

Align your brand with Claremont Football Club. Share in our success.



CLAREMONT FOOTBALL CLUB PARTNERSHIP PROPOSAL

Claremont Football Club

One Team

AT A GLANCE

- Entered WAFL - 1926
- Located - Claremont, WA
- Home - Claremont Showgrounds
- League - WAFL
- Schedule - 20 Games, 10 home /10 away
- Season Runs - March to September

ON-FIELD SUCCESS

- Premierships in: 1938, 1939, 1940, 1964, 1981, 1987, 1989, 1991, 1993, 1996, 2011, 2012 - 12 in total
- Runner ups: 1936, 1937, 1942, 1972, 1982, 1983, 1988, 1990, 1994, 2004, 2005, 2007, 2010
- Grand Finals: 25
- Sandover Medal Winners: 1932: Keith Hough, 1933-34: Sammy Clarke, 1936: George Moloney, 1949: Gordon Maffina, 1967: John Parkinson, 1984: Michael Mitchell/Steve Malaxos, 2005: Jaxon Crabb, 2007: Anthony Jones, 2011: Luke Blackwell, 2012: Kane Mitchell.

Claremont Football Club

A proud & strong heritage, an exciting future...





Claremont Football Club

One Team

PO Box 59, Claremont WA 6910

T (08) 9384 9200

F (08) 9384 5563

E tigers@claremontfc.com

W claremontfc.com

Align your brand with the Claremont Football Club and allow our success to become your success. Claremont Football Club sets itself apart from its competitors by living by the philosophy of developing our own and promoting from within. Through our various talent pathways our focus is not only on developing great players but also great members of the community.

As a result of our participation in the National Foxtel Cup competition and our District's relationship with the USAFL our brand is recognised locally, interstate and now internationally. We are looked upon as the benchmark Club in the 2nd tier competition in Australia with others seeking out our expertise and knowledge.

Our redevelopment will further set us apart from our competitors by providing our members and sponsors with a state of the art facility that will become the centre of Claremont, a place we hope you will return again and again with your family, friends and business associates.

At Claremont we believe that every member of the team is an integral part of our success and to continue to be successful we need to grow our team, on and off the field.

If you have a passion for what you do, value being a part of a team and would like to increase your business and social networks, then become a sponsor at Claremont and experience what it feels like to truly belong to a family friendly Club and community.

Join the hundreds of small, medium and large businesses who already sponsor the Tigers and reap the rewards of cost effective sponsorship whilst investing in your community football club. Your support will ensure we continue to not only develop great footballers but also great men.

Sponsorships start from as little as \$500.00 so please contact our Sponsorship Team today on 9384 9200 to discuss your specific requirements and create a sponsorship package to suit you.

Dean Horsington
General Manager Football Business and Sponsorship

PREMIERS 1938 | 1939 | 1940 | 1964 | 1981

1987 | 1989 | 1991 | 1993 | 1996 | 2011 | 2012



MAJOR SPONSORS

Our Vision

Final Plans for the new development are before Council and the Development Assessment Panel. The demolition of the existing buildings is scheduled to commence in March/April 2014.

The administration is expected to be moved and settled at the Showgrounds by 1 February 2014 with our football department moving in later once the demolition date is set. The players will continue to train on Claremont Oval with games scheduled to commence at the Showgrounds in April 2014. The new facility is being designed by Oldfield Knott.

Some of the facilities to be included in the new building include:

- Commercial Gym across 2 floors at the Southern end
- Player lounge/kitchen/computer room
- Large function rooms to cater for Club

events; weddings, corporate events; conferences

- CFC Hall of Fame
- Sponsors lounge and boxes
- Various meeting rooms for use by the Club and the general public
- Sports Medicine area
- Larger Dollars Deck

There will also be land at the Northern end of the site which will developed or sold in the future to provide the Club with ongoing financial security.

The facility, when completed, will become the centre of Claremont, the place to be and we look forward to welcoming not only Claremont members and sponsors at our new state of the art facility, but also all members of the general Claremont and wider community.



