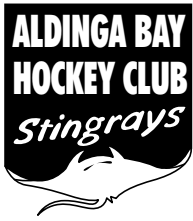




# ALDINGA BAY HOCKEY CLUB SPONSORSHIP PACKAGES

[www.southcoasthockey.org.au](http://www.southcoasthockey.org.au)



## Background of the Aldinga Bay Hockey Club

Originally started in 1979 as the Willunga Hockey Club, a new venue and a name change initiated the Aldinga Bay Hockey Club to be formed in 1994. Operating as a field hockey club on an ongoing basis for over 35 years, in 2014 we celebrated our 20th year as the Aldinga Bay Hockey Club. We are the largest hockey club on the Fleurieu Peninsula and currently field 10 teams through the winter season including: 3 Women's, 3 Men's, 2 Under 16's and 2 Under 13's teams competing in the South Coast Hockey Association.

The Club has more than 250 members, which includes more than 150 playing members and we are still growing. We offer our members a family orientated environment with the safety of local people looking after local children. The Olympic sport of field hockey is played through the winter season, at a family friendly cost. We also offer summer hockey to our members from November to March as a social competition for current players and to encourage and promote hockey to new players throughout the Fleurieu region. Present and past players currently participate in regional, state, national and international events at both junior and senior levels. We actively participate in the local community by hosting events and activities in the region and supporting the community through training in schools and Ausport events. Our field is used by the Aldinga soccer club, local athletics squads, local residents to exercise dogs and by the local CFS organisation. We offer various social functions to our members, and regularly offer use of the facilities to local, regional and visiting schools for their own students. Club members are supported with their personal development with the club offering training to achieve accreditation in umpiring, coaching, first aid and responsible service of alcohol.

Since 2012 the club has actively participated and communicated with members via social media including Facebook, Twitter and iPhone Team Apps. The club has an active page on the South Coast Association website which was recently upgraded in an effort to improve communication and to engage a wider membership base.

## Mission Statement and Values of the Aldinga Bay Hockey Club

### Our missions are:

The Aldinga Bay Hockey Club Inc. is committed to supporting and providing affordable hockey to all ages of interested players through safe, friendly, family orientated sporting events throughout the Fleurieu Peninsula.

The Aldinga Bay Hockey Club Inc. offers the community an internationally recognised sport for both recreation and leisure.

The Aldinga Bay Hockey Club Inc. is particularly committed to junior player development.

### Our values are:

1. Affordable family day out.
2. Enjoyment playing team sport.
3. Whole family participation.
4. Involvement for spectators, players & members.
5. Safe competition for all ages and genders.
6. Code of Conduct and policies for the protection and the enjoyment of players, spectators and visitors.
7. Junior development is paramount.





## Sponsorship Benefits to the ABHC

Our generous sponsors enable the Aldinga Bay Hockey Club to keep our fees to a minimum (substantially less than metropolitan teams), which we feel offers current and potential members the financial ability to participate. Low fees are a vital part of involving whole families in hockey. The Aldinga Bay Hockey Club also encourages membership participation to keep fees low by utilizing volunteers in all executive, fundraising and coaching roles.

Since 2010 facilities at the club grounds have been significantly improved with upgrades including: the addition of a second field, equipment storage rooms, upgraded canteen facilities, paving, vastly improved fencing surrounding both fields, rainwater tanks, upgraded security systems, improved field goals and improved spectator seating.

## Future Proposals and Developments of the ABHC

Opportunities for sponsors to assist with infrastructure improvements include:

### New facility improvements

1. Build a pergola over the paved area outside the shed
2. Install a practice/warm up area between the fields
3. Install lights on the eastern field
4. Install lighting in car parking area
5. Build club rooms with amenities
6. Build/install a child friendly play area within sight of the club facilities

### Upgrades to existing facilities

1. Upgrade existing lights on western field to improve player safety
2. Improve car parking surface from dirt to avoid unsafe conditions in wet weather
3. Further improve and upgrade seating for spectators
4. Improve and upgrade fencing around the fields on the western boundary for vermin control
5. Improve and upgrade fencing around the fields on the eastern boundary for safety of users of the football club facilities
6. Replace outdoor cafe blinds around the existing shed veranda for spectator comfort





## Sponsorship Benefits to Your Business

### Field Sponsors

**\$250 per annum – 2 years minimum**

- Invitation to Sponsor Days
- Invitation and free entry to all ABHC functions
- Tax deduction for your business
- Certificate of Appreciation of Sponsorship
- Promotion of and encouragement to club members to support your business over others
- Sponsor to supply one small sign 1200 x 600mm showing the business logo, to be placed on one side of one field (See location FS on field diagram on page 5.)

