

# SUPPORT THE 'NORTHERN SUBURBS'

## 2024 PARTNERSHIP PROGRAM

NORTH SHORE FOOTBALL AND NETBALL CLUB

WINDSOR PARK, NORLANE

ESTABLISHED 1927

[WWW.NORTHSHORESEAGULLS.COM.AU](http://WWW.NORTHSHORESEAGULLS.COM.AU)



# SUPPORT THE 'NORTHERN SUBURBS'

Welcome to North Football & Netball Club. A community club committed to the growth of the North and those who work, live and love it.

Playing a vital role in the Northern Suburbs, the North Shore Football & Netball Club aims to increase the participation in sport, encourage physical activity, build community capacity and improve social connection for our residents and members.



Our commitment to our community is demonstrated best by the tireless efforts of our club volunteers, many of which are either past or current players.

Their passion and energy for their club & community supports many families to participate in football and netball activities when they may otherwise have been unable to.

Our close working relationships with the local schools and community organisations further displays our efforts to engage and assist those in our region.



# SUPPORT THE 'NORTHERN SUBURBS'

We would love, encourage and invite you to play a small part in supporting us to continue this important work by assisting us to:

- Subsidise the costs of participation & increase accessibility
- Provide safe and necessary uniforms and equipment
- Engage under-represented groups in our community
- Build our capacity to help those in need



A proud and successful club, the Seagulls brand is synonymous with the Northern Suburbs and we hope to return our club to its glory days.

We understand there remains much work to achieve this, but we are committed to success and providing the safest, most welcoming and inclusive environment we can for our members, residents and wider community



# NORTHERN SUBURBS PROFILE

**BASED ON 2021 CENSUS RESULTS FOR THE POSTCODE 3214**  
(% FOR AUSTRALIA IN BRACKETS):

48.7% (55.9%) OF THE PEOPLE OVER THE AGE OF 15 AND WHO IDENTIFY AS BEING IN THE LABOUR FORCE ARE EMPLOYED FULL TIME, 34.7% (31.2%) ARE WORKING ON A PART TIME BASIS. NORLANE HAS AN UNEMPLOYMENT RATE OF 9.2% (5.1%).

THE MEDIAN INDIVIDUAL INCOME IS \$523 (\$805) PER WEEK AND THE MEDIAN HOUSEHOLD INCOME IS \$1063 (\$1746) PER WEEK.

64.9% OF PEOPLE WERE BORN IN AUSTRALIA. THE OTHER TOP RESPONSES FOR COUNTRY OF BIRTH WERE INDIA 2.4%, ENGLAND 2.3%, MYANMAR 2.0%, AFGHANISTAN 1.7% AND PHILLIPINES 1.6%.

69.0% OF PEOPLE SPEAK ENGLISH ONLY AT HOME. THE OTHER TOP LANGUAGES SPOKEN ARE KAREN 3.5%, HAZARAGHI 1.9%, PUNJABI 1.5%, CROATIAN 1.2% AND SERBIAN 1.0%.

[HTTPS://PROFILE.ID.COM.AU/GEELONG/SEIFA-DISADVANTAGE-SMALL-AREA](https://profile.id.com.au/geelong/seifa-disadvantage-small-area)

**- THIS WEBSITE HAS NORLANE/NORTH SHORE AS THE MOST DISADVANTAGED SOCIO-ECONOMIC AREA IN GEELONG**



# WHAT CAN YOU EXPECT AS A CLUB PARTNER

You can be confident that your support will be used in accordance with sound financial principles that further develop the club, its players, members and the broader community.

The Corporate Partner program is designed to ensure you and your company are adequately and appropriately acknowledged throughout the club, the Northern Suburbs and the wider Geelong community.



We want you to be able to leverage from our strong brand and increase the awareness of your company as you are associated with Our Club.

You are not just a Sponsor of Our Club, you are a Partner.



# COMMUNITY 1ST

We are extremely proud of our Community 1st Programs that we have been developing and is the evolution of our Scholarship and Support programs with our local schools, Northern Bay Colleges Tallis P-8 and Goldsworthy 9-12.

The club plans to continue to raise funds and extend the program to 10 Scholarships, truly reconnecting with our Local community under the banner of "Community 1st and rebuilding our position in the North.

In 2023, your sponsorship pledge will include a donation to support the Community 1st Programs. Any additional support will be directly associated with a Scholarship.

