

CENTRAL DISTRICT FOOTBALL CLUB



Introduction

The Central District Football Club has always held a special place in the hearts of the people, north of Adelaide.

The Club's name was derived to represent a district, bringing together people from the fast growing and passionate football areas of Salisbury, Elizabeth, Gawler, Adelaide Plains, Barossa Valley and Mid-North. The Club gave our entire area a team to follow in the South Australian National Football League (SANFL) competition.

Today, the Club represents and draws its local players from an area of Adelaide's north. This area spans from Salisbury and Golden Grove in suburbia, through to the Barossa Valley and the Kapunda & Light regions. Each season, our players represent this area of over 250,000+ residents with pride, on a state-wide stage, and give their all for the reputation of "our patch".

As a Club, we are relatively young – the Central District Bulldogs only began playing League Football in 1964 (after completing a 5-year apprenticeship in the SANFL Reserves competition).

Despite having many great players, building a large supporter base and unique culture off the back of the area's English Migrant Heritage – Centrals endured a 36 year initiation before breaking through for our first ever Premiership in 2000. Amazingly, following that year, the Bulldogs would go on to win 8 more Premierships in the next 10 seasons. The Club became a force of the competition and the crown jewel of Sporting Clubs north of Adelaide, boosting morale and confidence in our area.



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A MESSAGE TO OUR PARTNERS

Message from the President



The Central District Football Club represents the passionate community of Northern Adelaide. There are no more passionate and proud supporters than Central's. My involvement as a Sponsor since 1992, is something that I am very proud, as I feel I am giving something back to the area and the many wonderful people the Club represents.

The changing landscape of football, including the growth of women's football, means that more than ever sponsorship plays a key role in a Club's success. Sponsorship is not only an investment in your business, it is also an investment in the local community, and in particular, the young men and women of Northern Adelaide. The Central District Football Club expends in excess of three hundred thousand dollars a year on Junior Development of young footballer's, boys and girls aged 13 years and upwards, in our zone. One of the Club's main goals is to develop young men and women into elite footballer's to one day play State League Football, or, if good enough, become professional AFL or AFLW players.

I have seen my sponsorship as a worthwhile investment for my business and an investment in helping my Club achieve success. I have enjoyed every minute of my involvement as a Sponsor. Attending Home Match Luncheons, the Annual Gala Auction Dinner and other club events is an important part of our football year. It's something which has created a new circle of friends for my wife Kerry and I, and eventually led me into the Boardroom. I am sure you will enjoy your involvement as a Sponsor as much as I have, but also recognising your investment is an investment in the youth of the North trying to achieve their football dreams.

David Cavenett - CD FC President (and Club Sponsor since 1992)

I couldn't be more excited to be joining such a proud and successful Club as Central District.

I have been following the SANFL over the years from Victoria and you just knew about the golden era that Central enjoyed.

They were tough and hard on field, well run off field and enjoyed amazing support from a loyal and passionate supporter base.

More on field success is what we all crave.

Rest assured we will be working extremely hard across all areas of the football department to fully develop our boys and get back to contending for premierships again.

We also need your support, our Corporate partners, investing in our Club and the future of our local community.

We look forward to welcoming you as part of THE TEAM for 2020.

Jeff Andrews - CD FC Senior Coach

Message from the Coach



FOOTBALL DEVELOPMENT



CDFC is a not-for-profit organisation, representing the local community...

In recent times, the Central District Football Club has been the benchmark Club in the South Australian National Football League, winning 9 Premierships in the last 19 seasons. Since 1999, the League side has only missed playing in the Finals Series on three occasions (in 2014, 2018 & 2019). This statistic alone shows the level of success and the strength of the Club. The success has been the result of an on-going willingness to expand the Club and take on a variety of new ventures on and off the field.

We are very proud of our record and reputation, with many regarding the Club as one of the best sporting organisations in Australia. It is our involvement and support from organisations within the local community that is instrumental to the on-going success.

As a Club, we are determined to maintain the lofty standards set on the field in the last 20 years. In order to do this, we have introduced a number of programmes within schools and the community, to lead our youth to become potential future League footballers and important citizens within the local area.

Our Development Team visit in excess of 3,500 school kids annually ...

Through a variety of school programmes, Auskick, clinics, vacation care visits and tours, our development team educate children about football, nutrition, interaction with people and healthy lifestyles. The Club cannot sustain such programmes within the community or continue to build the Club without the support of its sponsors, and it is this involvement of which we are appreciative.