### Field Sponsors

**\$500 per annum – 2 years minimum**

- Invitation to Sponsor Days
- Invitation and free entry to all ABHC functions
- Tax deduction for your business
- Certificate of Appreciation of Sponsorship
- Promotion of and encouragement to club members to support your business over others
- Business logo on the ABHC sponsors page of the printed South Coast Hockey Association program for each year of the contract (potential for 1000 readers per week)
- Business logo on the ABHC sponsors page of the South Coast Hockey Association website as field sponsor
- ABHC to pay for one small sign 1200 x 600mm showing the business logo, to be placed on one side of one field (See location FS on field diagram on page 5.)

*Product or services are negotiable in kind for monetary contribution (eg. Facility improvements, equipment, grounds maintenance etc.)*

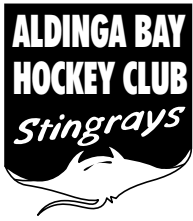
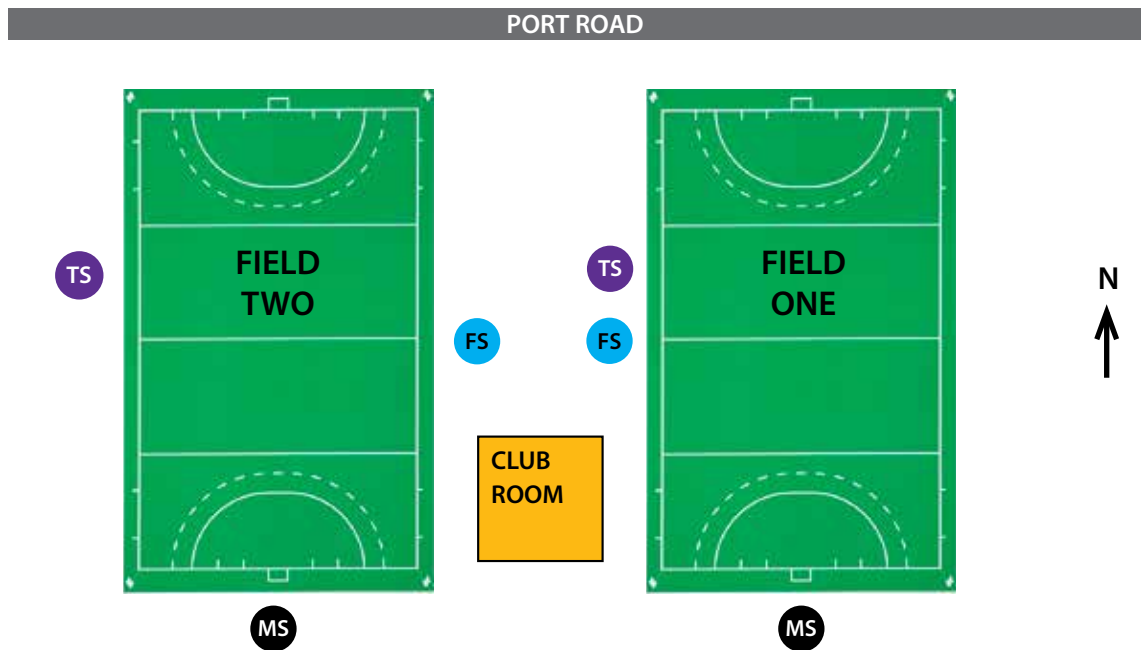


Figure 1 showing example signs

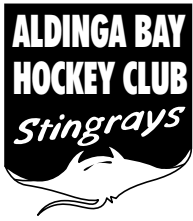


Figure 2 showing sign locations



KEY

- FS (Field Sponsor):** Small sign on one side of one field (1200 x 600mm)
- TS (Team Sponsor):** Large sign on each field (2400mm x 600mm)
- MS (Major Sponsor):** Large sign at the end of Southern field (2400mm x 600mm)



