

Carrara Saints AFL Club

Prospectus - 2017



Carrara Saints AFL Club

Prospectus - 2017

At Carrara Saints AFL Club we are proud of our reputation for sportsmanship, quality coaching, inclusive participation and development pathways with long-term community and corporate partnerships.

We have an engaged - and growing - club membership and a packed season of home and away games that will provide wide-reaching exposure for our sponsors.

The Carrara Saints Senior Football Club is an Australian Rules football team competing in Division 3 of the Queensland Football League. Our clubhouse and home ground is located at Nielsens Oval, Nielsens Road, Carrara.

The Carrara Saints Senior Football Club consists of Four teams competing in Senior grade, Reserve grade, Masters and Under 18 competitions. The competition consists of 10 teams located across the Gold Coast, Logan, Beenleigh, Ipswich and Brisbane regions.

The Carrara Saints is an amateur football club, with players who compete for the love of the game and with supporters and volunteers who are strongly involved in their local community.

In 2016, we had approximately 100 registered senior players across all three grades and 250 Juniors players across 9 different ages groups.

In 2017, we plan to introduce a new under 18s team, we are looking to increase our community sponsors and build on our previous success as we strive to encourage more players to take up senior football.

Sponsorship Opportunities

We offer a range of sponsorship opportunities tailored to benefit both small businesses and larger corporations. By sponsoring the mighty Carrara Saints you can access the following benefits and exposure for your brand. Other sponsorship packages can be tailored to your needs.

- **Diamond Sponsor: Price By Negotiation**
- **Platinum Sponsor: \$10,000 per year**
Minimum two year sponsorship
- **Gold Sponsor: \$6,000 per year**
Minimum two year sponsorship
- **Silver Sponsor: \$4,000 per year**
Minimum two year sponsorship
- **Ground Signage Sponsor: 4800mm x 900mm \$1,200 per year**
- **Ground Signage Sponsor: 2400mm x 900mm \$800 per year**
- **Individual Player Sponsor: \$600 per year**
- **Team Sponsor (Juniors): \$1,800 per year**
- **Team Sponsor (Seniors): \$1,800 per year**
- **Team Sponsor (Girls): \$2,500 per year**
- **Business Directory: \$200 per year**

Diamond Sponsor: Price By Negotiation

The Diamond Sponsorship is our Top level, we try to give you that personal touch. We will tailor this sponsorship to your needs
You will have a dedicated representative at the club to keep in touch, send you weekly reports, invite you to events and commit to delivering as part of this package Everything is negotiable, some options are listed below, not limited too:

- Business name and logo to be featured by negotiation on playing jerseys, shorts, training singlets and club polo shirt
- Ground signage at Carrara Football Ground
- Clubhouse signage at Carrara Football Club
- Sponsor's lunch at 2 x Senior grade home games to be played during the 2017 season – food and drinks package included Social media promotion
- Business Directory (see dedicated section)
- An area will be dedicated to business cards
- Want to be involved on match days, tells us how?



- Tickets to club functions held throughout the year Tailored events packages to be hosted at or associated with your business (ie. Club functions, golf days etc).
- Refreshments and nibbles at all home games, during half time of the seniors
- Our dedicated Facebook sponsor, to be in our Banner
- Our home ground named after your business
- Representatives from our club to attend events for your company on request (charity drives)
- Be our official sponsor on a product we use.

Platinum Sponsor:

\$10,000 per year

Minimum two year sponsorship

Sponsor receives:

- Business name and logo featured prominently on either the back or front of the playing jersey
- Business name and logo featured prominently on playing shorts
- Logo featured prominently on front and back of training singlets
- Logo featured prominently on front and back club polo shirt
- Ground signage at Carrara Football Ground (4800mm x 900 mm)
- Clubhouse signage at Carrara Football Club
- Sponsor's lunch at 2 x Senior grade home games to be played during the 2017 season – food and drinks package included
- Tickets to club functions held throughout the year
- Social media promotion
- Business Directory (see dedicated section)
- An area will be dedicated to business cards
- 2 x Tailored events packages to be hosted at or associated with your business (ie. Club functions, golf days, award presentations etc).
- Refreshments and nibbles at all home games, during half time of the seniors
- Other benefits to be negotiated



Platinum Sponsor



Ground signage (4800mm x 900mm)

Gold Sponsor

\$6000 per year

Minimum two year sponsorship

Sponsor receives:

- **Business name and logo featured prominently on back of training singlets**
- **Business name and Logo featured prominently on back of club polo shirt**
- **Ground signage at Carrara Football Ground (4800mm x 900 mm)**
- **Clubhouse signage at Carrara Football Club**
- **Sponsor's lunch at 2 x Senior grade home games to be played during the 2017 season – food and drinks package included**
- **Tickets to club functions held throughout the year**
- **Social media promotion**
- **Business Directory (see dedicated section)**
- **An area will be dedicated to business cards**
- **1 x tailored event packages to be hosted at or associated with your business (ie. Club functions, golf days, award presentations etc)**
- **Refreshments and nibbles at all home games, during half time of the seniors**
- **Other benefits by negotiation**



Gold Sponsor



Ground signage (4800mm x 900mm)

Silver Sponsor:

\$4000 per year

Minimum two year sponsorship

Sponsor receives:

- **Business name and logo featured on back of training singlets**
- **Business name and Logo featured on back of club polo shirt**
- **Ground signage at Carrara Football Ground (4800mm x 900 mm)**
- **Clubhouse signage at Carrara Football Club**
- **Tickets to club functions held throughout the year**
- **Social media promotion**
- **Business Directory (see dedicated section)**
- **An area will be dedicated to business cards**
- **Refreshments and nibbles at all home games, during half time of the seniors**
- **Other benefits by negotiation**



Silver Sponsor



Ground signage (4800mm x 900mm)

Girls Team Sponsor:

\$2500 per year

Minimum two year sponsorship

Sponsor receives:

- Name logo on club polo shirts
- Logo on player Jerseys (new design)
- Name/logo on club shorts
- Ground Signage (4800mm x 900mm)
- Sponsor's lunch for 2 people at end of season presentation day
- 2 x club polo shirts
- Website advertisement and newsletter advertisements during the season
- Link to sponsor's website
- Social media advertising opportunities on our club Facebook pages
- Sponsor's plaque and certificate

Girls Sponsor



Ground signage (4800mm x 900mm)



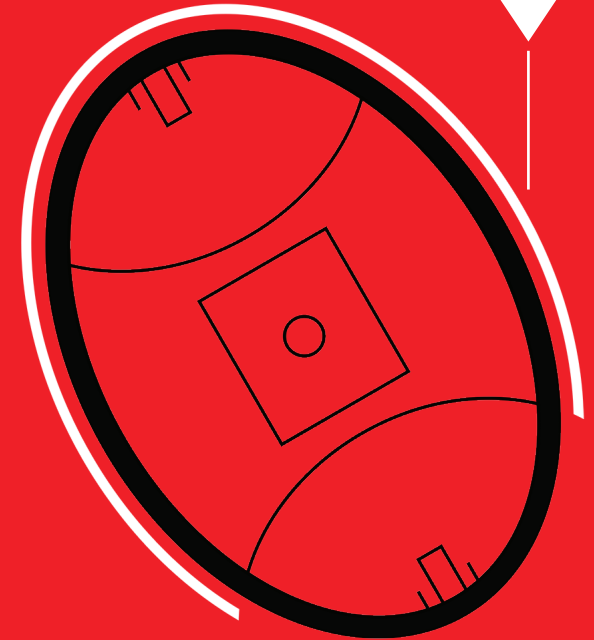
Ground Signage Sponsor: \$1,200 per year

Sponsor receives:

- 4800mm x 900mm composite aluminium signage at Carrara football ground
- Social media promotion
- Business Directory (see dedicated section)
- An area will be dedicated to business cards



Signage Area



Ground signage (4800mm x 900mm)

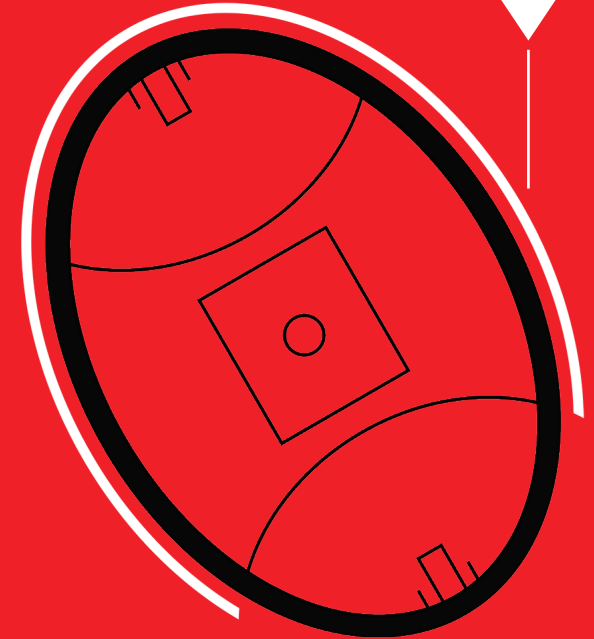
Ground Signage Sponsor: \$800 per year

Sponsor receives:

