



MURDOCH UNIVERSITY
MELVILLE FC

SPONSORSHIP PROPOSAL

2018 Season



Introduction

Murdoch University Melville Football Club is the largest community football (soccer) club in WA, having grown exponentially since its inception in 1969. The club now boasts approx. 1500 players for the 2018 season ranging in year from 4 to 70 plus.

The club is run by volunteers and the administration associated with running a club of this size falls to a few dedicated volunteers, many of whom have their own busy lives including full-time employment.

Whilst playing football is an exciting and fun activity for all involved, engaging in this sport does carry some costs. Your sponsorship will help lessen the financial burden for MUMFC teams and the players in paying for expenses that are incurred during the season including, but not limited to, game and practice equipment, referee fees, training costs, kits, and facilities.

The 2018 season marks the culmination of five years of work and the completion of two world class synthetic pitches at Murdoch University; and the change of the club's name as a result. This ~\$6M development came about from grant awarded from the Dept. of Sport and Recreation, the City of Melville and the University. This expansion to Murdoch University ensures the future growth of the club, through increased membership. In addition, these new facilities could see the club hosting international amateur matches, here in Melville. The timing of this development provides new sponsors of the club with an opportunity to embark on this new exciting journey with us and benefit from the wider publicity that will be associated with this facility, and subsequent launch.

This proposal provides you with further information about our club and the branding opportunities we can offer the commercial organisations through the sponsorship.

Murdoch University Melville Football Club – Promoting a healthy and fun environment

The Murdoch University Melville Football Club (MUMFC) is a volunteer-based, non-profit organisation. The vision of the club is to provide adults and children in and around the Melville area with the opportunity to learn about and play football (soccer) in a healthy, educational and fun environment.

Being the largest club in the state, there would not be many, if any, football players in Perth who have not played with or against a Murdoch University Melville FC team. This makes the club an attractive prospect for any organisation to gain brand exposure.

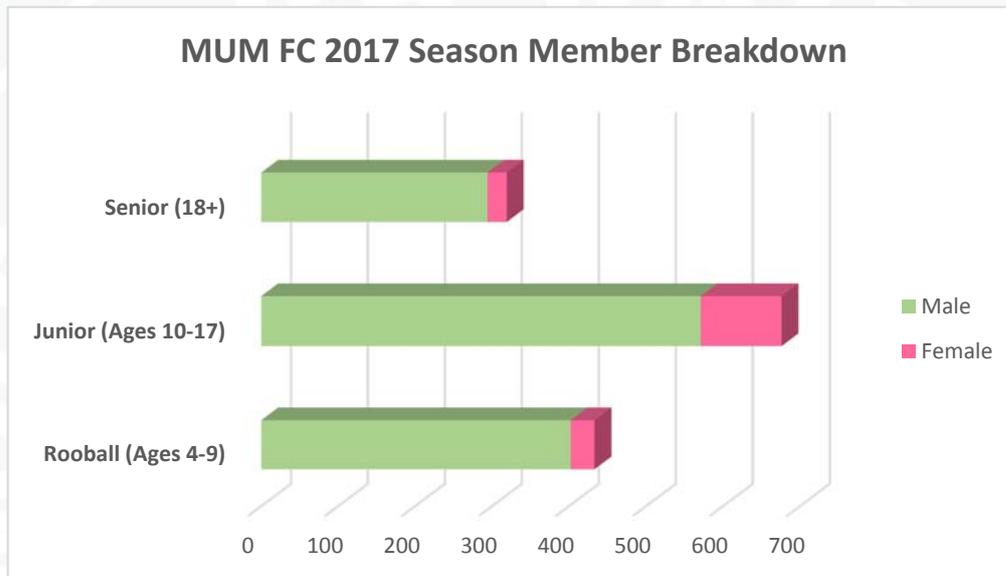
Steady Growth since 1969

The Murdoch University Melville Football Club was formed in 1969 with an initial membership of just 20 players. From our humble beginnings, we have grown in line with the phenomenal growth in the popularity of the sport of football itself in Australia. In fact, the growth in the club's player membership has even accelerated over the last ten years, where membership has more than quadrupled from 300 members in 2004 to over 1500 members in 2018.