We can grow together

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## The Hansen “Rocky” Couzens Scholarship for Indigenous Art

An Indigenous Art Scholarship, dedicated to our first indigenous Life Member, Hansen Couzens. The scholarship is awarded to a first nations student who developed the best indigenous artwork that is an adaptation of a piece of First Nation culture.

2022 Winner **Kailee Kennedy**, a Year 10 student from Northern Bay College.

Kailee’s design has been adapted to our Netball skirt and Football Warm up Top



# COMMUNITY 1ST

## Sunhats for Northern Bay College Tallis P-8



The Club ran a Christmas raffle to raise funds for the purchasing of 200 sunhats for the students.

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## The Pat Smith Scholarship for Engineering and Trade.

The Engineering and Trade Scholarship is dedicated to a former player and volunteer Pat Smith, who lost his fight with Blood Cancer, early 2022. The award is to go to a student that has strived for excellence in the area of Trade and Engineering, which was Pat's chosen profession. Pat graduated from Northern Bay College, to become a leading apprentice at VIVA, then completed an Engineering degree (part time) and progressed to executive manager status at VIVA. VIVA are a supporter of this award and a long time loyal sponsor of the Club

Pat was an outstanding, compassionate and loyal person, most worthy of the dedication.



# COMMUNITY 1ST

## Northern Stars

Northern Stars is an establishing junior football club in the Northern suburbs of Geelong. The purpose is to increase the number of children playing sport in the Northern suburbs. Participating in sport has a significant positive impact on the development of children and the youth. The club provides a safe, inclusive, and fun environment that allows children a space to grow socially while developing fundamental football skills.





# PARTNERSHIP PACKAGES

| BENEFIT                         | NAMING   | MAJOR    | PLATINUM | GOLD     | SILVER  | BRONZE  |
|---------------------------------|----------|----------|----------|----------|---------|---------|
| GROUND NAME & LOGO ON GOAL NETS | ✓        | —        | —        | —        | —       | —       |
| LOGO ON JUMPER                  | —        | ✓        | ✓        | —        | —       | —       |
| LOGO ON SHORTS                  | —        | —        | —        | ✓        | —       | —       |
| LOGO ON WARM UP TOP             | ✓        | ✓        | ✓        | ✓        | ✓       | —       |
| FREE USE OF SOCIAL ROOMS        | ✓        | ✓        | ✓        | ✓        | ✓       | —       |
| HOSPITALITY                     | ✓        | ✓        | ✓        | ✓        | ✓       | ✓       |
| SIGNAGE                         | ✓        | ✓        | ✓        | ✓        | ✓       | ✓       |
| ADVERTISING                     | ✓        | ✓        | ✓        | ✓        | ✓       | ✓       |
| MEMBERSHIPS                     | ✓        | ✓        | ✓        | ✓        | ✓       | ✓       |
| INVITE TO SPONSOR FUNCTIONS     | ✓        | ✓        | ✓        | ✓        | ✓       | ✓       |
| COST (GST INCLUDED)             | \$27,500 | \$16,500 | \$13,750 | \$11,000 | \$5,500 | \$1,650 |

**SEE FOLLOWING PAGES FOR MORE DETAILS**



# NAMING PARTNER

As the NAMING PARTNER of the North Shore Football and Netball Club, you will have exclusive rights to many of the clubs most valuable assets and access to unlimited branding recognition for your company.

## Branding

- Naming rights of the sports ground for all home fixtures
- Logo on match day warm up top

## Signage

- Logo on the goal nets at each end of the ground
- Year round promotion at Windsor Park - ground sign
- A2 sign displayed inside clubrooms
- Signage on netball court fencing

## Advertising

- Promotion on club Facebook and website pages (including links to your website - if applicable)

## Hospitality

- Complimentary drinks and finger food at half time of all home games for 10 representatives
- Invite for 10 people to Sponsor Functions

## Corporate Day

- Promotion of your brand
- Corporate banner displayed
- Complimentary drinks and finger food for 10 people

## Other

- Free use of Social Rooms for corporate events, meetings or other functions
- 10 club membership tickets

## COST

**\$27,500 - MINIMUM 3 YEAR AGREEMENT**



# MAJOR PARTNER

As the MAJOR PARTNER of the North Shore Football and Netball Club, you will have exclusive rights to many of the clubs most valuable assets and access to unlimited branding recognition for your company.