- 2400mm x 900mm composite aluminium signage at Carrara football ground
- Social media promotion
- Business Directory (see dedicated section)
- An area will be dedicated to business cards



Signage Area



Individual Player Sponsor: \$600 per year

Receives:

- **Playing fees paid for individual player for entire season**
- **Business Directory (see dedicated section)**
- **An area will be dedicated to business cards**



Team Sponsor (Juniors): \$1800 per year

Sponsor receives:

- Name/logo on jerseys (sponsored team only)
- Team photo (with sponsor) in clubhouse
- 1 x club polo shirt
- Website advertisement and newsletter advertisements during the season
- Link to sponsor's website
- Social media advertising opportunities on our club Facebook pages
- Sponsor's plaque and certificate



Team Sponsor (Seniors): \$1800 per year

Sponsor receives:

- Name/logo on club shorts
- 1 x club polo shirt
- Senior team photo (with sponsor) in clubhouse
- Website advertisement and newsletter advertisements during the season
- Link to sponsor's website
- Sponsor's plaque and certificate



Business Directory:

\$200 per year

Gold coast is a growing population, with new people moving to the region each week.

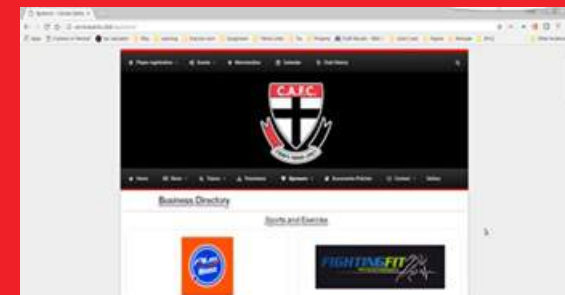
Our club is no exception new families joining our Junior and Senior during the year.

We want our members to feel like a family environment, wanting to give that little bit extra to make them feel welcome. As someone new to the area, they will not have businesses and services.

We want to be the ones to offer them this, and recommend your business to them.

Receives:

- Each Player and Parent will receive a Handout
- Advertisement in our dedicated Business Directory on website
- An area will be dedicated to business cards



Other Sponsorship Options

Sponsorship needed:

- **Demountable umpire rooms: \$3,000 per year**
includes sponsors name prominently displayed on building
- **First Aid overseers: \$5,000 per year**
- **First Aid equipment: \$2,500 per year**
- **Cleaning of clubrooms: \$3,000 per year**

Club Upgrades

Sponsorship needed:

- **Goal nets: \$22,000**
- **Lights upgrade: \$45,000**

If you can help with sponsorship in these areas or know someone who can. Please contact the club secretary at www.carrarasaints@bigpond.com for more details.



Social Media

**Carrara Football Club currently has
3 Facebook pages and 1 twitter feed
As of 30/01/2017**

- Carrara Saints FC **962 Likes**
- Carrara Seniors AFC **344 Likes**
- Carrara Saints Masters FC **120 Likes**

**We have a loyal supporter base who
support the companys we recommend.**

**Ask about having your specials advertised
or shared on our pages**

**1000s of pictures will be posted from the
ground each year promoting the banners**

Promotional Videos




Post Details

Reported stats may be delayed from what appears on posts

Carrara Saints FC
Published by Peter Kingston [?] · November 14, 2016 ·

Michelin Tyre Centre, Awarded the 5 Stars from Canstar. Please see Ray or Michael at Michelin Tyre Centre Indy Crt Nerang, just mention Carrara Footy club and you will be well looked after.
Michelin Tyre



WINNER

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

887 people reached

18 Likes 2 Comments 1 Share

Like Comment Share

887 People Reached

33 Likes, Comments & Shares

26 Likes	18 On Post	8 On Shares
2 Comments	2 On Post	0 On Shares
5 Shares	3 On Post	2 On Shares

61 Post Clicks

32 Photo Views	0 Link Clicks	29 Other Clicks
-----------------------	----------------------	------------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Strategic Plan 2016 - 2018

Cararra Saints AFL Club



Our Vision

Carrara Saints AFL Club will be recognised as one of the leading clubs on the Gold Coast in the delivery of AFL programs for Junior, Youth and Senior male and female players.

