

LAKE MACQUARIE CITY FC  
**SPONSORSHIP  
PROSPECTUS**

**'BE SEEN WITH CITY'**



# 01

## Who are City?

Dear Prospective Partner,

### Re: Partnership Prospectus

Lake Macquarie City Football Club (CITY) was established in 1912 making it one of the oldest football clubs in Northern NSW and has played much of its football in the top-flight competition. CITY currently competes in the National Premier League (NPL), NPL being the highest state-based football competition in Australia. Our club is based at Macquarie Field overlooking Lake Macquarie and Speers Point Park. Macquarie Field is one of Lake Macquarie's greatest sporting locations with plenty of history having hosted some of Australia's greats including a World Cup Qualifying match between Australia and Fiji.

**CITY** is run by a volunteer committee who are passionate about helping our youth develop as people and footballers, providing them the opportunity to excel and a pathway to a professional career as footballers. The committee are proud of our club, our region, our footballers and our supporters and are committed to it being one of the best clubs in Australia. Connecting CITY with local business and government who share our passions is required to achieve our outcomes.

**CITY** fields numerous teams across several competitions, community through to the NPL Premier competition. will again this year field 8 teams totalling 88 players in our JDL (Junior Development League) including U9's, U10's, U11's and U12's along with our NNSWF NPL teams totalling 112 players in the U13's, U14's, U15's, U16's, U18's, Reserve and First Grade teams. Our players are selected from the best talent in Lake Macquarie and the surrounding area, they love football and aspire to be the best footballers they can be. Our community football arm starts at U6's and goes all the way through to All Age Men's and Women's, Zone Premier League and everything in between. Our club is committed to providing the best learning environment that encourages and develops players from grass roots to glory.

To support our players, we have a highly experienced coaching team that are overseen by a Sporting Director. Having a full time Director of Football enables the application of our training methodology and supports our football teaching team. All Premier coaches are certified with national senior coaching accreditation and are all paid positions.

In 2019 **CITY** entered a partnership with Lake Macquarie High School, this partnership is built on a mutual passion for helping our youth develop and a connection to our community and has allowed us to expand our training and development facilities to be the best in Northern NSW.

In 2023 **CITY** proudly announced a partnership with the Newcastle Jets. The strategic partnership will see the Jets and **CITY** work together on facility improvements and how these facilities can be more efficiently used in tandem providing **CITY** with access to the Jets coaching expertise and specialist resources.



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In time we see further opportunities as our partnership develops and football grows stronger in our region.

As **CITY** grows our partnerships and sponsors will become even more critical as the demands of running the club expand. Our diverse squads across all arms of our club showcase our talent, passion and commitment, and provide our club and those connected with it fantastic publicity and promotion.

All **NPL** games are shown on BARTV, receive plenty of coverage in the local papers and social media and attract great patronage at the games. On top of the coverage and our achievements we are extremely proud to have in our squad the best footballers and leaders to inspire our youth.

The sponsorship **CITY** receives is critical in allowing us to run the club. It helps us provide our players the highest quality facilities, the best coaches and the opportunity to play in one of Australia's top-flight football competitions, while at the same time keeping our fees for our players as low as possible.

We believe that while we can make our partnership mutually financially beneficial, that the opportunity to participate in the development of Lake Macquarie's youth and providing them a pathway to the A-League, National or even international stage is something money can't buy.

Thank you again for taking the time to review our sponsorship prospectus.

All involved with our great club look forward to partnering with you into the future.

**Yours sincerely,**

*LMCFC Committee Lake Macquarie City Football Club*



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# 02

## Who will see you?

Once a package is tailored to suit your business needs, all City Sponsors will receive exposure of their brand in several different ways.

- ❖ Facility sponsor
- ❖ Platinum, Gold, Silver and associate sponsorships
- ❖ Individual 1<sup>st</sup> grade player sponsorship
- ❖ All grades player sponsorship
- ❖ 1<sup>st</sup> grade and senior team playing strip sponsorship
- ❖ NPL Youth team's playing strip sponsorship
- ❖ JDL teams playing strip sponsorship
- ❖ Ball boy jersey sponsorship
- ❖ Training kit and off field apparel sponsorship
- ❖ Match day sponsorship
- ❖ Perimeter fence ground signage
- ❖ Ground announcements over the public address system
- ❖ All 1<sup>st</sup> and reserve grade matches streamed live on BarTV
- ❖ Regular social media promotions on Facebook and Instagram (all sponsors)
- ❖ Exposure to articles in the Newcastle Herald and Lakes Mail publications

Lake Macquarie City FC invites you to not only partner with us but to join our extended footballing family. With your valued support we aim to provide the best possible environment for our senior, youth and JDL players and coaching staff to succeed, whilst also providing the best available equipment along with First class playing and training facilities.



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# 03

## Sponsorship Packages

LMCFC has 4 tiers of sponsorship packages. We can tailor packages to suit your needs and budget, to help you get maximum exposure for your business. The 4 tiers are Platinum, Gold, Silver and associate and have a range of inclusions.