The Opportunity

Supporting the Claremont Football Club is an opportunity to join a united, passionate and proud community that encourages and defends its members at every opportunity. In our eyes, your success as a sponsor is a reflection of the entire club. We are One Team and our staff, players, members, fellow supporters, mums and dads and the hundreds of hopeful kids who dream of playing AFL football know that without you, and your support, their dreams could never come true.

That's why when you join our club you won't be treated as just one of many; you'll receive the respect and admiration that you deserve. You will be joining a wide network of fellow supporters who share your passion for the Claremont Football Club. Companies like Coles, K-Mart, Target, Amcap, Hertz Rentals, Kennards Hire, EMCO, Ray White Karratha, Lexus and McInerney Ford have all devised a sponsorship package that suits their marketing, communication and corporate citizenship goals.

We appreciate that whether you are a business just starting out or a well-established national organisation, your reasons and objectives for joining our team will be different. That's why we offer tailored sponsorship programs that:

- Deliver on your business's bottom line.
- Build brand awareness.
- Stimulate sales through direct mail advertising to our members.
- Enhance your community profile network with fellow sponsors and supporters.
- Entertain your clients with our hospitality packages.

Alternatively you may just wish to be able to come to the football every week, enjoy the comfort of our exclusive sponsor viewing area and occasional access to West Coast Eagles and Fremantle Dockers home games. Whatever your reasons, we look forward to welcoming you as our newest club partner.

Sponsorship Options

- Signage
- Clothing
- Communications, Online and Social Media
- Moss, Panizza and Blackwell Sponsorship Packages
- Tigon Hybrid Sponsorship Packages
- Corporate Classic Packages
- Player Sponsorship
- Team Mates Rates Programme

Signage

Signage around the perimeter of the oval allows both direct and indirect exposure throughout the game and in media coverage.

To ensure maximum sponsorship value throughout our redevelopment all signage will be transferred to core fluting which will be easily transferable to new sites.

Size of signage varies and locations include:

- Perimeter Signage
- Scoreboard
- Building
- Goal Posts
- Ball Nets
- Banners
- Oval painting
- Mobile Signage



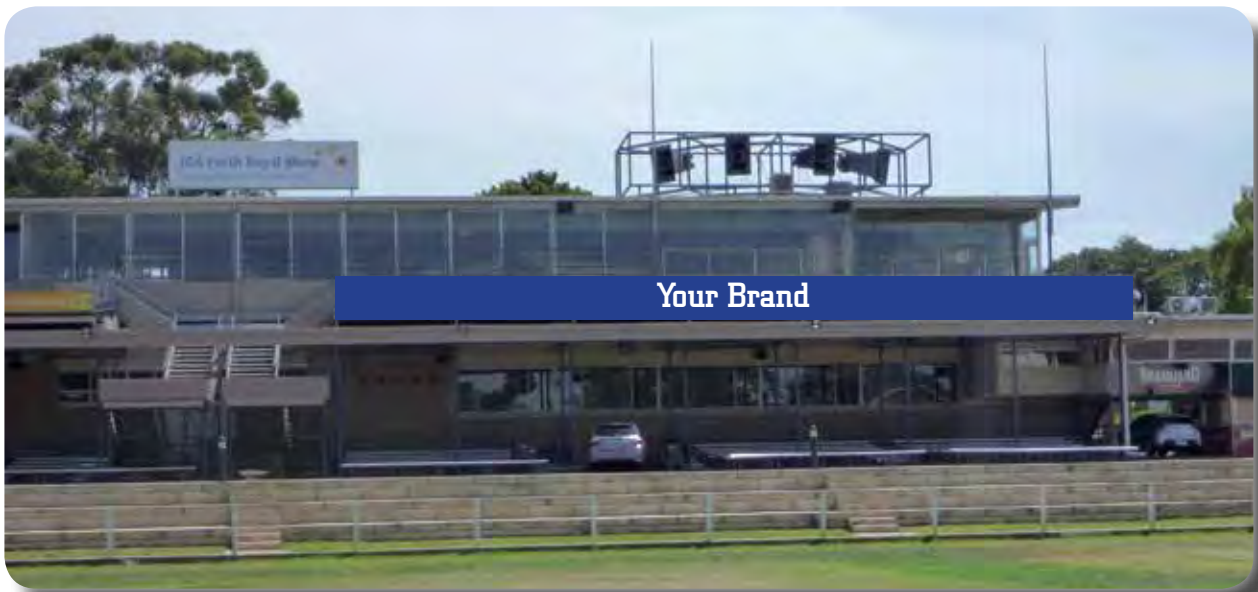
Signage Options 2014 - a clean slate...

