



## ***2023 Sponsorship Opportunities***

Thank you for the opportunity to present the benefits available for a strategic partnership with Brunswick Hockey Club (BHC) in 2023.

Brunswick Hockey Club is one of the leading sporting clubs in the region. Celebrating our centenary in 2023, we are well established in the community. Our growing membership is currently sitting at over 500 and this season we will have approximately 40 teams playing in Hockey Victoria's Junior, Senior Men, Women and Masters competitions. Situated on Dawson St in Brunswick, our ground is used every night of the week and on weekends by our club and visiting teams.

In 2019 we were awarded Hockey Victoria's 'Community Club of the Year', a huge achievement. We have also been finalists in this category since 2018. This is a reflection of our work in the community, welcoming and inclusive environment, programs and people that foster cross-section integration, and our engaged local membership. We are a club that offers something for every type of hockey participant.

We pride ourselves on the relationships we are able to form with businesses, both large and small, in the local area and beyond. In 2023 your contributions will allow us to continue to facilitate our community initiatives and provide a worthwhile and sustainable service to our local community.

Partnering with Brunswick Hockey Club in 2023 provides you and your organisation with a unique opportunity to support a local sporting club and contribute to the Brunswick community. There are several different sponsorship packages available to suit differing budgets. The following information provides an overview of the different packages available. Please contact our Club President, Graeme Kennedy, on 0421 610 194 or email [president@brunswickhockeyclub.org](mailto:president@brunswickhockeyclub.org) if you would like to make a sponsorship enquiry.

## Package 1: Major Sponsorships

There are three different levels of Major Sponsorship. The table below illustrates what is offered with each package.

	BHC Gold* \$5,000 +GST	BHC Silver \$2,000+GST	BHC Bronze \$1,000+GST
<b>Naming Rights</b>			
Company Logo on the Men's First XI Playing shirts	✓		
Company Logo on the front of the Men's Vic League Gameday Polos	✓		
Company Logo on the Ladies Vic League Playing shirts	✓		
Company Logo on the front of the Ladies Vic League Gameday Polos	✓		
<b>Promotional</b>			
2 x Boundary Fence Signs (nom. 9. x 2.5m)	✓		
1 x Boundary Fence Signs (nom. 9. x 2.5m)		✓	✓
Signage at Front Entrance	✓		
Acknowledgement on BHC website sponsorship page	✓	✓	✓
Link from BHC website to company website	✓	✓	✓
Acknowledgement on club 'TeamApp' with link to company website	✓	✓	✓
Logos present on weekly fixture and results social media posts	✓		
Number of dedicated social media posts throughout 2023	10	6	4
<b>Functions</b>			
Opportunity to advertise your company at club events and targeted sessions.	✓	✓	✓
Two tickets to BHC Senior Presentation Night		✓	
Four tickets to BHC Senior Presentation Night	✓		

\* Note: Only two BHC Gold Sponsorships are available each year.

## Package 2: Junior Club Sponsorships

There are three Junior Club Sponsorships available. The table below illustrates what is offered with each package.

	BHC Junior Club* \$6,000+GST	BHC Junior GK* \$3,500+GST	BHC Junior Umpire* \$1,500+GST	Wickers Academy* \$750+GST
<b>Naming Rights</b>				
Company Logo on the Back of the 'Wickers' Academy Polo Shirts	✓			✓
Company Logo on the front of All junior Coaches Polo Shirts	✓			
Company Logo on the back of Junior GK smocks		✓		
Company Logo on the back of Junior Umpire shirts			✓	
<b>Promotional</b>				
2 x Boundary Fence Signs (nom. 9. x 2.5m)	✓			
1 x Boundary Fence Signs (nom. 9. x 2.5m)		✓	✓	✓
Signage at Front Entrance	✓			
Acknowledgement on BHC website incl. Logo	✓	✓	✓	✓
Link from BHC website to Sponsors Website	✓	✓	✓	✓
Acknowledgement on club 'TeamApp' with link to company website				
Logos present on weekly fixture and results social media posts	✓	✓		
Number of dedicated social media posts throughout 2023	8	7	5	3
<b>Functions</b>				
Two tickets to BHC Senior Presentation Night		✓	✓	
Four tickets to BHC Senior Presentation Night	✓			
Opportunity to advertise your company at club events and targeted sessions.	✓	✓	✓	✓

\* Note: Only one of each Sponsorship is available each year

## Package 3: Men's Vic League Sponsorship

There are four different levels of Vic League Team Sponsorship. The table below illustrates what is offered with each package. For every \$250 of Sponsorship each Business will receive a ticket in the 'Major Sponsors Draw'. The winner of the draw will see their company logo be printed on the sleeve of the Vic League teams playing shirt for the 2023 season.