Our club now boasts:

- Over 52 teams playing in virtually every division in WA football
- A Rooball (5-9 year olds) contingent of just under 500 children
- Junior players (10 to 17 year olds) of over 600
- 300 players 18+ years old
- Over 1500 registered players
- A extended, supportive community, in excess of 3,500 people, made up of players, parents and supporters

We are the leading football training club in Perth's south metro area, with a larger junior contingent than entire membership of most other clubs in the state.



Aims of the club

MUMFC is run by a sound and capable management committee of 30 people who have volunteered their time and energy to support the players and community, with another 80 volunteer coaches and managers at all levels of play.

While also catering for all age groups, the club has a huge focus on the youth contingent. They represent a large part of why the club exists. They are a most important part of what we do today, and will play a vital role in where we go tomorrow as a club.

For our juniors, MUMFC is dedicated to providing a positive football experience for children of all skill levels between the ages of 4 and 18. Being involved in our youth football program draws players, parents, coaches, and the community together into one big “family”, centered around a common love for the game.

Providing an active, healthy outlet for our children is also vital to their social development and personal growth. It is with this vision in mind that the club will move forward to develop successful football players both on and off the field.

It is hoped that our investment of time and energy into providing our youth with the best possible football experience will pay dividends in the future by keeping the “MUMFC family”

together for many years to come, whereupon the youth of today will take over the reins and guide the club to greater future success. Sponsorship funds will play a huge part in helping us to achieve this vision.

Five Year Plan

The committee has a clear five year plan to elevate the club to the next level of success.

The plan consists of improving the development and retention of our best players, such that there will be a greater proportion of age groups with teams at, or close to premier levels. At the same time, with considered grading, training and development, it will offer opportunity for players at all levels to participate in a sport they enjoy.

Importantly, the plan also includes promotion of our Men's and Women's state league teams to Premier division, and participation in the Australian National Premier League.

As the 2018 season will see us take up occupancy at Murdoch University; our next aim is to build a pitch-side clubroom facility for inside guest entertainment and hospitality, including a training gymnasium.

Capability of Teams

Across all age groups, MUMFC strives to develop top talent. Since 2012 our Men's league has been successful in getting our Premier Amateurs into Saturday State League competition.



**NATIONAL
PREMIER LEAGUES**

2016 marked the entry of our elite U12 to U16 juniors into the National Premier League programme – the top level competition for juniors in the state. The immediate advantage is that our players at all levels have a fantastic opportunity to advance through to this level of football; as well as being coached and taught by coaches and players with a wealth of experience.



MUMFC is noted as one of the best clubs in WA for female players with more trophy wins than any other groups. It continues to attract top female football talent from all over Perth. MUMFC has won premierships and prestigious awards year after year. The club has girl's teams from U11 through to U17's and five Ladies league teams.

Club Demographics

78% of members reside in Melville council area, with others spread broadly around the metropolitan area. The following chart shows the geographic spread of players.

Home games attract players from over 100 other clubs as far afield as Mandurah in the south, Joondalup in the north and Kalamunda in the east, and we visit them for away games. Some teams also participate in rural tournaments in areas such as Bunbury.