The Claremont Showgrounds

Perimeter Signage - from \$2,500 per annum + GST



Building Signage - from \$2,500 per annum + GST



Oval Signage - from \$2,500 per game + GST



CLOTHING



Branded Clothing





Branding/Colours:



**Branding options on clothing are still available for 2014.
Talk to our Sponsorship Team on 93849200.**

Placing your brand on our clothing starts from:

- Game Day Jumper main sponsor \$20,000 + GST
- Shorts, Jacket \$5,000 + GST
- Warm Up Top \$2,500 + GST
- T- shirts, Polo shirts, Tigers Runner \$5,000 + GST

Limited options are still available for 2014.

Talk to our Sponsorship Team on 9384 9200 today.

GAMES
LADDERS
WAFL
ONLINE
PLAYERS
GAMEDAY LIVE

ONE TEAM CLAREMONT TIGERS

HOME
SEASON 2013
LATEST NEWS
THE CLUB
TALENT ACADEMY
TEAM STORE
MEMBERSHIP

SPONSORS
PHOTO GALLERY
CFC "BEST TEAM EVER"
TIGERS DISTRICT
TIGER TV
CONTACT US

Proudie's Foundation Supporting Warrick Proudlove

Top Banner
Monthly \$200
Yearly \$2000 + GST

Space
Monthly \$175
Yearly \$1800 + GST

facebook

YouTube

Claremont District News: Inaugural UWA v Notre Dame Game

UWA (University of Western Australia) AFL Program students took on Notre Dame University in an inaugural match between the two universities on Friday 8th November at Claremont Oval. UWA AFL program has been running for two years now and this semester the Claremont District launched the program with students from Notre Dame University in Fremantle.

TIGERS TEAM STORE

Junior League Guernsey
\$55.00 AUD

Jacquered Scarf
\$20.00 AUD

Tigers "One Team" Jacket
\$80.00 AUD

CFC Cap with Logo
\$15.00 AUD

Space
Monthly \$150
Yearly \$1500 + GST

TIGERS "BACK TO BACK" MERCHANDISE

TIGER TV

6,138

TIGERS MAJOR SPONSORS

INCL WITH MOSS
SPONSORSHIP

Claremont Football Club

2,684 people like Claremont Football Club.

EVERY MEMBER'S IN THE TEAM

Over 4000 Unique visitors a week
 Over 10,000 Unique page views a month
 Each visitor spends an average of 3.192 minutes on site

Space starts from only
\$150+GST per month or
\$1500+GST per annum.
Talk to our sponsorship Team
on 9384 9200.

Social Media - Facebook, Twitter and Team App

Gain valuable access to the Claremont Football Club's social media pages and be front and centre in some of the most popular places fans go to interact with the sport.

Your company can be the naming rights partner for:

- Competition for prizes sponsored by your company
- Polls on Facebook
- Photo Gallery on Facebook presented by your company
- Discount Coupons. Special offers to drive fans to your business



FACEBOOK - 2864 likes
TWITTER - 1038 followers
YOUTUBE - 6681 views

Media Exposure for your Brand

Tigers hungry for flags

■ John Townsend

Claremont will be seeking regular wins and a premiership rather than looking to rebuild for the future under new coach Michael Broadbridge.

After beating a field that included former West Perth coach Todd Curley and highly-regarded assistant Wayne Orsi, Broadbridge said the loss of 20 premiership players over the past two years would not change his focus to keep Claremont at the top of the WAFL ladder.

