches.

Round 7 North Adelaide V Adelaide

– Channel 7: 35,486

Round 12 North Adelaide V West Adelaide

– Channel 7: 39,535

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

Take ownership of a Roosters home game for \$3,000 (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

Home Match Luncheons

Our Home Match President's Luncheons provide an ideal forum to network and interact with sponsors, Presidents Group Members and fellow Roosters supporters

This is a perfect opportunity for small to medium businesses to reach an audience of 50+ in one hit, in a relaxed environment.

For \$650.00 per game you will receive;

- Business logo on all luncheon marketing
- Welcome and acknowledgement by the MC
- Opportunity to present your businesses to the luncheon guests
- Space for you to showcase products, merchandise and marketing material
- Four tickets to Luncheon

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 prestigious 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 teas after training on several occasions during the season, hosted by The Presidents Group



**LEAVE
NOTHING
BEHIND**



For more information, or to arrange a meeting,
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