## Branding

- Logo on senior football jumpers - large logo
- Logo on match day warm up top
- Logo on all club membership cards
- Logo on club letterhead

## Signage

- Year round promotion at Windsor Park
- Prominently displayed sign on club scoreboard
- A2 sign displayed inside clubrooms
- Signage on netball court fencing

## Advertising

- Promotion on club Facebook and website pages (including links to your website - if applicable)

## Hospitality

- Complimentary drinks and finger food at half time of all home games for 8 representatives
- Invite for 8 people to Sponsor Functions

## Corporate Day

- Promotion of your brand
- Corporate banner displayed
- Complimentary drinks and finger food for 10 people

## Other

- Free use of Social Rooms for corporate events, meetings or other functions
- Framed jumper
- 8 Club membership tickets

## COST

**\$16,500 PER YEAR - MINIMUM 3 YEAR AGREEMENT**



# PLATINUM PARTNER

As the PLATINUM PARTNER of the North Shore Football and Netball Club, you will have exclusive rights to many of the clubs most valuable assets and access to unlimited branding recognition for your company.

## Branding

- Logo on senior football jumpers - Small logo
- Logo on match day warm up top

## Signage

- Year round promotion at Windsor Park - ground sign
- A2 sign displayed inside clubrooms
- Signage on netball court fencing

## Advertising

- Promotion on club Facebook and website pages (including links to your website - if applicable)

## Hospitality

- Complimentary drinks and finger food at half time of all home games for 8 representatives
- Invite for 8 people to Sponsor Functions

## Corporate Day

- Promotion of your brand
- Corporate banner displayed
- Complimentary drinks and finger food for 10 people

## Other

- Free use of Social Rooms for corporate events, meetings or other functions
- 8 Club membership tickets

## COST

**\$13,750 PER YEAR - MINIMUM 3 YEAR AGREEMENT**





# GOLD PARTNER

As the **GOLD PARTNER** of the North Shore Football and Netball Club, you will have exclusive rights to some of the clubs most valuable assets and be able to align your company with the outstanding traditions and history of this proud club.

## Branding

- Logo on senior football shorts
- Logo on match day warm up top

## Signage

- Year round promotion at Windsor Park - ground sign
- A2 sign displayed inside clubrooms
- Signage on netball court fencing

## Advertising

- Logo on club Facebook and website pages (including links to your website - if applicable)

## Hospitality

- Complimentary drinks and finger food at half time of all home games for 6 representatives
- Invite for 6 people to Sponsor Functions

## Corporate Day

- Promotion your brand
- Corporate banner displayed
- Complimentary drinks and finger food for 10 people

## Other

- Free use of Social Rooms for corporate events, meetings or other functions
- 6 Club membership tickets

## **COST**

**\$11,000 PER YEAR - MINIMUM 2 YEAR AGREEMENT**



# SILVER PARTNER

As the SILVER PARTNER of the North Shore Football and Netball Club, you will have exclusive rights to some of the clubs most valuable assets and be able to align your company with the outstanding traditions and history of this proud club.

## Branding

- Logo on match day warm up top

## Signage

- Year round promotion at Windsor Park - ground sign
- Prominently displayed ground sign
- A2 sign displayed inside clubrooms
- Signage on netball court fencing

## Advertising

- Logo on club Facebook and website pages (including links to your website - if applicable)

## Hospitality

- Complimentary drinks and finger food at half time of all home games for 4 representatives
- Invite for 4 people to Sponsor Functions

## Other

- Free use of Social Rooms for Corporate events, meetings or other functions
- 4 Club membership tickets

# COST

**\$5,500 FOR 12 MONTHS**



# BRONZE PARTNER

As the BRONZE PARTNER of the North Shore Football and Netball Club, you will have exclusive rights to some of the clubs most valuable assets and be able to align your company with the outstanding traditions and history of this proud club.

## Branding

- Logo on club Facebook and website pages (including links to your website - if applicable)

## Signage

- Year round promotion at Windsor Park
- Prominently displayed ground sign
- Sign displayed inside clubrooms

## Hospitality

- Complimentary drinks and finger food at half time of all home games for 2 representatives

## Other

- 2 Club membership tickets
- Invite for 2 people to Sponsor functions

## COST

\$1,650 FOR 12 MONTHS

# DESIGN YOUR PACKAGE

We understand that every business has different reasons to sponsor a club, taking this in to consideration we have now created a 'Design Your Package' option – designed to best support the needs of your business.

Please contact [northshoresponsorship@gmail.com](mailto:northshoresponsorship@gmail.com) for more details