"I won't be talking about rebuilding or talking about redevelopment of a side with a long-term vision to get back to where

"Claremont were very good this year until near the end of the season ... You only look forward ..."

New Tigers coach **Michael Broadbridge**

we were," he said. "It is about constant improvement from where we are now.

"Claremont were very good this year until near the end of the season and we will be about improving from there.

"You can't predict what will happen when you step into a role like this. You don't anticipate losing games or taking steps back.

"You only look forward and look at the positives."

Broadbridge took heart from Geelong, who continued to have success despite losing outstanding players each year.

"The good clubs can do it and from what I have seen from outside, Claremont are a very good club," he said.

"Their culture is strong, their support through the board and members and volunteers is strong and the brand of footy they play is strong."

Broadbridge, 45, was appointed for two seasons after Claremont were forced to look for a replacement for 2012 premiership coach Marc Webb, who took a development role with Fremantle.

The performance team director at the WA Institute of Sport, where his full-time job revolves around creating champion athletes, Broadbridge has significant coaching experience within football without having taken charge of his own senior team.

After coaching the WA under-18 side for four seasons, he was an assistant coach at Collingwood, Fremantle and West Coast before joining WAIS this year.

He helped Mick Malthouse get the Magpies into two AFL grand finals and later forged strategic roles at the Dockers and Eagles.

Broadbridge said there were outstanding traits in each of the coaches he worked with but he was conscious that he had to be true to himself to be a success.

"I have been exposed to some very successful coaches," he said.

Broadbridge was also coached by WA stalwart John Todd during a stint at Swan Districts when he was a regular player and a State representative in 1993.

He played 85 matches at Swans after 56 at East Fremantle where he started in 1987.



BGC

SPORTS DIARY 9/11

▶ **ATHLETICS:** Masters Athletics six-hour relay 7am today Yokine Reserve, Wordsworth Ave, Menora. Eng 6468 7720 or www.mastersathleticswa.org

▶ **BASEBALL:** State League tomorrow 12.30pm and 3.15pm. Carine Cats v Swan Districts Black Ducks, Carine, Morley Eagles v Wanneroo Giants, Simms Field; Perth v West Stirling Indians, Inglewood Oval; Rockingham Rams v Goswami Hawks, Hourglass Reserve, South Perth Cubs v Victoria Park Reds, Graydon Reserve.

Masters Baseball, Tuesday Barbagallo Ballpark. Eagles v Indians 6.30pm; Bears v Cougars 8.15pm

▶ **CRICKET:** Bupa Sheffield Shield, Round 2 fixture, today 10.30am (day four). Alcohol. Think Again Western Warriors v SA Redbacks.

▶ Think Again District cricket competition: Round 5 fixtures, today 11.30am (day two): Midland-Guildford v Bayswater-Morley, Ilac Hill, Melville v Fremantle, Tompkins Park, Williston v Goswami, Burnside Reserve, Joondalup v Mount Lawley, Iluka, South Perth v Perth, Richardson Park, Claremont-Nedlands v Rockingham-Mandurah, Cresswell Park, Wanneroo v Scarborough, Kingsway Reserve, University v Subaco Floral, James Oval.

▶ WA Suburban Turf Association first grade today: Tuart Hill v Swan Athletic, Charles Verward, Swan Valley v Bentley, Swan Valley, High Wycombe v Western Suburbs, Scott Reserve, Werrilley Districts v Bedford Morley, Ft Goodridge, Bassendean v Doubleview Carine, Jubilee Reserve, Murdoch University Melville v Applecross, Murdoch University.

▶ **WATER POLO:** Premier League men today: City Beach Reds v City Beach Bears, Challenge Stadium 2pm; Phantoms v Melville Sharks 3.30pm; Beatty Park; Dolphins v Trifon 4pm Claremont.

▶ Premier League women today: Trifon v City Beach 2pm; Beatty Park; Dolphins v North Coast Phoenix 2.30pm Claremont.

▶ **TRIVENIS:** Today Neon Run, Claremont Showgrounds, start 6.45pm.

