

TRUE NORTH



**2018 SANFL MACCAS LEAGUE SEASON
ROOSTER CORPORATE PARTNERSHIPS**

A MESSAGE FROM THE CEO

Our Club has been in existence since 1888 when, as the Medindie Football Club, we began 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, we are mustering all that inherited Rooster spirit and determination that is part of who we are. Winning takes a special unity and trust in each other, a reliability and expectation of the sacrifices that need to be made by everyone. We will rise up, being the expectation and we will pass the batons of the future onto the next person as winners. We can't wait!

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 continue to strive to exceed expectations and drive up the value of being part of this great Club.

Our new slogan, 'TRUENORTH' symbolizes where we are headed as an organisation on and off the field. There is no direction we are interested in, only upwards.

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 take you TRUENORTH and grow together.

Greg Edwards

TRUE  **NORTH**



Welcome from our Coach

I take pride in thanking our supporters, corporate partners and the North Adelaide Football community for their unparalleled support throughout the 2017 Season. Our players wear the jumper with pride, which is a testament to our sponsors.

With a challenging 2017 season, we are striving to rise above it all to being the “Mighty Roosters”.

We continue to work even harder to build the club back to being a force in the SANFL. Success requires the right attitude and to believe that the battle belongs to the persistent.

During the pre-season, we challenge ourselves mentally and physically to withstand the rigors of the competition.

We are on the climb and look forward to creating a memorable season in 2018.

We'll be back more resilient than ever before and look forward to have our proud partners beside us through the journey.

Tosh Camp



What does a Partnership offer you?

A Corporate Partnership with The Roosters provides 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.

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

- **Match Day Corporate Hospitality** – a great opportunity to enjoy home games at Prospect Oval with your family, friends and clients. Mingle with Past Players, President's Group 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 to bring you closer to the club. Our President's Group Golf Day, Gala Dinner/Luncheon and Auction 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 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	
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			

Intangible Benefits for your business

- Over 60 individual Corporate Partners, our partnership program has grown to be one of the most successful in The SANFL
- 90% of our partnership retention whilst increasing their level of involvement
- Our aim is to create long term relationships with all our partners
- We will work with you to tailor the best package that will add value
- Association with the Roosters Corporate Partnership family allows you to be a part of a successful club





Snapshot of the Business Opportunities

Networking

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

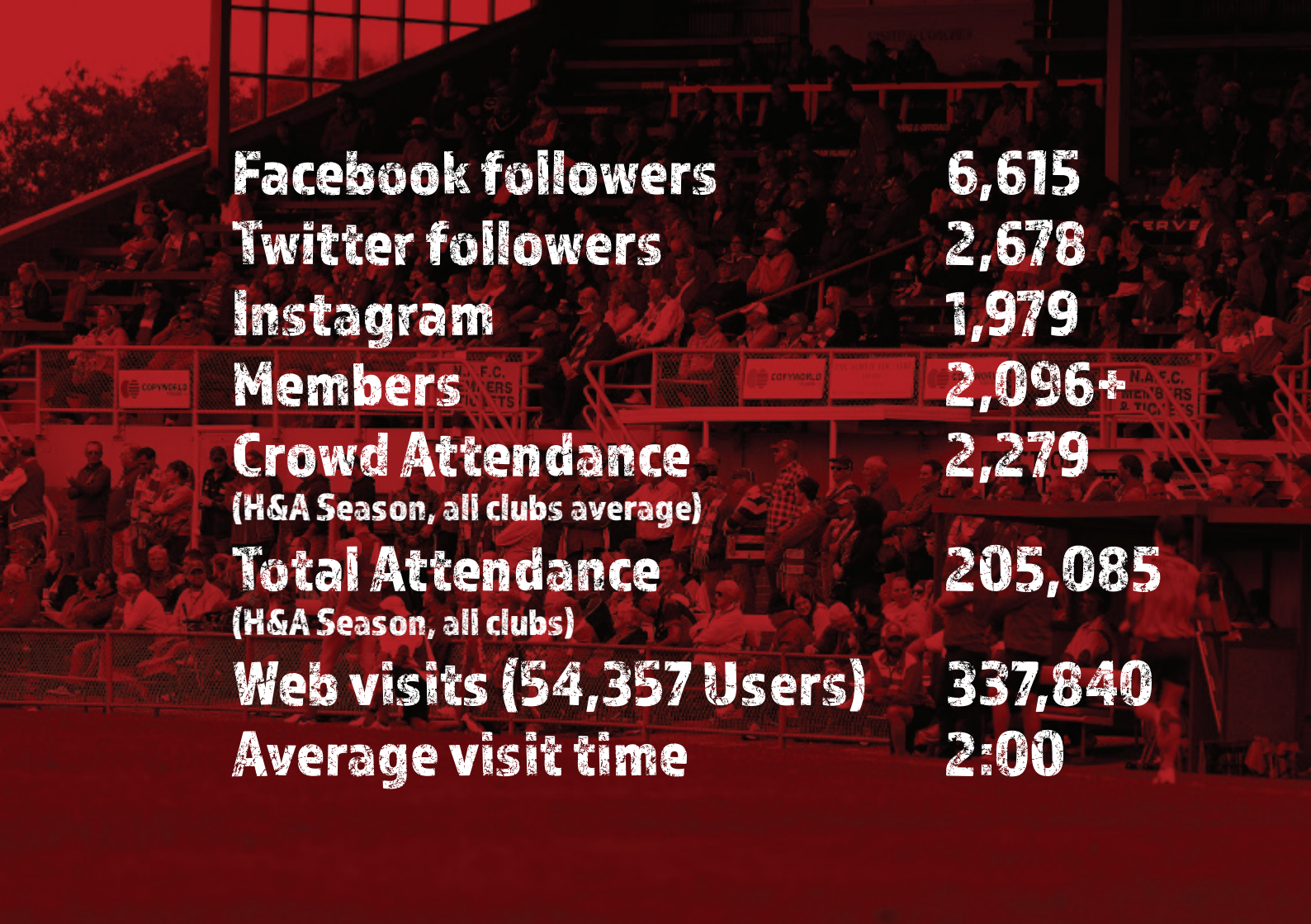
A variety of ground signage at Prospect Oval offers your business an excellent medium to compliment your marketing & promotional mix. This cost effective advertising tool delivers significant exposure on the oval.

