



FOLLOW THE PRIDE

2021 CORPORATE SPONSORSHIP



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ABOUT PONDS FC

Supporting one of the LARGEST clubs in the district, Ponds FC is the PRIDE of The Ponds Community.

Ponds FC caters not only for young aspiring footballers, but also the Men's Premier League Competition, and everything in between!

2021 is set to be the biggest year to date, and with over 1,000 players expected to join, why wouldn't it be!



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THE PONDS, YOUR TARGET AREA

The Ponds suburb and local area is still expanding with amazing growth in the area as well as we have many players out of our local catchment who play and support the PONDS FC.



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WHY SPONSOR PONDS FC

Increase awareness of the company's products and services.

Each sponsorship package has benefits for the sponsor built in: field signage, website advertising, company name on uniforms, etc. Through a sponsorship, a company's brand will be in front of the youth sports market of parents, coaches, program organisers, players and fans.

A welcomed form of advertising.

In most settings consumers are inclined to tune out advertising. Although many traditional ways of reaching consumers are failing, youth sports sponsorships are a positive and engaging way to market a brand. Parents like to see the companies that are supporting local sports.

Help keep the cost of community sports programs low.

Player participation fees cover the majority of the costs of a youth sports program but support from sponsors provides additional resources which can help keep participation fees low. With lower fees, more families are able to afford to sign up and that means more children being able to receive the many benefits of sports.



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WHY SPONSOR PONDS FC

Outstanding value for the dollars invested.

When comparing the cost of other marketing outlets like print, television and billboard advertising, youth sports sponsorships can be a great value and a smart option to include into the marketing mix.

Build goodwill.

Companies that sponsor youth sports programs make a positive contribution to their community. Overall this can evoke a community wide feeling that a company understands the impact and importance of sports for their youth. This feeling can instill loyalty among a business' current and future patrons.

Possible tax incentive.

Ponds FC are a registered non-for-profit group. Businesses can get a tax break for making a charitable donation. That is just another added benefit of sponsoring youth sports.



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SPONSORSHIP PACKAGE – SILVER

Ponds FC Inclusions:

- ✓ Opportunity to cater for all Ponds FC Events – 4-5 events per season
- ✓ Signage on Advertisement Flags at all home matches, Ponds FC Website exposure
- ✓ Logo on sleeves on all teams
- ✓ Opportunity for all collateral to be distributed at all home matches and training
- ✓ Online Promotion – 12 Times per season. Facebook – 2,300 + Followers - Instagram – 200+ Followers

SPONSORSHIP PACKAGE – SILVER INVESTMENT - \$2,500 per year



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SPONSORSHIP PACKAGE – GOLD

Ponds FC Inclusions:

- ✓ Opportunity to cater for all Ponds FC Events – 4-5 events per season
- ✓ Signage on Advertisement Flags at all home matches, Logo on Website
- ✓ Logo on all playing strips for all 70+ Teams in the Club
- ✓ Opportunity for all collateral to be distributed at all home matches and training
- ✓ Online Promotion – 12 Times per season Facebook – 2,300 + Followers - Instagram – 200+ Followers and situational advertisement.

SPONSORSHIP PACKAGE – GOLD INVESTMENT - \$5,000 per year



**FOR ALL SPONSORSHIP ENQUIRIES,
PLEASE EMAIL US ON
info@ponds.com**