



SPONSORSHIP PACKAGES 2020

Email president@mumfc.com.au for all queries
www.mumfc.com.au

PACKAGE INCLUSIONS



All packages are considered a baseline only. The club has a dedicated sponsorship committee who will work with you business to tailor a package (and inclusions) to suit the specific needs and budget of your business.

During any sponsorship period, the club will actively work with sponsors to find new ways to acknowledge your sponsorship. We are happy to consider and facilitate any ideas to ensure a sponsorship is a mutually beneficial partnership.

Inclusions for all packages:

- Business recognition on social media and club communications
- Business recognition on website with hyperlinks
- Advertising/logos displayed in club rooms
- Complimentary invitations to ticketed club events

All package investments are negotiable dependent on quantum and term of sponsorship

Anticipated Brand Exposure:

- Club membership = 1400+ players (plus their family members!)
- Club email database = 3000+
- Facebook page likes = 3000+ (plus options to Boost to wider audience)
- Weekly teams visiting from Yanchepp to Mandurah at our 3 home grounds
- Strips viewed up to 1000/week in person. Some teams will have match highlight footage broadcast online.

SHIRT SPONSORSHIP

Investment is negotiable dependent on quantum and term of sponsorship



MENS STATE LEAGUE (3 teams)

- \$6,000 for First Team, Reserves & U18s per annum
- \$3,000 per team per annum
- Potential for broadcast exposure

WOMENS NATIONAL PREMIER LEAGUE (2 teams)

- \$5,000 for First Team & U23s per annum
- \$3,000 per team per annum
- Mandatory broadcast exposure

JUNIOR NPL (4 teams)

- \$5,000 for U13 — U16 NPL teams per annum
- \$1,500 per team per annum

ACADEMY (8 teams from U9 — U12)

- \$5,000 for all Academy teams per annum
- \$1,000 per team per annum

YOUTH (13-18) & JUNIORS (10-12)

- \$1,000 per team per annum

MINIROOS (380+ players aged 5-9)

- \$6,000 per annum for 1 year term

ADULTS — MENS AND WOMENS approx. 12 teams

- Sunday League teams in Amateurs, Metro & Masters
- \$1,500 per team per annum

APPAREL SPONSORSHIP



Apparel sponsorship investment to be negotiated depending on individual team uniform requirements.

All apparel is available for spectators and club members to purchase.

CLUB POLOS

- Worn by Mens State League, Womens National Premier League, Junior NPL, Academy and Adults prior to and concluding all games
- Worn by all club Coaches and Managers

CLUB JACKETS

- Worn by MSL, WNPL, JNPL, Coaches and Managers

TRAINING & WARM UP JERSEYS

- Worn by MSL, WNPL, JNPL, Academy

OTHER CO-BRANDED APPAREL

- Umbrellas
- Drink Bottles
- Boot Bags

SIGNAGE SPONSORSHIP



MURDOCH UNIVERSITY SYNTHETIC PITCHES

- Home to our elite teams (Mens State League, Womens NPL, Junior NPL) and a selection of community teams
- Banner on pitch side fence = \$1,500 per season for 1m x 1m
- Pitch Separating sign (logo on both sides) = \$2,000 per season for 2m length

LEN SHEARER RESERVE

- Home to a selection of Junior community teams (Sunday morning), Senior community teams (Sunday afternoon) & Miniros (Saturday morning)
- Temporary signage (erected pitch side) to be negotiated.
- Signage in clubrooms = \$200 per annum (Sponsor to provide signage, approx. A2 size)

WINTHROP PARK

- Home to a selection of junior community teams (Sunday morning)
- Temporary signage (erected pitch side) to be negotiated.

OTHER (COOL) SPONSORSHIP



GAME DAY SPONSORSHIP

- Sponsor a matchday for our elite MSL & WNPL teams.
- Logo and company advertised on all social media communications during the week leading up to the matchday.
- \$100 per week

RENT-A-BAY @ SATURDAY MINI-ROOS

- Have a prime car bay reserved for your vehicle on Saturday morning
- Company signage displayed in front of bay
- \$20 per week

SLEEVE SPONSOR

- Logo on the sleeve of playing kits and/or apparel
- \$700 per team for playing kits
- Apparel by negotiation

GOAL SPONSOR

- Logo on netting of goals
- \$500 per season