Engagement

Engage with a specific target audience. Activating your brand at Roosters home matches or events regularly keeps your company front of mind amongst loyal members and supporters.

Entertainment

Sport provides an opportunity to mingle, entertain and conduct business. Between our home games, annual events; including Gala Dinner/Luncheon Auction and Golf Day/s, we also hold sponsor networking lunches and casual get-togethers at our loyal sponsor venues.



Facebook followers	6,615
Twitter followers	2,678
Instagram	1,979
Members	2,096+
Crowd Attendance (H&A Season, all clubs average)	2,279
Total Attendance (H&A Season, all clubs)	205,085
Web visits (54,357 Users)	337,840
Average visit time	2:00

Sponsor Testimonials

“Copyworld is proud to sponsor the North Adelaide Football Club. A club with a proud history of success both on and off the field and with its many contributions to the local community. We have really enjoyed our partnership with the club and look forward to continuing it into the future.”



David Morris
Copyworld Toshiba – Major Partner
NAFC Corporate Partner since 2012

“Being a proud Platinum Sponsor for the past 3 seasons has opened many doors for THPS through the NAFC. Our expansion of services offered has gained great momentum due to the networking opportunities the Club has provided. Not only do we support the NAFC in print and wide format signage, we continue to expand our business through recommendations to all members and supporters of the club. THPS look forward to a continuous long-standing relationship with NAFC.”



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

Platinum Partner

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

ADVERTISING

- Branding on both senior and junior teams uniforms
- Signage within the Prospect Oval scoreboard vicinity
- Match day attendance to distribute promotional material
- 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
- Opportunity for promotional text messages to be sent to all members
- 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
- 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
- 2x adults for Season Membership (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 Roosters for an investment of \$12,500 (Exc GST)

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

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

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

Silver Partner

A great entry level partnership to get involved with your club at \$8,500 (Exc GST)

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

Silver Partner 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 2018. A suitable 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 an investment of \$5,500 (Exc GST)

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

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

59 Main North Road
www.donlanlawyers.com

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.

Positioned 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 an investment of \$1,800 per annum (Exc GST).

Brand placement for your company 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. Visually beneficial branding to capture both the at match crowd and the wider television audience, the investment starts 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 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.

Player Partner

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, a grassroots player, or a developing recruit, player sponsorship allows you to form a connection with a Roosters Player for an investment of \$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
- 2x adult Memberships, includes tickets to all games at Prospect Oval

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 2017 Season we had over 23,000 people per game tune into watch two of our televised matches.
- Round 6 North Adelaide V Sturt – Channel 7: 23,527
- Round 7 North Adelaide V Adelaide – Channel 7: 29,361

The Match Day Sponsorship includes;

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

- Some of the opportunities in more detail are;
 - 2 minute (approx.) interview with a sponsor's representative at half time of the televised game
 - Branded super including logo
 - 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
 - On-site activation to be filmed and spoken of during coverage
 - On-ground activation at half time (eg/. fan goal kicking/handball comp or similar) 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 Partnership

Empowers your brand to take ownership of a Roosters home game for an investment of \$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 Luncheon Package

Our Home Match President's Group Luncheons provide an ideal forum to network and interact with sponsors, Presidents Group Members and fellow Roosters supporters. A perfect opportunity for small to medium businesses to reach an audience of 50+ in one hit, in a relaxed environment.

For \$650 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
- 4x tickets to Luncheon
- 4x entry tickets
- 4x grandstand seats
- 4x passes to half time refreshments

Website Partner

The journey of our supporter starts at home, at work or out in the community. The time when we are not on the field it's just as important to stay connected. A banner advertisement of your brand on our website is available for an investment of \$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

Vice President's Membership

Join the prestigious group of members as they unite as one for the football club.

- President's Group operate under the auspices of the Club Constitution with an elected member of the group appointed to the NAFC Board of Directors
- Networking and social opportunities within the inner sanctum of the club
- Funds generated through all their fundraising events are directed towards the support of football development or specific projects to benefit football operations.

Membership for an investment of \$650 your benefits include;

- Invitations to all Home Match Luncheons
- Membership to NAFC
- Exclusive afternoon tea for yourself and 1 guest at half time of each home match, held in Our Prospect Pavilion
- Access to priority car parking, located along Flora Terrace
- Presidents Group Key Ring and Pen
- Member acknowledgement on club website, with the availability of business options
- Grandstand seating
- Networking Luncheons with Sponsors and Board members
- Player teas after training on several occasions during the season, hosted by The President's Group

TRUE NORTH



For more information, or to arrange a meeting,
Please contact Meneka Mendis on (08) 8344 8733
or meneka.mendis@nafc.com.au