	BHC VL Major* (draw winner)	BHC VL Minor** \$1,000+GST	BHC VL Gold*** \$750+GST	BHC VL Silver \$500+GST	BHC VL Bronze \$250+GST
<b>Naming Rights</b>					
Company Logo on the sleeve of the Men's Vic League Playing shirts	✓				
Company Logo on the front of the Men's First XI Playing shorts		✓			
Company Logo on the Men's Vic League Gameday Polos	✓	✓	✓		
<b>Promotional</b>					
1 x Boundary Fence Signs (nom. 9. x 2.5m)	✓	✓			
4 x Tickets in Sponsors draw		✓			
3 x Tickets in Sponsors draw			✓		
2 x Tickets in Sponsors draw				✓	
1 x Ticket in Sponsors draw					✓
Acknowledgement on BHC website sponsorship page	✓	✓	✓	✓	✓
Link from BHC website to Sponsors Website	✓	✓	✓	✓	✓
Acknowledgement on club 'TeamApp' with link to company website	✓	✓	✓	✓	✓
Number of dedicated social media posts throughout 2023	6	5	4	3	2
<b>Functions</b>					
Two tickets to BHC Senior Presentation Night	✓	✓			
Opportunity to advertise your company at club events and targeted sessions.	✓	✓	✓	✓	✓

\* Note: for every \$250 of sponsorship each business receives 1 ticket in the Sponsor's Draw - the winner of the draw receives their company logo on the VL playing shirt sleeve

\*\* Note: Only one VL Minor Sponsorship is available each year – For an additional \$500 1 x Boundary Fence sign can be added

\*\*\* Note: Only four VL Gold Sponsorships are available each year

## Package 4: Women's Vic League Sponsorship

There are four different levels of Vic League team sponsorship. The table below illustrates what is offered with each package. For every \$250 of Sponsorship each Business will receive a ticket in the 'Major Sponsors Draw'. The winner of the draw will see their company logo printed on the sleeve of the Vic League teams playing shirt for the 2023 season.

	BHC VL Major* (draw winner)	BHC VL Minor** \$1,000+GST	BHC VL Gold*** \$750+GST	BHC VL Silver \$500+GST	BHC VL Bronze \$250+GST
<b>Naming Rights</b>					
Company Logo on the sleeve of the Men's Vic League Playing shirts	✓				
Company Logo on the front of the Men's First XI Playing shorts		✓			
Company Logo on the Men's Vic League Gameday Polos	✓	✓	✓		
<b>Promotional</b>					
1 x Boundary Fence Signs (nom. 9. x 2.5m)	✓	✓			
4 x Tickets in Sponsors draw		✓			
3 x Tickets in Sponsors draw			✓		
2 x Tickets in Sponsors draw				✓	
1 x Ticket in Sponsors draw					✓
Acknowledgement on BHC website sponsorship page	✓	✓	✓	✓	✓
Link from BHC website to Sponsors Website	✓	✓	✓	✓	✓
Acknowledgement on club 'TeamApp' with link to company website	✓	✓	✓	✓	✓
Number of dedicated social media posts throughout 2023	6	5	4	3	2
<b>Functions</b>					
Two tickets to BHC Senior Presentation Night	✓	✓			
Opportunity to advertise your company at club events and targeted sessions.	✓	✓	✓	✓	✓

\* Note: for every \$250 of sponsorship each business receives 1 ticket in the Sponsor's Draw - the winner of the draw receives their company logo on the VL playing shirt sleeve

\*\* Note: Only one VL Minor Sponsorship is available each year – For an additional \$500 1 x Boundary Fence sign can be added

\*\*\* Note: Only four VL Gold Sponsorships are available each year



## BHC Sponsor Form

**ACTIONS:** Thank you for supporting the Brunswick Hockey Club, your contribution is greatly appreciated by the club and will benefit all Members. We now require the following information from you to process your sponsorship.

### **1. Business details (below) and 10 Business Cards**

Please fill in the return slip below and provide 10 business cards, either pass these two things to our team member to deliver to the Club, or post them with your cheque / direct credit conformation to:

Brunswick Hockey Club  
P.O. Box 101  
Brunswick, Victoria 3056

### **2. Payment of the sponsorship amount**

- Cheques to "Brunswick Hockey Club" can be included with the form below and posted to the Club as detailed above,
- Or DIRECT DEPOSIT: Brunswick Hockey Club  
BSB: 633 000  
ACC: 152 300 018  
Ref: Business name

Once again thank you for your support and we look forward to seeing you at the Club on Match days during the 2023 winter season to support the Brunswick Hockey Club in our pursuit of glory.

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### **2023 BHC Sponsorship Details Form**

- BHC players Name: \_\_\_\_\_
- Business / Sponsor Name: \_\_\_\_\_
- Contact Person: \_\_\_\_\_
- Preferred Address: \_\_\_\_\_  
\_\_\_\_\_
- Phone Number: \_\_\_\_\_
- Email address: \_\_\_\_\_

**Payment:** Cheque enclosed  Direct deposit  (date deposited) / / 2021

Business Cards (10) enclosed  I require a receipt: yes / no

Please circle amount: \$5000 \$4000 \$2500 \$2000 \$1500 \$1000 \$750 \$500 \$250