



Eastern Ranges Football Club

SUPPORT THE YOUTH IN THE **EASTERN REGION**

We will maintain an open Australian Rules environment that develops role models and leaders in the community.

We will promote achievement of personal best through learning, team work, discipline and respect for each other.

Some Current Local Players Successful on being Drafted to an AFL Club



Sam Mitchell
Local Club: Mooroolbark
AFL Club: Hawthorn



Kade Simpson
Emerald
Carlton



Lindsay Gilbee
Coldstream
Western Bulldogs



Chris Knights
Vermont
Adelaide



"I would like to thank the Eastern Ranges Football Club for assisting my football development".

Not only was Eastern Ranges a key part of my pathway into AFL it also helped me belief that if you persist at something anything can happen".

Quote from 2008 Hawthorn Premiership and former Eastern Ranges player Sam Mitchell

INTRODUCTION

Eastern Ranges Football Club is a vehicle whereby a unique message can be communicated to a wide audience throughout the Eastern Region of Melbourne Ranges.

Australian football is more than just a game.....it's more than being able to learn and display football skills. For all participants, particularly children and young people, Australian football is also about developing the skills and learning experience that provide us with a mentally and physically healthy lifestyle, moulding us into valuable members of the community.

The TAC Cup is a flagship of Football Victoria's youth development program, which is recognised as one of the most successful programs for talented young athletes in any sport in Australia. The Eastern Ranges focus is on improving the skills of young talented footballers aged between 14-18 years of age in the Eastern Region.

Becoming a part of our club is both a satisfying and rewarding investment. We can offer your business exciting and unique opportunities to further increase patronage with our customized packages designed to suit your specific requirements.

It is a great opportunity to help the youth of the Eastern Region to be goal orientated and assist in reaching their personal goals. You will be assisting in the development of young growing men to mature and work as a team, which will help with football and every day living.

It is our intention at the Eastern Ranges to promote your company, to ensure your company gets maximum exposure. As a dedicated and goal orientated club, our efforts with your support, will go hand in hand to making this a beneficial and sociable relationship.

It is our objective to have a sponsorship package that ties in with your requirements. The Eastern Ranges can promote and expose your business, to thousands of families throughout our region. Throughout the football season the TAC Cup receives coverage in Melbourne's leading newspapers and on ongoing support from weekly local newspapers, across the Eastern Region.

If you have any further queries, please do not hesitate to contact me via the following:

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PROMOTIONAL OPPORTUNITIES

Since 1992 the Under 18 concept was formed, now known as the TAC Cup. The initial home base of the Ranges was in Croydon until the move in 2006 to Kilsyth Recreation Reserve. The club have done numerous improvements to the facility and continue to upgrade the venue. The club trains at Kilsyth and play home matches at Box Hill City Oval (Ranges affiliate team is Box Hill Hawks). This has given the Ranges lot more promotional opportunities for **YOU** the sponsor. The following are additional benefits that you will get out of being a sponsor of the Eastern Ranges Football Club:

- The TAC Cup has a dedicated television program on Channel 9, each Sunday at 1pm during the season, called TAC Cup Future Stars
- The product (TAC Cup) represents the cream of Victorian youth in Victoria's most popular sport.
- The young men who represent their TAC Cup Club also represent their local community.
- These young men are certainly opinion leaders where both their peer group as well as others who they are known to take their actions and behaviors (and endorsements).
- These young men not only just learn about playing football they are also educated in many 'life skills' that will assist them in their future years. They are role models to their peers and heroes to youngsters from the same school, local football clubs and the local community.
- Promote your business at our home ground at Kilsyth for all our supporters and guests coming into the club from across Victoria.
- The ability to approach supporters with promotional material on matchdays and throughout the year at club functions.



Nick Malceski
Nth Ringwood
Sydney



Matthew Bate
Croydon
Melbourne



Liam Shiels
The Basin
Hawthorn



Travis Cloke
Park Orchards
Collingwood

ADVERTISING OPPORTUNITIES

The TAC Cup is regarded as being the best competition for up and coming stars being selected in the National Draft by AFL Clubs. Since 1992 the Ranges have had 59 players drafted to AFL clubs. Some reaching great highs including, Premiership's, Grand Final appearances, captain's, being selected in the top 10 draftees from all around Australia, Best & Fairest winners, National Bank Rising Star nominees and winner (Best rookie player in an AFL season), and a Liston Medal winner (Best VFL Player in a season).

These reasons are why the TAC Cup is a fantastic opportunity for local businesses to gain great coverage from a well-respected organisation. The exposure that can be generated from various sources gives you a great opportunity to gain clientele.

Below is a list of advertising opportunities that can be offered by the Eastern Ranges Football Club:

- **Advertising on National TV** (TAC Cup Future Stars is a television program on Channel 9, each Sunday at 1pm during the football season, shows highlights of the Ranges matches and guest speakers from the club)
- **Advertising at Clubrooms** (All our squads train from U14, U15, U16, U18 train on a regular basis as well as opposition clubs from around Victoria playing at the ground. The YVMDFL clubs also play games at the ground)
- **Advertising ground fence signage** (Prominent signage available around the ground)
- **Advertising in club changerooms/function room** (All our squads train from U14, U15, U16, U18, train on a regular basis as well as opposition clubs from around Victoria playing at the ground. The YVMDFL clubs also play games at the ground)
- **Acknowledgement in Ranges Wrap newsletter** (Sent weekly to over 3000 people associated with the club)
- **Acknowledgement at Club Functions** (All sponsors are acknowledged at the club functions with an average of 200 people attending each function)
- **Logo and link on front of Eastern Ranges website** (Widely used by members of the club and football enthusiasts around Victoria)
- **Advertising in Eastern Ranges Web Directory** (Widely used by members of the club and football enthusiasts around Victoria)
- **Advertising in the Eastern Region Coaches magazine** (6,000 copies will be printed each season, will be read by coaches in the Eastern Region, all clubs associated with the Eastern Region Coaches Association, Auskicks in the region, and the Eastern Ranges community)
- **Weekly Advertising in EFL Record** (The EFL Record produces more than 60,000 copies per season, it is a weekly 64 page publication that is available at all 19 senior venues each round in the Eastern Region)
- **Advertising on TAC Cup match day shorts/jumper** (Seen by all the supporters watching each round, an average of 350 each round and greater during the finals and Grand Final)