Current Programmes and Club Involvement –

- CDFC Robert Zerella Under 15's Academy
- Auskick
- Top Dogs In Schools – Metropolitan and country visits and clinics
- Ongoing association with the Central District Netball Club
- Scholarships in association with St Patrick's Technical College

- Ongoing partnership with the Barossa Light and Gawler Football Association

Development Squads –

Boys Programmes – Under 13, Under 14 and Under 15

Girls Programmes – Under 15 and Under 17

- Underage Programmes and Squads for Under 16 and Under 18

- Mini-League at half-time of all League CDFC Home Games

- Junior Club visits to all 16 Metro and Country Clubs within our zone

- Saturday Morning School Football (SASFA)

School Holiday Coaching Clinics

2-day Clinics hosted at both CDFC and a country location

4-hour Specialist Clinics at CDFC, over 2 days

2-day Clinics for Elizabeth City Centre

- Special Events in the Community – school fetes, community festivals, player appearances and promotions

- Football Carnivals at CDFC and other sporting grounds

**NOT JUST A
FOOTBALL SPONSORSHIP**

CHARITY PARTNERSHIP



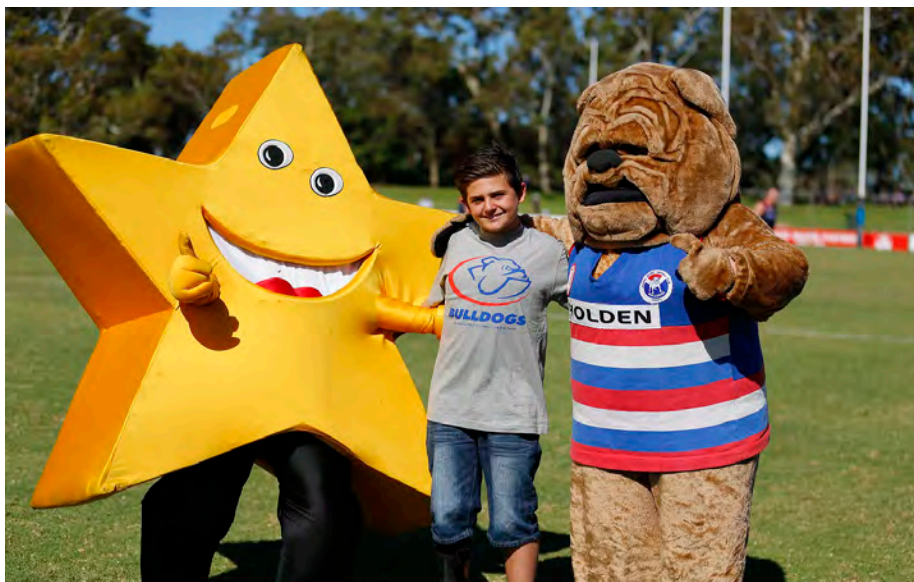
Novita Children's Services

As our chosen Charity Partner, the Central District Football Club assists Novita Children's Services to raise much needed awareness and funds for their cause.

From 2011 to 2019, we have helped the Novita brand reach over 400,000 people by wearing special one-off guernseys, shorts or boots at a chosen home game during each season.

A great deal of media coverage has been gained through this gesture and through Club auctions, functions and our terrific supporters at these games.

So far we have helped raise over \$60,000 since beginning in 2011.





FACTS AND FIGURES

What can the Central District Football Club offer you...?

- The chance to be part of a successful Club competing in an elite Australian Rules Football Competition in Australia, second only to the AFL.
- Regular exposure to over 2,000+ Members and a further 10,000+ registered Club contacts.
- Your oval signage / branding has the potential to appear on Channel 7 commercial television via SANFL match broadcasts.
- Exposure to an average of 2,000 Football Supporters weekly.
- Exposure to over 10,000 Club followers via social media.
- A great social group and environment to be part of.
- Networking opportunities with other business people, fellow Club Sponsors and Local Government.
- A chance to help build the pride and success of our local area.
- Possibility of local (and state wide) media coverage.

Tailoring your Partnership

All sponsorship packages can be tailored to meet the specific needs of your business.

For example, if you would like to forego the hospitality invitations to all lunches in lieu of an oval sign, this can be arranged with price adjusted accordingly.

You can also add items such as web advertising, sponsoring a web page or other benefits to your chosen package.

There are many unique opportunities for your company to align itself with the Central District Football Club.