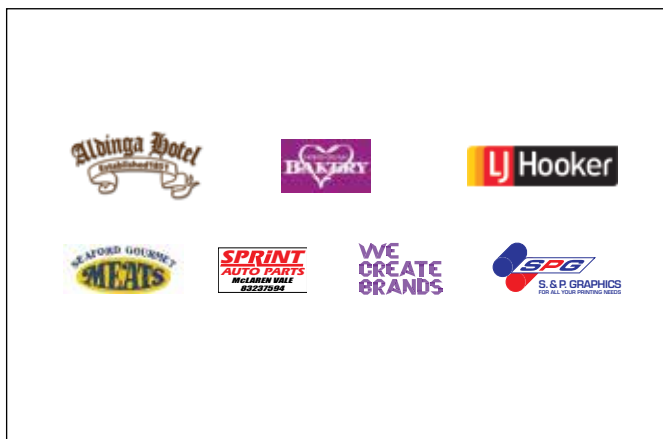
## Clubroom Sponsors

**\$500 or Goods per annum – 2 years minimum**

- Invitation to Sponsor Days
- Invitation and free entry to all ABHC functions
- Tax deduction for your business
- Certificate of Appreciation of Sponsorship
- Promotion of and encouragement to club members to support your business over others
- Business logo on the ABHC sponsors page of the printed South Coast Hockey Association program for each year of the contract (potential for 1000 readers per week)
- Business logo on the ABHC sponsors page of the South Coast Hockey Association website as clubroom sponsor
- Promotion of business and logo displayed prominently in the clubroom (See example below)

*Product or services are negotiable in kind for monetary contribution (eg. Facility improvements, canteen supplies, new equipment etc.)*

*Figure 3 showing example Clubroom Sponsor Board*





# Goalie Sponsors

**\$750 per annum – 3 years minimum**

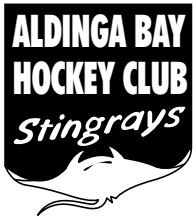
- Invitation to Sponsor Days
- Invitation and free entry to all ABHC functions
- Tax deduction for your business
- Certificate of Appreciation of Sponsorship
- Promotion of and encouragement to club members to support your business over others
- Business name on the ABHC sponsors page of the printed South Coast Hockey Association program for each year of the contract (potential for 1000 readers per week)
- Business logo on the ABHC sponsors page of the South Coast Hockey Association website as goalie sponsor
- Promotion of business and logo displayed prominently in the clubroom
- Business logo on the back of goalie gear for the grade of your choice (See example):
  - 4 junior teams
  - 3 women teams
  - 3 men teams
- Framed team photo of goalies for the grade sponsored

*Product or services are negotiable in kind for monetary contribution*

*Minimum \$375 monetary contribution in each year of the contract to cover expenses (cost of replacement goalie equipment)*

*Figure 4 showing example Goalie shirt*





## Team Sponsors

**\$1,500 per annum – 3 years minimum**

- Invitation to Sponsor Days
- Invitation and free entry to all ABHC functions
- Tax deduction for your business
- Certificate of Appreciation of Sponsorship
- Exclusive promotion of your business type within the ABHC
- Business logo on the ABHC sponsors page of the printed South Coast Hockey Association program for each year of the contract (potential for 1000 readers per week)
- Business logo on the ABHC sponsors page of the South Coast Hockey Association website as team sponsor, including business description and website link
- Promotion of business and logo displayed prominently in the clubroom
- Large sign (2400mm x 600mm) on one side of each field (See location TS on field diagram on page 5.)
- Business logo on the back of the team's player shirts (See example)
- Framed team photo of the team sponsored
- Business promotional equipment/flyers allowed in the clubroom

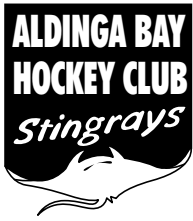
*Product or services are negotiable in kind for monetary contribution*

*Minimum \$1,000 monetary contribution in first year to cover expenses (cost of shirts and signs)*

*Figure 5 showing example of team sponsors on shirts*







## Major Sponsor

**\$5,000 per annum – 3 years minimum**

- Invitation to Sponsor Days
- Invitation and free entry to all ABHC and Association functions
- Tax deduction for your business
- Certificate of Appreciation of Sponsorship
- Exclusive promotion of your business type within the ABHC including a prominent display in the clubroom and opportunity to promote your business at ABHC events
- Full page advert in the printed South Coast Hockey Association program for each year of the contract (potential for 1000 readers per week)
- Business logo on the ABHC sponsors page of the South Coast Hockey Association website as team sponsor, including business description and website link
- Large sign (2400mm x 600mm) at the Southern end of both fields (See location MS on field diagram on page 5.)
- Your business logo on the front of all player shirts (See example below)
- Active social media promotion of your business in all ABHC communications (emails, letters, newsletters, social media etc.)

*Product or services are negotiable in kind for monetary contribution*

*Figure 6 showing example of team sponsors on the front of shirts*





If you are interested in becoming a valued sponsor of the **Aldinga Bay Hockey Club**, please feel free to contact one of the following committee members.

*Alan (Wal) Hibbird, Sponsorship Officer*  
0418 772 766  
[hibbird4@bigpond.net.au](mailto:hibbird4@bigpond.net.au)

*Sadie Gomer, President*  
0417 927 428  
[ssgomer@bigpond.com](mailto:ssgomer@bigpond.com)

**Aldinga Bay Hockey Club**  
Aldinga Sports Complex  
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PO Box 1192  
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