Our Mission Statement

We are a sporting organisation that enriches the community of Carrara on the Gold Coast through the provision of first class AFL coaching and recreational programs and amenities.



Key Performance Areas

1. Finance & Administration.
2. Junior AFL Participation & Performance.
3. Senior AFL Participation & Performance.
4. Coaching Staff.
5. Marketing & Sponsorship.
6. Volunteers & Supporters.
7. Facilities & Infrastructure.
8. Community Interaction.

1. Finance & Administration	2. Junior AFL Participation & Performance	3. Senior AFL Participation & Performance	4. Coaching Staff	5. Marketing / Sponsorship	6. Volunteers & Supporters	7. Facilities & Infrastructure	8. Community Interaction
Key Focus	Key Focus	Key Focus	Key Focus	Key Focus	Key Focus	Key Focus	Key Focus
Ensure Carrara Saints AFC operates on a financially sustainable basis.	Increase player participation & player quality in Junior AFL (Male and Female).	Increase player participation & player quality in Senior AFL (Male and Female).	All Carrara Saints AFC Coaches are well supported with development plans in place to facilitate ongoing quality improvement.	Increase Carrara Saints AFC brand awareness in the Club's player and supporter catchment area.	Improve participation rates of Volunteers and maximise the number of supporters at each game.	Carrara Saints AFC's facilities & infrastructure exceed required standards for all competitions.	Foster and maintain good community relationships within the Club's local and regional catchment areas.
Key Objectives	Key Objectives	Key Objectives	Key Objectives	Key Objectives	Key Objectives	Key Objectives	Key Objectives
Create new and maintain revenue streams.	Ensure competitiveness of registration and fees.	Ensure competitiveness of registration & fees.	Recruitment and retention of the best available coaches.	Establish a dedicated marketing plan and resource.	Devise and implement plans to increase volunteer participation at Carrara Saints AFC.	In conjunction with Mudgereebea Nerang Cricket Club, create and agree a 3 year detailed facilities masterplan and detailed implementation plan.	Establish strong and long standing relationships with the following parties: <ul style="list-style-type: none"> • Local Community • Local Businesses • Local Schools • Gold Coast City Council • Qld State Government • AFLGCS & AFL Queensland
Identify potential sponsorship deals.	Identify clear pathways for player development.	Identify clear pathways for player development.	Fund the remuneration of two Head Coaches (Junior & Senior).	Increase sponsorship income for the Club.	Establish a recruitment and retention plan for club volunteers.	Establish a joint sub-committee to lead their initiative.	
Ensure upcoming AFL season is fully planned and budgeted for.	Ensure training consistency with the key elements of the AFL Curriculum.	Provide clear rules and regulations (for e.g. Players Code of Conduct).	Ensure Junior and Senior Director of Coaching appointments are made with relevant programs established by these roles.	Establishment of key AFL & player development relationships with local and regional schools.	Develop a plan to train volunteer club referees.	Establish and implement a yearly capital improvement and maintenance plan.	Maximise awareness of Carrara Saints AFC within the local community through club events and regular newspaper articles.
Operate Carrara Saints AFC on a breakeven budget basis.	Work in consultation with Schools and other organisations locally who compete for player resources.	All senior teams obtain the highest result achievable in any given season.		Ongoing coordination and improvement of Club's website.	Provide Carrara Saints AFC merchandise for supporters.	All facilities meet / exceed AFL minimum playing requirement standards.	
Establish a capital management plan to manage cash reserves.	Implement school holiday and summer AFL programs.	Coordination of fully funded Men's and Women's AFL teams.		Regular communication to Carrara Saints AFC members.	Establish a Supporters and Volunteers Code of Conduct.	Ensure we have resourcing in place to maximise opportunities to achieve successful government grants.	
	Provide clear rules and regulations (for e.g. Players Code of Conduct).	Provide sustainable pathways that enables women to continue to play social or competitive AFL.		Overhaul, renew and improve our website from 2016 season.			