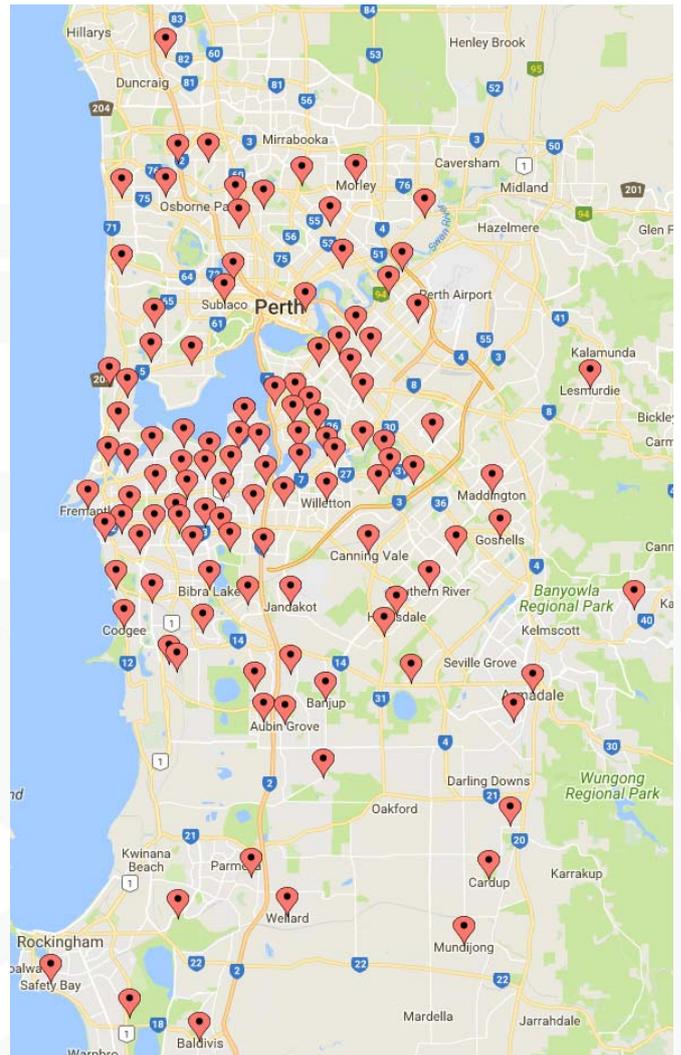
Local Area Demographics

The City of Melville covers some of Perth's most prestigious riverside and affluent family suburbs. Residents of the area are well educated, earn above average incomes with the dominant occupation category being professional/white-collar.

The dominant household type is families with children, followed by couples and lone person households.

Source: ABS Census 2016

It is worth noting that the location of Melville is a desirable address with many families (who are not residents) wishing to buy in, and current residents remaining for the long-term. This poses many benefits for the astute sponsor as association with Melville denotes desirability, affluence and strong community.



Club Location and Playing Grounds

The club is headquartered at the university grounds on **Discovery Way, Murdoch**. The facility features two full sized synthetic pitches and three grass pitches.



This is a brand new facility ready for the 2018 season and adheres to FIFA-standard for synthetic playing surfaces. With lighting for night games and training, it will be the state-of-the-art hub for premier football in the southern suburbs.

Len Shearer Reserve:

Marcus Avenue, Booragoon, hosts two full sized pitches and a smaller junior pitch.

Pitches are used for games each Saturday and Sunday.

In addition, throughout the playing season, the main pitches are fully utilised every evening Monday-Thursday for the senior and junior team.

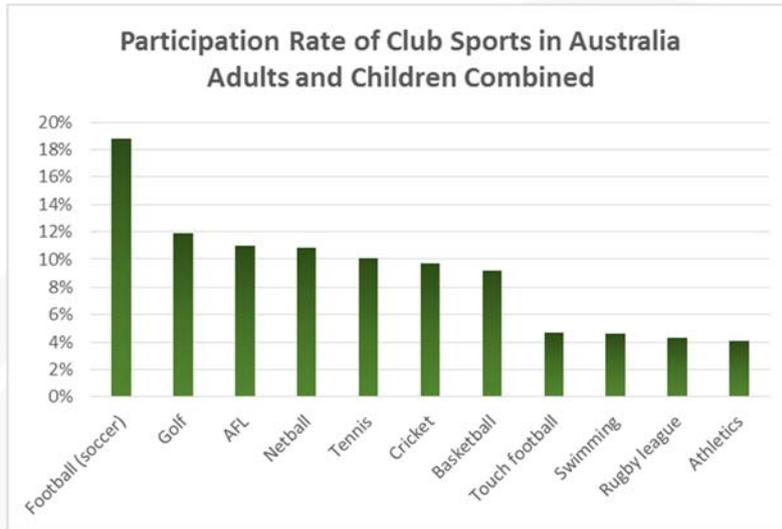


Winthrop Reserve:

Winthrop Drive in Winthrop has three full-sized pitches which are used on Sunday for senior and junior competition matches and Monday to Friday evenings for training.