Options such as –

- Sponsoring a Home Game
- Sponsoring a Home Match Luncheon
- Donating items to our Annual Gala Auction Dinner
- Partnering with us in a new, unique venture
- Sponsoring an end of season player trophy or award
- Sponsoring a Club event, including an opportunity to speak and have a logo associated with the event, from start to finish
- Partnering in one of our Match Day promotions or giveaways

Basic Numbers

2,000 average attendance weekly to watch the Bulldogs

Channel 7 SANFL TV
Audience average of 20,000 for CDFC games in season 2019

10,000+ contacts reached through our Club Database

SOCIAL MEDIA -

Over 11,000 Facebook followers

Over 2,500 followers on Twitter & Instagram



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CENTRAL DISTRICT FOOTBALL CLUB INC. SANFL

CORPORATE PARTNERSHIPS

Premier and President's Partnerships

Premier and President's Partnerships with the Central District Football Club ensures your organisation extensive exposure as a key partner of the Club and the local community.

Each package is tailored specifically to suit your ongoing requirements and includes significant signage opportunities, extensive hospitality components as well as a variety of brand and logo recognition elements.

These packages are ideal for those organisations interested in establishing themselves as a major contributor and supporter of the Central District Football Club, as well as becoming a household name in the Northern Community.

Premier and President's Partnerships can involve many different aspects of Sponsorship as a tailored agreement.

Diamond Partnership

Recognition –

- Recognition as a Diamond Sponsor

Membership & Ticketing –

- Four (4) Adult Membership Packs
- Two (2) Junior Membership Packs
- Four (4) Season Tickets to attend all CDFC home & away games in 2020
- Four (4) Grandstand Passes for all home games at X Convenience Oval
- One (1) Marked Car Parking space for all home games at X Convenience Oval

Events –

- Four (4) tickets to attend all Home Match Functions in Season 2020, including the Player Calcutta
- Two (2) tickets to the annual CDFC Gala Auction Dinner

Signage –

- One (1) oval perimeter fence sign (approx. 6.5m x 1m)
– please note: all production costs are to be incurred by the Sponsor
- In-house signage at the Football Club and Grand Central
- Signage recognition gift to display at your workplace

Advertising –

- Your company advertisement, once per year, in the Club e-newsletter to Club members and database contacts
- Acknowledgment in the Club Annual Report
- Website recognition and direct link to your company website
- Opportunity to provide special offers to Club Members and Supporters
- Public address announcement at all home games at X Convenience Oval



Premier Packages
range from
\$25,000 - \$50,000
(Plus GST)

President's Packages
range from
\$7,500 - \$24,999
(Plus GST)

Diamond Partnership
Investment - **\$6,400**
(Plus GST)

CORPORATE PARTNERSHIPS



Opal Partnership

Recognition –

- Recognition as a Opal Sponsor

Membership & Ticketing –

- Two (2) Adult Membership Packs
- Two (2) Junior Membership Pack
- Two (2) Season Tickets to attend all CDFC home & away games in 2020
- Two (2) Grandstand Passes for all home games at X Convenience Oval
- One (1) Marked Car Parking space for all home games at X Convenience Oval

Events –

- Two (2) tickets to attend all Home Match Function in Season 2020
- Two (2) tickets to the annual CDFC Gala Auction Dinner
- Two (2) tickets to the Player Calcutta Auction, held at the first Home Match Function of the season

Signage –

- In-house signage at the Football Club and Grand Central
- Signage recognition gift to display at your workplace

Advertising –

- Your company advertisement, once per year, in the Club e-newsletter to Club members and database contacts
- Acknowledgement in the Club Annual Report
- Website recognition and direct link to your company website
- Opportunity to provide special offers to Club Members and Supporters
- Public address announcement at all home games at X Convenience Oval

Investment

\$4,250 (Plus GST)



CORPORATE PARTNERSHIPS



Gold Partnership

Recognition –

- Recognition as a Gold Sponsor

Membership & Ticketing –

- Two (2) Adult Membership Packs
- Two (2) Junior Membership Pack
- Four (4) Home Match Tickets to attend all home games at X Convenience Oval
- Four (4) Grandstand Passes for all home games at X Convenience Oval
- One (1) Unmarked Car Parking space for all home games at X Convenience Oval

Events –

- Two (2) tickets to attend two (2) Home Match Functions of your choice, in Season 2020
- Two (2) tickets to the annual CDFC Gala Auction Dinner
- Two (2) tickets to the Player Calcutta Auction

Signage –

- In-house signage at the Football Club and Grand Central
- Signage recognition gift to display at your workplace

Advertising –

- Acknowledgment in the Club Annual Report
- Website recognition and direct link to your company website
- Opportunity to provide special offers to Club Members and Supporters
- Public address announcement at all home games at X Convenience Oval

Investment
\$2,350 (Plus GST)