Graham Moss Package \$20,000 + GST

- 4 Memberships
- 4 Ground Entries
- 1 Perimeter Sign
- 1 Player Huddle Sign
- Framed Autographed Claremont Jumper
- 2 memberships to the Growling Tiger Network
- Armchair Viewing
- Reserved parking inside the Showgrounds
- Afternoon Tea at ½ time of the League
- 4 Tickets to the Corporate Classic Cocktail Party
- 4 invites to the President's lunch held on every home game
- Access to the Member's data base for promotional purposes
- Invitation to all Club Events
- Access to player group for promotional events – please note that the final decision on which players will be available will rest with the Coach and General Manager of Football.
- An opportunity to sit in the coaches box for 1 home game
- Full Page Ad in the Annual Report
- Advertisement in Weekly Email newsletter



Darrell Panizza Package \$10,000 + GST

- 2 Memberships
- 2 Ground Entries
- 2 Perimeter Signs
- Framed Autographed Claremont Jumper
- Armchair Viewing
- Reserved Parking inside the Showgrounds
- Afternoon Tea at ½ time of the League
- 2 Tickets to the Corporate Classic Cocktail Party
- 2 Invites to the President's lunch held on every home game
- Access to the Member's data base for promotional purposes
- Invitation to all Club Events
- Access to player group for promotional events – please note that the final decision on which players will be available will rest with the Coach and General Manager of Football.
- An opportunity to sit in the coaches box for 1 home game
- ¼ Page Ad in the Annual Report
- Advertisement in Weekly Email newsletter



Luke Blackwell Package \$5,000 + GST

- 2 Memberships
- 2 Ground Entries
- 1 Perimeter Sign
- Framed Autographed Claremont Jumper
- Armchair Viewing
- Reserved Parking inside the Showgrounds
- Afternoon Tea at ½ time of the League
- 2 Tickets to the Corporate Classic Cocktail Party
- 2 invites to the President's lunch held on every home game
- Access to the Member's data base for promotional purposes



Corporate Classic Sponsorship – \$500 + GST

The perfect choice for small businesses or the Claremont Supporter who wants to take their membership to the next level. Package includes:

- 2 Memberships
- 2 Ground Entries
- Armchair Viewing
- Afternoon Tea at ½ time of the League Game
- 2 Tickets to the Corporate Classic Cocktail Party where you will be in the running to win one of four Luke Blackwell Package Sponsorships valued at \$5,000.



Tigon/a Hybrid package – various prices – make up your own package

All hybrid packages include:

- 2 Memberships
- 2 Ground Entries
 - Standalone Signage package starting at \$2,500 + GST
 - Social Media/Communications sponsorships start from \$150.00 + GST.
 - Event Sponsor
 - Golf Day sponsor \$5,000 + GST.
 - Golf Day support sponsor \$500 + GST. per hole
 - Clothing sponsor - Shorts, Jackets, Training Singlets, Socks, Caps.

Sponsor a Player - help grow the stars of tomorrow

SENIOR PLAYER SPONSORSHIP (of your choice)

- Two (2) Membership (includes home game entry)
- Recognition Certificate presented by your player
- Acknowledgement via the following:
 - Photo with your player displayed on the Website
- Two (2) free tickets to our Annual Club Championship Awards Night and Dinner.

INVESTMENT\$500



COLTS PLAYER SPONSORSHIP (of your choice)

- Two (2) Membership (includes home game entry)
- Recognition Certificate presented by your player
- Acknowledgement via the following:
 - Photo with your player displayed on the Website
- Two (2) free tickets to our Annual Club Championship Awards Night and Dinner.

INVESTMENT\$300



Team Mates Rates

Your company can market directly to our Tigers members through our Team Mates Rates booklet. Simply offer our Tigers Members a special in store discount - they'll present their cards in-store to redeem their discount. It's a win-win situation for all.

The Big Claremont Book of Team Mates' Rates

Available exclusively to Claremont Football Club Members.





GROWLING TIGER 2014

2014 Growling Tiger Memberships now available

The Growling Tiger Network is a coterie group made up of successful business people who share a love of the Tigers and the opportunity to network with other like-minded people.