About Football in Australia

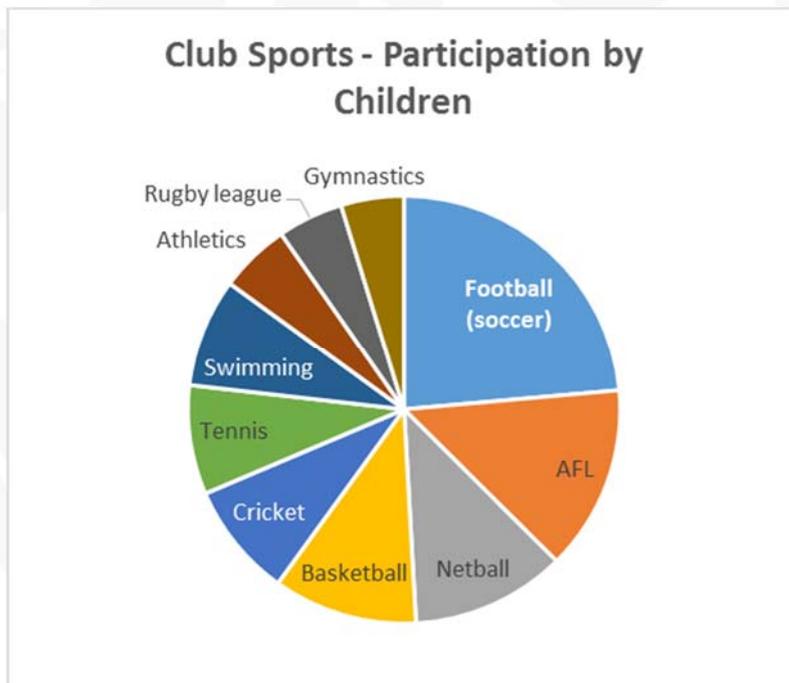
Football (soccer) is considered to be the most popular team sport in the world and is played in over 200 countries by over 30 million players. The participation rate at the club level, where grass roots sponsorship has the most impact, shines in every analysis.



The 2016 AusSport study showed that Football (soccer) was the most popular club sport by a large margin, and a long way ahead of the other three main football codes played.

Of interesting note, football was found to be most popular participation team sport in every age group. **In the mid-late teen years of 15-17, football has a participation rate of more than double that of AFL, and is continuing to grow.**

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When looking at children’s club sporting participation football again shines as a clear choice over other organised sports with 12% of the population, head of just 7% for AFL, and just under 6% for netball.

The World Cup

For the fourth competition in a row, the Soceroos enter the World Cup in Russia with the first match in June 2018. This on field success has created tremendous headlines and visibility for the sport locally. We expect this will increase the numbers of our club even further for 2018.

The club's Open Day in February will see many new families come to the club and we expect a very strong ramp up in registrations. Our most junior part of the club, Rooball for u4s to u9s, is expected to top 450 players in the 2018 season.



FIFA WORLD CUP
RUSSIA 2018

MUMFC 2018 Sponsorship Packages

Our 2018 Sponsorship Packages are designed to promote various organisations to stimulate some interest in sponsoring the club. We have packaged them according to desirable demographic groups which will be relevant to each organisation.

We feel the sponsors will achieve a greater return on investment through the Platinum Package as the target demographic is older – decision-making adults aged 18 to 45 years. This age group would constitute potential/existing customers for many of the available products.

Platinum Sponsorship Package Inclusions

Platinum Sponsors (Exclusive) \$30,000/season for 3 years
(3-year sponsor commitment)

Package Inclusions

- **Strip Sponsorship (logo on backs of Jackets) for Men's State League and Junior Academy manager and coaches (+ players)**
 - 500 Manager and Coaches guaranteed
 - Possibly 500+ players – players offered to purchase at subsidised cost
- **4 x 4M Tear Drop flags erected during matches.**
- Logo recognition in newsletter & eNewsletter
- ½ page unique editorial space in 2 issues of the newsletter
- **Recognition on club website - Home Page and all other internal pages (Larger logo)**
 - **With a hyperlink to your business' website**
- Logo on 'Sponsors board' in club rooms (Larger logo)
- Free 'Top of Page' entry in the clubs Business Directory – online with email backup
- **Industry Exclusivity in industry in Platinum and Gold sponsorships**
- Club sponsors plaque for your business

