



CENTRAL DISTRICT FOOTBALL CLUB



***2021 PARTNERSHIP
OPPORTUNITIES***



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.

Being a sponsor of the Central District Football Club in any capacity allows you as the sponsor to be exposed to thousands of supporters and the opportunity to grow your business in a variety of ways.

Whether you are looking to expand your business through networking with like-minded business people at one of our many events throughout the year or to be seen as a supporter of the Club, the Central District Football Club would love to have you on board!

BULLDOGS
CENTRAL DISTRICT FOOTBALL CLUB INC.

Message from our 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 for 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 footballers 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 - CDFC President (and Club Sponsor since 1992)





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.

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

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

Corporate Partnership

Diamond Partnership

An outstanding range of benefits including oval signage, corporate hospitality, networking and advertising opportunities.

Membership & Ticketing –

Four (4) Adult 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 –

A total of twenty eight (28) tickets to attend Home Match Luncheons

A total of four (4) tickets to attend the Player Calcutta

A total of two (2) tickets to attend the CDFC Gala Auction Dinner

Signage –

One (1) oval perimeter fence sign (approx. 6.5m x 1m)

In-house signage at the Football Club and Grand Central

Signage recognition gift to display at your workplace please note: all signage production costs are to be incurred by the Sponsor

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

Diamond Partnership Investment - \$6,500 (Plus GST)





Corporate Partnerships

Opal Partnership

A great range of benefits including corporate hospitality, networking and advertising opportunities.

Membership & Ticketing -

*Two (2) Adult Membership Packs
Two (2) Season Tickets to attend all CDFC home & away games in 2021
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 -

*A total of fourteen (14) tickets to attend Home Match Luncheons
A total of two (2) tickets to attend the Player Calcutta
A total of two (2) tickets to attend the CDFC Gala Auction Dinner*

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
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*

Opal Partnership Investment - \$4,500 (Plus GST)

Gold Partnership

A sample of all the benefits that the premium partners receive including corporate hospitality, networking and advertising opportunities.

Membership & Ticketing -

*Two (2) Adult Membership Packs
Two (2) Season Tickets to attend all CDFC home & away games in 2021
Two (2) 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 -

*A total of four (4) tickets to attend Home Match Luncheons
A total of two (2) tickets to attend the Player Calcutta
A total of two (2) tickets to attend the CDFC Gala Auction Dinner*

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
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*

Gold Partnership Investment - \$2,500 (Plus GST)

Corporate Partnerships

Silver Partnerships

Supporting the Club and expanding your businesses exposure.

Membership & Ticketing -

Two (2) Adult Membership Packs
Two (2) Home Match Tickets to attend all CDFC home games in 2021

Events -

A total of two (2) tickets to attend Home Match Luncheons

A total of two (2) tickets to attend the Player Calcutta

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

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

Website recognition on your sponsored players profile

**Silver Partnership Investment -
\$1,000 (Plus GST)**

Women's Player Partnership

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

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

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

Website recognition on your sponsored players profile

**Women's Player Partnership Investment -
\$250 (Plus GST)**





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.

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)

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

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 the following: 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.

Website Advertising Investment - \$300 - \$500 (Plus GST) per year, per category

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 up to 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.

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



TEAM SELECTION

League Round 18 Team Selection

SPONSORED BY HOLDEN



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 15,000 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 statewide) media coverage.



Unique Opportunities

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 12,000 Facebook followers

Over 3,000 followers on Twitter & Instagram



Football Development in the Communities of the Northern Suburbs

The Club's Development Programmes are an integral part of the success on and off the field of the Central District Football Club. We are a proud Football Club representing the Northern Community, and we are determined to maintain the lofty standards set on the field over 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 both male and female and to become important citizens within the local community.

The Club has seen significant growth in the female talent pathway in recent years through a variety of school programmes, Auskick, coaching clinics, vacation care visits and tours of the Club facilities.

Our development team educate children about 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.

