

PROSPECTUS



MODBURY SOCCER CLUB 2019 Sponsorship

MODBURY SOCCER CLUB INC

Smith Partners Stadium
75 Golden Grove Rd, Ridgehaven





A NEW BEGINNING

In 2017, the Modbury Soccer Club entered a new chapter in its history.

Following a significant investment by the Government of South Australia and the City of Tea Tree Gully, Modbury's home base at Ridgehaven has been transformed into a state-of-the-art soccer facility.

The installation of a \$1M synthetic soccer pitch, overseen by Football Federation South Australia, has transformed Smith Partners Stadium into the best sporting facility in the northeast. While tailor-made for soccer, the multi-purpose venue is used year-round and accommodates a wide range of sporting and leisure activities to benefit the local community.



THE BEST SPORTING FACILITY IN THE NORTHEAST

"Installation of the synthetic pitch will mean that the Ridgehaven-based club will be able to cope with an ever-growing demand for membership, plus will encourage a higher standard of competition.

"The much needed dry synthetic pitch will be able to be used for about 90 hours a week - well up on the 15 hours a week the existing turf pitch is able to cope with.

"The new pitch will open up the opportunity for other clubs to hire..."

- City of Tea Tree Gully, August 2016

ABOUT US

Modbury Soccer Club has a proud footballing history dating back to 1964.

A not-for-profit community sporting club, Modbury is affiliated with FIFA through its membership of the Football Federation of South Australia and the national peak body, Football Federation Australia.

Over the last 50 years, Modbury Soccer Club has grown from it's original 'working men's' foundation to one that has demonstrated a long-term commitment to developing and nurturing local footballing talent in Adelaide's north-east, while encouraging children, youth and adults to adopt a healthier lifestyle and higher physical activity by participating in an affordable sporting program.

We are arguably the most high profile club representing the City of Tea Tree Gully in sporting competitions and codes.

In 2019, Modbury Soccer Club's senior sides will compete in Football Federations SA's second-tier State League 1 competition. We have assembled a team that will be a strong contender for promotion to the National Premier League - that's where we believe we belong!

We will field a record number of junior boys and girls teams in 2019 competing in the FFSA's Junior Premier League and Junior State League competitions, as well as Miniroos. We are confident that we have a production line of talented young players that will go on to represent our senior sides and, maybe, emulate former Modbury juniors Brandon Borello (SC Freiburg), Jacob Melling (Central Coast Mariners) and Ryan Strain (Adelaide United) as professional footballers.

In 2019 we will continue to build on our successful women's football program and will field amateur teams in the South Australian Amateur Soccer League.



BE PART OF OUR FUTURE



Central Districts Hospital

We are proud to count amongst our major sponsors ground naming rights sponsor Smith Partners Real Estate and Calvary Central Districts Hospital.

These organisations join our commercial partners, South Australian icon Coopers and Adelaide United shirt sponsor Macron, and iconic brands like Aussie and the Cheesecake Shop as significant contributors to Modbury Soccer Club.

We are now seeking to attract additional high-quality sponsors to join these brands as part of an exciting opportunity in 2019.

Through mutual respect, we seek to build a sound and long-lasting relationship with sponsors that deliver real benefits to all parties.

We invite you to join our existing partners and become part of the Modbury family in 2019.

Jeff McCormack
President





BENEFITS

Our prime location on the corner of Golden Grove and Milne Roads makes us a highly visible venue with exposure to 50,000 vehicles each day.

Surrounded by native trees, Smith Partners Stadium is a picturesque setting for our spectacular synthetic soccer pitch - a real attention-grabber that is sure to be noticed by passing traffic.

Our fully licensed and recently refurbished club rooms offer a comfortable and relaxing environment for supporters to enjoy the match day action, and a first-class facility for corporate and functions and events.

Signage both inside and outside the ground provides a unique opportunity for our sponsors to be noticed. With the facility used seven days a week and all year round, thousands of people from right across the Adelaide metropolitan area pass through our gates each year.

Through our active social media and online channels, we have extensive reach into the local community and afford our sponsors opportunities to communicate directly with our members and supporters.

We offer an opportunity for you to engage with the local community and to promote your brand through your association with the best sporting organisation and the most outstanding sporting facility in the northeast.





SPONSORSHIP OPPORTUNITIES

We offer a range of affordable sponsorship opportunities that can be tailored, by negotiation, to meet your circumstances and requirements.

Our sponsors are important to us and we gratefully acknowledge their support and contribution to our ongoing success.

All sponsors enjoy the following benefits:

- Your branding/logo on club communications (e.g. club website, match day programs)
- Season passes for home matches at Jet Park
- Acknowledgement at home matches via PA announcements
- Direct marketing to members via e-mail newsletters and social media
- Discounted hall hire for corporate or private functions
- Jet Park advertising board/services directory
- Invitations to sponsors' functions
- A Modbury Soccer Club polo shirt with your logo



SPONSORSHIP PACKAGES

White Sponsor (from \$1,000 + GST)

Starting from \$1,000 per season, white sponsors are recognised as valuable contributors to the Modbury Soccer Club and have the opportunity to promote their brand.