PREMIUM SPONSOR: \$5,000



- 2 AFL First Round Finals Tickets
- 10 AFL Passes



- 15 Access One Passes to Telstra Dome



- 4 Season Passes to the VFL



- Advertising in the VFL/TAC Cup Record
- Copy of the TAC Record

FUNCTIONS

- 10 Tickets to Sports Lunch
- 6 Invitations to Ranges Auction Night
- 2 Invitations Ranges Brownlow Calcutta
- 2 Tickets Ranges Awards night



EXPOSURE & ADVERTISING

- Signage on the pavilion
- Advertising at Ranges Clubrooms
- Weekly Advertising in EFL Record
- Advertising in Eastern Region Coaches Association newsletter
- Acknowledgement in Range Wrap newsletter
- Acknowledgement at Club Functions
- Logo on Eastern Ranges team photo
- Weekly news e mailed
- Logo and link on front of Web Site
- 2 Eastern Ranges Polo Shirts

****ALL SPONSORSHIP PACKAGES ARE NEGOTIABLE****

PRINCIPLE SPONSOR: \$2,500



- 2 AFL First Round Finals Tickets
- 8 AFL Passes



- 10 Access One Passes to Telstra Dome



- 4 Season Passes to the VFL



EXPOSURE & ADVERTISING

- Advertising at Ranges Clubrooms
- Advertising in Eastern Coaches Association
- Acknowledgement in Range Wrap newsletter
- Acknowledgement at Club Functions
- Listed as Sponsor on Club literature
- Eastern Ranges team photo
- Recognition certificate for the company
- Weekly news e mailed
- Eastern Ranges Polo Shirt

FUNCTIONS

- 2 Invitations to Ranges Auction Night
- 2 Tickets to Sports Lunch
- 2 Invitations Ranges Brownlow Calcutta
- 2 Tickets Ranges Awards night

****ALL SPONSORSHIP PACKAGES ARE NEGOTIONABLE****

GOLD SPONSOR: \$1,000



- 6 AFL Passes



- 6 Axxess One Passes to Telstra Dome



EXPOSURE & ADVERTISING

- Advertising at Ranges Clubrooms
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Conclusion

TAC Cup Background

Over the past nineteen years the TAC Cup has provided the vast majority (over 60%) of the AFL's national draftees establishing itself as the recognised prime pathway to the AFL for Victorian players.

Today all AFL Clubs recognise and support the view that the TAC Cup competition provides the necessary professionalism and support programs required to prepare future AFL players.

While the TAC Cup's primary aim is to provide young players with the best opportunity to reach their potential, local Clubs benefit as well. Statistics reveal that 49% of graduating TAC Cup players return to their local Clubs bringing with them the experience and confidence gained at the TAC Cup level making them better leaders and players and raising the standard of local football.

It is not only these players who return from the under 18 competition that benefit local football, there are thousands of young Victorians that benefit each year from AFL Victoria's talent programs from under 15's through to the TAC Cup Competition.

AFL Victoria's success in developing young footballers is underlined each year in the AFL's National Championships. Victoria's Metropolitan sides have played off for the Championship between 2003-2008, winning the Championship in 2008.

In addition, many players from the Region have been selected to represent their State in the Under 16 and Under 18 National Championships as well as gaining All Australian honours for their efforts. No doubt in the years to come our number of players drafted will continue to rise.

Not all players who participate in the development programs will continue onto AFL Level, some will play VFL senior level, others will become good local footballers. We believe that it is important for players identified with talent to be given every chance to fulfill their potential.

In laying the foundation for the talented player programs it is evident that young players are enthusiastic and keen to improve. Some will develop their football skills at an early age while others will need time to reach their full potential

Eastern Ranges

Since its formation in 1992 as part of the VFL TAC Cup Under 18 competition, the Eastern Ranges have continued to develop rapidly as a progressive and supportive football club.

A major objective of the Eastern Ranges is to give talented young footballers in the Eastern Region who have aspirations of playing football at the highest level, every opportunity to develop to their maximum football ability.

Eastern Ranges Football Club

Partnership Agreement

Premium Sponsor	\$5,000	(plus GST)
Principle Sponsor	\$2,500	(plus GST)
Gold Sponsor	\$1,000	(plus GST)

Contra (To the value of any sponsorship level)

Business Name: _____

Contact's Name: _____

Address: _____

Telephone: _____ **Mobile:** _____

Fax: _____ **E-mail:** _____

Sponsorship Category: _____

Other Offers of Support (Contra, Gift Vouchers etc.):

Signed: _____

Date: _____

Payment Options

(Please tick one of the following and fill out the appropriate details)

1. Cheque (Cheques made payable to 'Eastern Ranges Football Club')
2. Cash
3. Credit Card

3. Your credit account

Cardholder name/s

Credit card number

Expiry Date

 /

Credit card type

☐

Visa

☐

Mastercard

☐

Bankcard