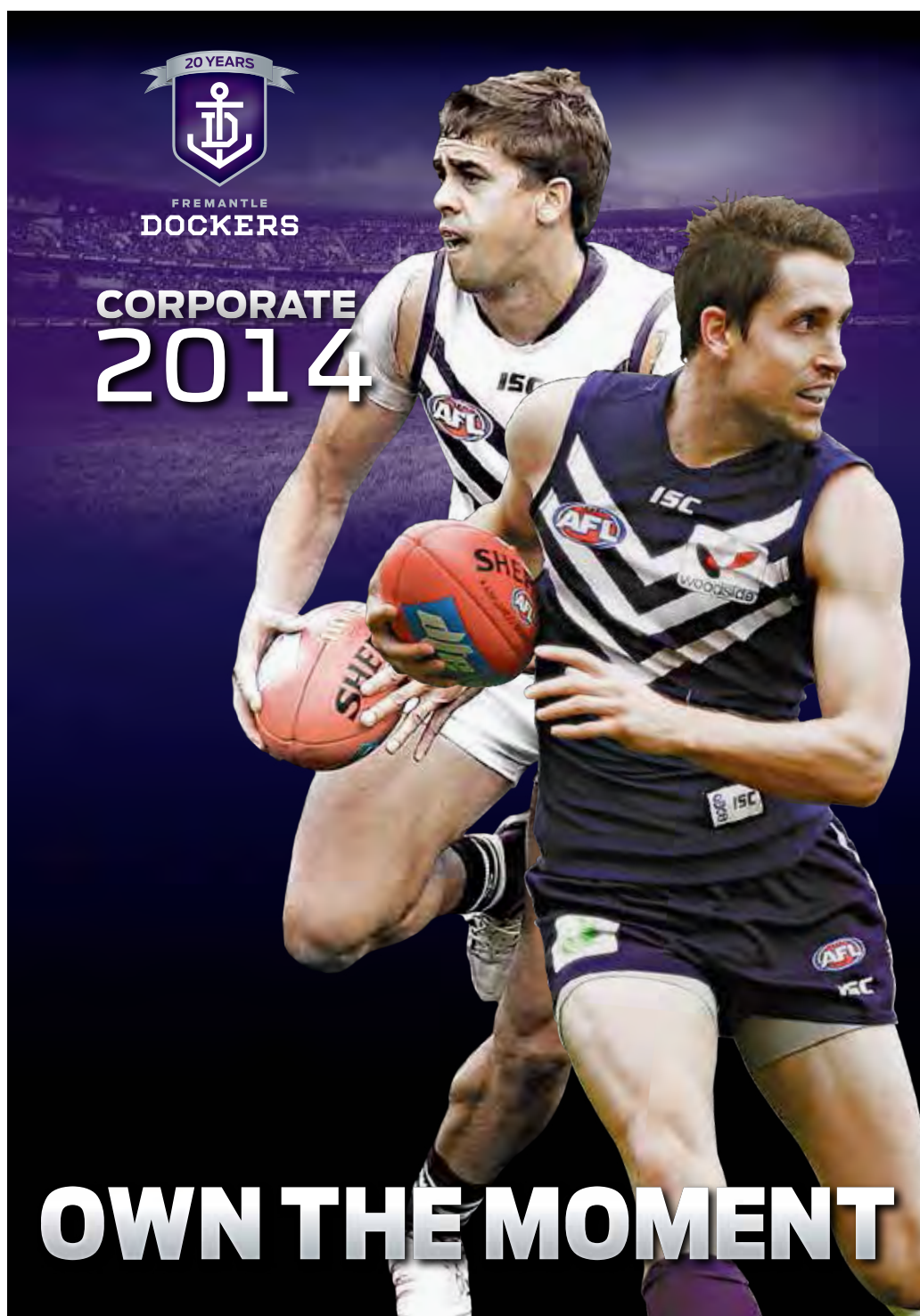
In 2013 we had three excellent speakers, Grey Egerton-Warburton (Hartleys); Richard Goyder (Wesfarmers) and Craig James (Chief Economist of the Commonwealth Bank).

