



SANDRINGHAM FOOTBALL CLUB

PARTNERSHIP PROPOSAL

VFLW SOUTHERN SAINTS



ABOUT US

Sandringham is a strong family and community club with a commitment to delivering excellence on and off the field. Generations of families from the Bayside region continue to support the football club and come along to the Wilson Storage Trevor Barker Beach Oval.

Sandringham Football Club's mission is to be a competitive community sporting organisation that provides a pathway to the AFL and AFLW. We also aim to foster an inclusive and high-performing environment that delivers a premier state level football program for men and women.

The Club is currently aligned with the St Kilda Football Club and plays in the Victorian Football League (VFL). The VFL serves as the best second-tier semi-professional competition which sits underneath the fully professional Australian Football League.

We also manage the Southern Saints who play in the Victorian Football League Women's (VFLW), a newly formed competition that serves as the best second-tier semi-professional competition, which sits underneath the fully professional AFLW.

2021

THE YEAR THAT WAS...

- Southern Saints made it through to finals, winning their first final and going down by 7 points in the Semis
- Southern Saints' Tara Bohanna drafted by Gold Coast Suns AFLW
- Half a VFL season played, Sandringham Dragons players stepping into the VFL team
- New food truck and electronic scoreboard





2022

THE YEAR AHEAD...

- Jake Batchelor and Dale Robinson have re-signed as Head Coaches
- Both teams looking to make finals
- ASAT restaurant operating Thurs-Fri nights at Sandy by the Bay
- Infrastructure re-development
- Greater community engagement
- AFLW game/s at WSTBBO

ENGAGEMENT

35,000+ participants and spectators per year (VFL/VFLW games)

37,000+ daily exposure to WSTBBO including cars and cyclists

10,000+ guests attending Sandy By The Bay each year

70,000+ followers across VFL social media platforms

50,000 - 100,000 reach on all match day posts.



Over 8,800 followers



mailchimp

Over 1,400 subscribers, e-newsletter sent weekly



Over 4,800 followers



Broadcast VFL, VFLW, AFLW



Over 6,600 followers

Other activities held at the venue throughout the year

VAFA Finals
Gatorade Triathlon
Sandringham Dragons TAC Cup Boys and Girls matches
Victorian Secondary School Finals
Bayside City Council Christmas Party
And many more

OFFICIAL SPONSORSHIP

\$2,000+ GST

Benefits:

- Southern Sainter Membership
- 2 x tickets to the first match day function of the year
- Website promotion - logo, synopsis and direct link to your website
- Fence signage on boundary



TEAM 25 PARTNERSHIP

\$6,000+ GST

Benefits:

- 4 x Southern Sainter Memberships
- 2 x tickets to all match day functions, networking events and business lunches/breakfasts
- 2 x tickets to Southern Saints Season Launch
- Naming rights for a home game (round TBC) - promoted across social media, website and member comms
- Fence signage along the boundary
- Website promotion - logo, synopsis and direct link to your website
- Dedicated eDM to club database
- Dedicated social media post
- Recognition as Team 25 Partner
- Brand displayed at Sandy By The Bay



ASSOCIATE PARTNERSHIP

\$10,000+ GST

All of the Team 25 Partner inclusions

PLUS:

- Player appearance at an in-person event or in a video/photo used for promotional purposes
- 2 x additional tickets to match day functions
- 2 x tickets to Southern Saints Best & Fairest

SOUTHERN SAINTS BEST & FAIREST NAMING RIGHTS

Additional \$1,000+ GST



PLAYER SPONSORSHIP

\$595

Includes:

- 2 x tickets to the Southern Saints Season Launch
- An evening in the social club with complimentary dinner and drinks to meet the coach and your sponsored player
- Photo with your sponsored player
- 1 x ticket to the Southern Saints Best & Fairest
- Your name or business name displayed on our website
- Admission to all VFLW games
- Admission to all VFL home games
- \$5 admission to all VFL away games
- 10% OFF all club merchandise
- 10% OFF tickets to all club functions
- 10% OFF all bar prices at Sandy by the Bay on presentation of membership card
- Access to every post match presentation at Sandy by the Bay
- One FREE DRINK at EVERY home game (tap beer/house wine/soft drink) at Sandy by the Bay
- Full access to Zebras Rewards Program
- Subscription to weekly e-newsletter "Zeal the Deal"
- Full voting rights at AGM
- Southern Saints portable charger





NEW OPPORTUNITY

ZEBRAS REWARDS PROGRAM

Zebras Rewards is a new and improved rewards & benefits program exclusively for our members.

It provides access to offers that help them save money today and earn SportsCash from their shopping and dining.

<https://www.sportsperks.com.au/at/zebras>

How can you be involved?

There is an opportunity for our partners to offer exclusive rewards for our members which can be done in two ways:

- cashback via card linking
- cashback via a voucher

Your business will then be displayed in the app and on the website under 'Local Retailers', in the Geo Search and under 'Exclusive Benefits' for our members to access.



SANDRINGHAM FOOTBALL CLUB

TO DISCUSS FURTHER, PLEASE CONTACT

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