### Platinum Package

**Sponsorships over \$10,000**

- 1 x Home Match Sponsor Day for your business exclusively (10 people)
- 2 x 2400mm x 900mm perimeter fence ground signage
- 12 x season passes (Home matches only)
- 2 x tickets to LMCFC Season launch and Presentation night with option to speak
- Regular social media promotions on Facebook and Instagram
- Matchday program advertisements as well as announcements over the public address system
- Sponsors invite to all other club functions including, Sponsors Day, Trivia Nights, Golf Days, Bowls Days

### Gold Package

**Sponsorships over \$5,000**

- 2 x 2400mm x 900mm Perimeter fence ground signage
- 8 x season passes (Home matches only)
- 2 x tickets to LMCFC Season launch
- Regular social media promotions on Facebook and Instagram
- Matchday program advertisements as well as announcements over the public address system
- Sponsors invite to all other club functions including, Sponsors Day, Trivia Nights, Golf Days, Bowls Days

### Silver Package

**Sponsorships over \$1,000**

- 2 x season passes (Home matches only)
- Regular social media promotions on Facebook and Instagram
- Matchday program advertisements as well as announcements over the public address system
- Invite to Sponsors Day

### Associate Package

**Sponsorship in kind**

- Regular social media promotions on Facebook and Instagram
- Matchday program advertisements as well as announcements over the public address system



# 04

## Exclusive Sponsorships

At LMCFC we recognise that apart from our players and supporters, Macquarie Field is by far our greatest asset and therefore we see the facility sponsorship option as one of our most crucial sponsors. All monies received from the facility sponsor will be used directly back into Macquarie Field to maintain a quality playing surface and improve the facility in general.

### Facility Sponsorship

**\$20,000 exclusive sponsorship**

- Ground naming rights to Macquarie Field for season 2022
- 4 x 2400mm x 900mm Perimeter fence ground signage
- 2 x Home Match Sponsor days for your business exclusively (10 people)
- 12 x Season passes (Home matches only)
- 2 x tickets to LMCFC Season launch and Presentation night
- Regular social media promotions on Facebook and Instagram
- Matchday program advertisements as well as announcements over the public address system
- Sponsors invite to all other club functions including, Sponsors Day, Trivia Nights, Golf Days, Bowls Days

### Individual Player Sponsorship

Individual player sponsorships are a great way to sponsor LMCFC for a budget that can be tailored to suit your needs whilst still getting exposure for your business.

#### First Grade Player

**\$500 per year**

Your company will be announced as the Player sponsor over the public address system at all home games on entering the pitch, scoring goals, and being substituted. Your business will also be printed in the Match Day programs (**Home Games - Seniors only**)

#### All Grades Sponsorship including Youth

**\$500 per year**

All other grades including NPL Youth: 50% of the sponsorship will go towards the player's registration fees for the season and 50% will go to the club.

Your company will be announced as the player sponsor over the PA system at home games on entering the pitch, scoring goals, and being substituted. Your business will also be printed in the Match Day programs (Home Games - Seniors only).

**\* If a player is injured your business will be represented by the replacing player for that match.**



## Senior Strip 18's, Reserves, 1<sup>st</sup> Grade

- ❖ Playing jersey front - **\$15,000**
- ❖ Playing jersey rear (above number) - **\$10,000**
- ❖ Playing jersey rear (below number) - **\$10,000**
- ❖ Playing shirt sleeve - **\$3,000**
- ❖ Playing shorts - **\$3,000**
- ❖ Warm up Jersey (all Youth and Senior NPL teams) - **\$5000**

## NPL Youth teams U13's – U16's

- ❖ Playing jersey front - **\$5,000**
- ❖ Playing jersey rear (above number) - **\$2,500**
- ❖ Playing jersey rear (below number) - **\$2,500**
- ❖ Playing jersey sleeve - **\$2,000**
- ❖ Playing shorts - **\$2,000**
- ❖ Warm up jersey (all Youth and Senior NPL teams) - **\$5,000**

## JDL teams U9's – U12's

- ❖ Playing jersey front - **\$5,000**
- ❖ Playing jersey rear (above number) - **\$2,500**
- ❖ Playing jersey rear (below number) - **\$2,500**
- ❖ Playing jersey sleeve - **\$2,000**
- ❖ Playing shorts - **\$2,000**

## Ball Boys

- ❖ Ball boy jersey front/rear - **\$1,000**
- ❖ Ball Boy jersey sleeve - **\$500**

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## Matchday Sponsorship

### 1 x Matchday for \$1,500

- ❖ 10 tickets (to your selected Home Match – 1<sup>st</sup> in first pick of available matches)
- ❖ Your own designated area and VIP treatment
- ❖ Fantastic food and beverage package
- ❖ Opportunity for you to advertise your brand on the matchday
- ❖ Announcements on social media and over the PA System
- ❖ Advertisement in the matchday program
- ❖ Meet the 1<sup>st</sup> grade team and coaches

Sponsoring a home matchday is the perfect opportunity for you to reward your team or to entertain clients in a casual but enjoyable environment showcasing our local footballing talent.

A wonderful opportunity for you and your special guests to enjoy a day out whilst taking in some of the local talent on show and being pampered by us at LMFCFC.



## Perimeter Fence Ground Signage

Perimeter fence ground signage is another great way to gain valuable exposure for your business.

At LMCFC we have over 400m of perimeter fence around the playing surface at Macquarie Field. With exposure from BarTV, The Newcastle Herald as well as weekly photographs and posts on our social media.

Ground signage is a cost-effective advertising and sponsorship option all in one.

### Ground Signage:

**2400mm x 900mm**

\$1,000 pa



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# 05

## Acceptance of Sponsorship

Lake Macquarie City Football Club would like to thank you for taking this opportunity to sponsor our football club.

We look forward to partnering with you.

Please **complete the form below and return to:**

[lakemacquariercityfootballclub@gmail.com](mailto:lakemacquariercityfootballclub@gmail.com)

### Sponsor Details

<b>Business Name</b>	
<b>ABN</b>	
<b>Business Address</b>	
<b>Contact Person</b>	
<b>Phone</b>	
<b>Email</b>	

### Order Form

Item	Cost (exc. GST)
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
<b>Sponsorship Total</b>	<b>\$</b>



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