Lunches were held at The George; The Trustee and the Bankwest Boardroom in Raine Square.

Special guests included Bill Beament from Northern Star Resources; Peter Hutchinson co-founder of Forge Group; Phil Matera from the Matera Group, to name a few.

For your all inclusive Membership fee of \$1100.00 you will not only meet the best the West has to offer in business in some of the best boardrooms and restaurants Perth but you will also help raise much needed funds for the Club. Contact Director Valerie Haskins on 0424 961 450 to secure your membership.

Watch the Dockers in comfort from an 8 seater corporate box (includes Parking and \$200.00 Bar Tab).



20 YEARS

FREMANTLE
DOCKERS

**CORPORATE
2014**

OWN THE MOMENT

Round 2 Sat March 440pm 29 v GC \$1500
Round 4 Sun April 2.40pm 13 v Ess \$3500
Round 6 Fri April 25 6.40pm v NM \$3500
Round 9 Sat May 17 5.40pm v Geel \$4000
Round 12 Sun June 8 2.10pm v Adel \$2000
Round 14 Sat June 21 5.40pm v Bris. \$2000

Round 15 Sat June 28 2.40pm v WCE \$5000
Round 17 Sun July 13 2.40pm v GWS \$1250
Round 19 Thurs July 31 5.40pm v Carl \$3500
Round 21 Sun Aug. 17 2.40pm v Hawks \$4000
Round 23 TBA v Port \$1750
OR Consider Season Purchase \$24,465



PURCHASE ORDER

Company / Individual Name: _____

Address: _____

Phone: _____

Email: _____

Claremont Football Club

One Team

PO Box 59, Claremont WA 6910

T (08) 9384 9200

F (08) 9384 5563

E tigers@claremontfc.com

W claremontfc.com

TYPE	DESCRIPTION	UNIT PRICE (EXC GST)	QTY	TOTAL	
Preferred Packages	Graham Moss Package	\$20,000			
	Darrell Panizza Package	\$10,000			
	Luke Blackwell Package	\$5,000			
Clothing	Game-Day Jumper – front (plus jackets and polo shirts)	\$20,000			
	Game-Day Jumper – left chest (plus jackets and polo shirts)	\$15,000			
	Game-Day Shorts	\$5,000			
	Development Squad Jumper/Polo/Socks	\$5,000			
	League Warm-Up Clothing	\$2,500			
	Training singlets	\$2,000			
	Caps	\$2,000			
	Runners Clothing, Polo Shirts, T-Shirts	\$5,000			
	Signage	Perimeter Signage	From \$2,500		
		Building Signage	From \$2,500		
Oval Signage (per game)		From \$2,500 neg.			
Communications	Web Banners (per month)	From \$150			
Game-Day	Official Home Game Sponsor of the Round	From \$2,500			
Events/Hospitality	Golf Day	\$5,000			
	Children's Birthday Party	From \$250			
	Bucks/Hens Party	\$2,000			
	Corporate Events	From \$2000			
Football	Coach Sponsorship (collar on polo)	\$5,000			
	Individual Player Sponsorship	From \$300			
Business	Growling Tiger Network	\$1,000			
	Corporate Classic	\$500			
		SUBTOTAL			
		GST			
		OTHER			
		TOTAL			

Please Mail or Fax to Dean Horsington
 PO Box 59 Claremont WA 6910
 Contact Dean Horsington
 Mobile: 0400 401 075
 e-mail: dean.horsington@claremonttigers.com

Credit Card Accepted: Mastercard / Visa

Name: _____

Number: ____ / ____ / ____

Join the One Team with 1000's of key players.



Claremont Football Club, the One Team whose players recognise that when they take to the field each week there are thousands of members, sponsors, volunteers and staff who stand behind them. Our on-field success is a reflection of not only our quality playing group but our development programs, our medical, training and administrative staff together with an army of dedicated parents, volunteers, sponsors and members. Claremont Football Club may be a collection of different individuals, groups and teams – but together we are all proudly part of One Team. To join the Team call (08) 9384 9200 for an application form or download one from claremontfc.com.au