CORPORATE PARTNERSHIPS



Silver Partnership

Recognition –

- Recognition as a Silver Sponsor

Membership & Ticketing –

- Two (2) Adult Membership Packs for the Central District Football Club
- One (1) Junior Membership Pack
- Two (2) Home Match Tickets to attend all home games at X Convenience Oval

Events –

- Two (2) tickets to attend one (1) Home Match Function of choice, in Season 2020

Signage –

- In-house signage at the Football Club and Grand Central

Player Sponsorship –

- A framed photograph of your sponsored player, to display at your home or business

Investment
\$875 (Plus GST)



Men's Player Sponsorship

Recognition –

- Your name attached to a player in the CDFC Foyer
- A framed photograph of your sponsored player, to display at your home or business
- Two (2) Home Match Tickets to attend all home games at X Convenience Oval

Investment
\$500 (Plus GST)





Women's Player Sponsorship

You have an opportunity to support one, or more, of our 2020 CDFC Women's Team players.

Recognition -

- Recognition as a Player Sponsor for a specific player of the 2020 Women's Inaugural Team
- Your name attached to a player in the CDFC Foyer
- A framed photograph of your sponsored player, to display at your home or business

Investment

\$250 (Plus GST)



WOMEN'S GUERNSEY SPONSORSHIP

Feature your company on the Women's Team guernsey in 2020

Your company can be featured on the Women's Team guernsey in Season 2020.

Located at the top position, on the back of the playing guernsey, you'll receive prime exposure to promote your company.

This logo positioning has the opportunity to be viewed on all TV coverage, through images on the Club & SANFL websites, as well as any other images printed in various print media.



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TOP POSITION ON THE BACK OF THE GUERNSEY

\$2,000 per year (plus GST) for a 1 year agreement

* Suggested size specifications 5cm high x 23cm wide



WOMEN'S SHORTS SPONSORSHIP

Two unique opportunities are available for the Women's 2020 Season

Your company has the opportunity to be displayed on the Women's playing shorts during the 2020 Season.

Your logo could be featured in a prime position on the front, or on the side, of the shorts.

This logo positioning has the opportunity to be viewed on all TV coverage, through images on the Club & SANFL websites, as well as any other images printed in various print media.



FRONT OF SHORTS

\$1,250 per year (plus GST) for a 1 year agreement

* Suggested size specifications 7cm high x 10cm wide

SIDE OF SHORTS

\$750 per year (plus GST) for a 1 year agreement

* Suggested size specifications 4cm high x 7cm wide





OVAL SIGNAGE

Premium Mound Signage

Located on the Eastern and Northern Mounds. These prime positions give your business an elevated standing at our Home Ground.

Measuring approximately 7.6m long x 1.2m high. These signs are in prime viewing range for TV viewers, in CDFC and SANFL website highlights packages and from attendees at our Home Matches.

One year agreement - \$2,750 (Plus GST) per annum

Three year agreement - \$2,450 (Plus GST) per annum, for 3 years
(to be invoiced annually)



Oval Fence Signage

Signage at our Home Ground is an ideal way to promote your business all year round, and capitalise on the local football audience.

Your signage will be captured in a variety of still photographs displayed throughout the football season, used on the Club website galleries, in local press, as well as seen on Channel 7 at various times throughout their telecast matches.

An average crowd of approximately 2,000 per home game will also view your signage as the backdrop to all the football action throughout the season.

Oval Fence signs are approximately 6m long x 900mm high.

Significant savings are available for three-year Oval Signage agreements.

One year agreement - \$1,450 (Plus GST) per annum

Three year agreement - \$1,100 (Plus GST) per annum, for 3 years
(to be invoiced annually)



Production Costs

Please note that all costs associated with production and installation of signage are to be incurred by the Sponsor or sign holder.

The Central District Football Club will only cover costs associated with the structural maintenance of signage.

WEBSITE ADVERTISING



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The screenshot shows the Bulldogs website layout. At the top is a navigation bar with links: NEWS, MATCHES, LADDER, TEAMS, EVENTS, CLUB, HONOURS & AWARDS, SEASON 2019, JUNIORS, SPONSORS, GRAND CENTRAL, SHOP, MEMBERSHIP, TICKETS. Below the navigation bar are several featured articles and sections:

- LEAGUE BEST & FAIREST**: Norm Russell Medallist, Jarrod Schille Senior Best & Fairest Trophy Recipients (302 Votes).
- Development the key for Andrews** (2 weeks ago).
- Harbs Milestone Rant** (2 weeks ago).
- convenience** advertisement.
- GRAND FINAL**: 45 vs 73 (Full Time).
- 2019 LADDER** table:

CLUB	P	W	L	D	PTS	%
GLENGELD	10	13	3	2	28	58.44
PORT ADELAIDE	10	13	5	0	26	56.25
ADELAIDE	10	11	6	1	23	53.93
STURT	10	11	7	0	22	52.38
NORWOOD	10	11	7	0	22	51.3
SOUTH ADELAIDE	10	9	7	2	20	52.10
WOODVILLE-WEST TORRENS	10	8	10	0	16	40.55
CENTRAL DISTRICT	10	5	13	0	10	42.36
NORTH ADELAIDE	10	4	12	1	5	44.35
WEST ADELAIDE	10	2	16	0	4	38.83

Below the ladder is a **FOODLAND** advertisement with the text "munno para FOODLAND THE MIGHTY SOFT AUSSIES".

At the bottom are more news items:

- HEAD COACH**: BREAKING NEWS - Senior Coach Announced (Jeff Andrews).
- 2019 CDFC Underage**: CDFC Underage Trophy Recipients.
- U17 Futures Matches**.

Medium Advertising Space

Also featuring in a prominent home page position, the Medium Advertising Space is situated in the middle of the front page.

This Medium Advertising Space has upto a maximum of 10 advertisers per year.

This option gives your company logo great branding and recognition amongst all CDFC website visitors, year round. Your ad is directly linked to your website.

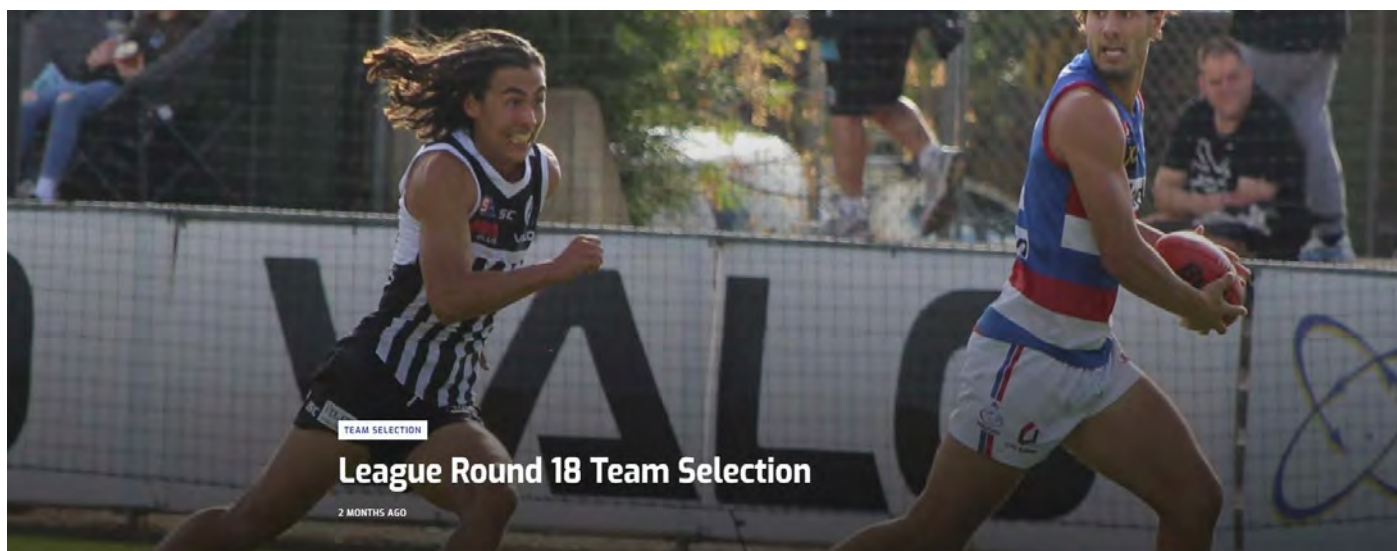
Investment - \$1,000 (Plus GST) per year

WEBSITE ADVERTISING



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Sponsored by



WE GOT THIS

Naming Rights of a CDFC News Category

Sponsorship or Naming Rights to certain news categories on the Club website are available.

Pages available for sponsorship are -

- Fun & Games
- Club News
- Club Sponsor
- Community
- League & Reserves
- League Gallery
- League Match Report
- League News
- Membership
- Player News
- Reserves Gallery
- SANFL Highlights
- SANFLW
- SANFLW Gallery
- SANFLW Highlights
- SANFLW Match Report
- Team Selection
- Underage

Investment -

**\$300-500 (Plus GST) per year,
per category**