In addition to the base benefits, white sponsors can choose an option from the following advertising opportunities:

- **Boundary fence advertising:** 1800 x 600mm signage facing Golden Grove Road
- **Junior Team sponsorship:** sponsor's name or logo on the front of a junior team's playing shirt
- **Perimeter fence advertising:** 1800 x 800mm signage on the perimeter of the synthetic pitch

Bronze Sponsor (from \$5,000 + GST)

From \$5,000 per season, our bronze sponsors are valued supporters of the Modbury Soccer Club and are acknowledged as important contributors to the club's success.

In addition to the base benefits, our bronze sponsors receives the following benefits:

- **Boundary fence advertising:** 1800 x 600mm signage facing Golden Grove Rd
- **Senior team sponsorship:** sponsor's name or logo on senior teams' playing apparel
- **Perimeter fence advertising:** 1800 x 800mm signage on the perimeter of the synthetic pitch
- **Framed 2019 home shirt:** a framed playing shirt (or comparable memorabilia) to be proudly displayed at your place of business

MAJOR SPONSORSHIP PACKAGES

Silver Sponsor (By Negotiation)

Our Silver Sponsor is a significant contributor to the Modbury Soccer Club and enjoys recognition as a faithful partner and supporter. Our Silver Sponsor, in addition to the base benefits, enjoys:

- **Senior Team sponsorship:** sponsor's name or logo on the back of playing shirts
- **Boundary fence advertising:** 1800 x 600mm signage facing Golden Grove Rd
- **Perimeter fence advertising:** 1800 x 800mm signage on the perimeter of the synthetic pitch
- **Advertising in the clubrooms:** signage displayed prominently within the clubrooms
- **Framed 2019 home shirt:** a framed playing shirt (or comparable memorabilia) to be proudly displayed at your place of business

Gold Sponsor (By Negotiation)

Our Gold Sponsor is considered to be a 'major sponsor' and is acknowledged as an integral partner of the Modbury Soccer Club. In addition to the base benefits, our Gold Sponsor enjoys:

- **Senior Team sponsorship:** sponsor's name or logo on the front of all senior team's playing shirts (Under 18s, Reserves and First Team)
- **Advertising in the clubrooms:** signage displayed prominently within the clubrooms
- **Boundary fence advertising:** 1800 x 600mm signage facing Golden Grove Rd
- **Perimeter fence advertising:** 1800 x 800mm signage on the perimeter of the synthetic pitch
- **Framed 2019 home shirt:** a framed playing shirt (or comparable memorabilia) to be proudly displayed at your place of business





GROUND NAMING RIGHTS SPONSOR

Platinum Sponsor
(By Negotiation)

Jet Park needs a new name - why not yours? We have the best sporting facility in the northeast and it deserves to be associated with a premium brand that will complement its standing. This is a unique opportunity to put your name to a prime community facility.

Our Platinum Sponsor will enjoy, in addition to the basic benefits:

- **Naming rights to the ground:** sponsor's name used to identify the ground in all official references, including Google Maps, official FFSA fixtures, club promotional material, and media
- **Main signage:** prominent signage on the clubrooms (approximately 6m x 1.2m)
- **Boundary fence advertising:** 1800 x 600mm signage facing Golden Grove Rd
- **Perimeter fence advertising:** two 1800 x 800mm signage on the perimeter of the synthetic pitch
- **Marketing & promotion:** displays of products or services inside the ground (e.g. vehicle displays)
- **Senior Team sponsorship:** sponsor's name or logo on the front breast of all senior playing shirts
- **Advertising in the clubrooms:** signage displayed prominently within the clubrooms
- **Free hall hire:** free use of our clubrooms (subject to availability) for corporate or private events
- **Framed 2019 home shirt and team photo:** a framed playing shirt (or comparable memorabilia) to be proudly displayed at your place of business
- **Complimentary tickets to our end of season presentation dinner:** join us as we celebrate the season and acknowledges our players and supporters efforts during the season

OTHER SPONSORSHIP OPPORTUNITIES

Player Sponsor (\$1,000 +GST)

Show your support of the club by sponsoring one of our senior players! In addition to the base benefits, you will receive a framed photo of your sponsored player to be proudly displayed at your place of business.

Other Packages (By Negotiation)

We would be happy to discuss a range of other opportunities to promote your brand, including:

- Your logo on playing shirts and shorts
- Your logo on coaches and club officials' apparel
- Your logo on players off-field apparel (polos, tracksuits)
- Sponsorship of our end of season presentation dinner
- Signage in our clubrooms

MORE INFORMATION

To enquire about our sponsorship opportunities, or for more information:



www.modburysc.com.au/sponsorship



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Images courtesy Adam Butler (80kms.com)