Estimated number of Attendees - Brand Exposure Opportunities

We recognise that brand exposure opportunities are of a paramount importance to our sponsors and as such we have conducted some research into the number of attendees at MUMFC matches and the associated number of impressions (number of times the brand is seen) to assist with your assessment of this proposal. Our indicative findings have determined the following number of impressions that can be achieved through the various branding opportunities in the Platinum Sponsorship package:

Strip Branding

- Consumer views 1000/week x 20 weeks = Brand recall
- Season Impression rate* (2x spectators/player x ave. 4 instances of brand recall = 80,000 impressions over the season)

Tear Drop Banner Branding

- Approx. 880 player and spectator impressions at each match

Newsletter

- Sent to 3000+ members and contacts
- 3 issues per year

MUMFC Website

Regularly visited over the season by 1500+ members and the community.

Benefits to Sponsors

The benefits to the sponsors through supporting MUMFC through the Platinum Sponsorship package are perceived as follows:

- Grass roots affiliation with a community club that actively promotes a healthy and fun environment from a very early age.
- Multiple opportunities for brand exposure at each match and club event.
- Targeted brand exposure to desirable existing and potential customers for a wide range of products and services products – mid to high socio-economic demographic aged 18 to 45 years+.
- Be part of our journey, at its inception, to wider growth through the new synthetic pitches at Murdoch University.
- The club WILL grow significantly over the next few years due to these new pitches. Dollar commitment to sponsorship in 2018 will be based on 2017 membership figures and will capped for the next three years regardless of increased membership and associated increased brand exposure on offer.
- Dedicated sponsorship account manager within the club whose role it is to ensure that the clubs commitments to the sponsor are met at every opportunity.
- We are flexible. If there are other brand-engagement opportunities within the club that the sponsors would like to explore as part of this sponsorship, we are open to a discussion about that.
- Industry exclusive sponsorship within the Platinum and Gold packages.
- MUMFC has access to state-of-the-art club rooms at Murdoch University Playing Fields, with permission from the University, MUMFC could make this space available to sponsors for corporate and customer hospitality as requested.
- Fundraising activities are an area we are going focusing on improving in 2018. We anticipate that there will be opportunities for the sponsors to leverage the brand within those events once they are finalised.

Key Dates and Timing for the Sponsorship

The kick-off of the 2018 season will start in earnest in April, so time is of the essence. The season runs to September each year, MUMFC matches fall within that period but regular communication to members and associates and hits to our website commence in January of each year and continues to September.

New Synthetic Pitches at Murdoch University

With the expansion to Murdoch University, the club, previously known as Melville City FC affiliated with the University to become Murdoch University Melville FC in 2017. This included having primary access to two new synthetic pitches at its campus in Murdoch.

This project is unprecedented for MUMFC and provides the club much needed room for growth with a new under-cover viewing area, change rooms, store rooms and a kiosk.

These world-class facilities will be an exciting development for MUMFC and the timing of it presents sponsors with potential for the increased profile for your brand whilst being associated with our club at this pivotal time in its history.

We are keen to work with you to understand the needs of your business in terms of exposure and to find ways to meet your marketing goals and provide you with the maximum benefit for your sponsorship.

MUMFC has a dedicated, hard-working and professional sponsorship committee who have an excellent understanding of the demographics and make up of the local environment, and who will work with you to maximise your sponsorship dollars.

We are confident that your contribution as a sponsor of this well-established and successful club, will yield significant benefits, not only for your business but also to the thousands of children and adults associated with the Murdoch University Melville Football Club.

Club Contacts

If you have any questions or queries regarding this proposal please contact the club's key committee members, details below. We also list other key points of contact for your reference.

President	Dave Kindness	0410 247 047	president@mumfc.com.au
Senior Vice President	David Murray	0413 519 140	davem@mumfc.com.au
Administration Manager	Craig Tamlin	0411 288 464	admin@mumfc.com.au

For further information about the club please visit our website at www.mumfc.com.au.