

# Williamstown Football Club



OUR COMMUNITY CLUB  
SINCE 1864



## 2013 Sponsorship & Membership Booklet



**WESTERN  
BULLDOGS**

AFL Aligned Partner



TAC Cup Aligned Partner



# Williamstown Football Club



**hockingstuart**

Proud sponsors of the Williamstown Seagulls  
Williamstown Shop 3/73 Douglas Parade 9399 9888



[hockingstuart.com.au](http://hockingstuart.com.au)

hockingstuart Williamstown have been a proud Major Sponsor of Williamstown Football Club for the last five years and continue to enjoy a mutually beneficial partnership in 2013. The team at hockingstuart Williamstown wish the Seagulls all the best for the 2013 season. For a free / updated market appraisal, please contact Joanne Royston on [jroyston@hockingstuart.com.au](mailto:jroyston@hockingstuart.com.au) / 0402 996 622

## 2013 MEMBERSHIP PACKAGES

### ADULT MEMBERSHIP—\$ 70.00 CONCESSION MEMBERSHIP—\$ 35.00

- Admission into Williamstown Home Games
- Half Priced admission into Away Games
- Members Scarf
- Fortnightly Williamstown E-Newsletter

### CLUB 1864—\$ 40.00

- Admission into Williamstown Home Games
- Half Priced admission into Away Games
- Club 1864 Members Scarf
- Fortnightly Williamstown E-Newsletter

### Yearly Bus Pass—\$ 100.00

Yearly Bus Pass to all away games in 2013—departing Seagulls Nest

### GULLS MEMBERSHIP—DOUBLE \$250.00

- 2 Adult Membership Tickets—admits bearer free entry to home games and half priced entry to away games
- 2 Complimentary tickets to a Presidents Luncheon
- Exclusive access into the Coterie Room during home games at Burbank Oval
- ½ time finger food & drinks during home games at Burbank Oval
- Members draw at all home games
- End of season BBQ with all food and drink included

### GULLS MEMBERSHIP—SINGLE \$150.00

- 1 Adult Membership Ticket—admits bearer free entry to home games and half priced entry to away games
- 1 Complimentary tickets to a Presidents Luncheon
- Exclusive access into the Coterie Room during home games at Burbank Oval
- ½ time finger food & drinks during home games at Burbank Oval
- Members draw at all home games
- End of season BBQ with all food and drink included

## SPONSORSHIP OVERVIEW

### SOCIAL MEDIA COVERAGE

The club has over 1900 followers on Twitter and 1600 followers on Facebook and is used to update supporters on Club news and events. The Club is excited to offer sponsors the opportunity to advertise on our social media pages.

### BOUNDARY GROUND SIGNAGE

Permanent ground signage is available for sponsors to advertise for 12 months at Burbank Oval. Signage is located around the boundary fence and is available in 2 sizes – Large (0.9m x 6.0m) and Small (0.9m x 3.0m)

### ABC TELEVISION COVERAGE

The ABC televised 7 WFC games in 2012 including all finals games and high ratings are expected to continue in 2013.

### NELSON FAMILY ELECTRONIC SCOREBOARD SIGNAGE

Our new electronic scoreboard proudly sponsored by the Nelson Family provides sponsors the opportunity to advertise at all of our home games at Burbank Oval.



### BRAND NEW FUNCTION CENTRE

New opportunities arise for our sponsors to hold conferences and events at our new function centre "The Rocks" at Burbank Oval which can hold 260 people.

For enquiries, contact Kirsten Egan, The Rocks - Sales & Events Manager, M: 0408 118 625

E: [kirsten@therockswilliamstown.com.au](mailto:kirsten@therockswilliamstown.com.au)



### MEDIA COVERAGE

WFC receives great coverage in local newspapers including The Star (distribution 182,000) and The Leader. The Club also receives exposure in The Age and Herald Sun.

### MATCH DAY PACKAGE—\$ 3,000.00 + GST

- 50 X WFC Membership Tickets
- Naming rights of a Williamstown home game
- Advertising of company on all promotion of sponsored match day—website, newspaper adverts, fortnightly newsletter, Facebook & Twitter
- Advertising at sponsored match day—opportunity to set up a marquee at the game and / or distribute promotional items at Presidents Luncheon or around the ground
- Permanent Large ground signage at Burbank Oval – dimensions 0.9 m x 6.0m
- 2 complimentary tickets to Jumper Presentation Night
- Complimentary table of 8 at the Presidents Luncheon of your sponsored match day
- Opportunity to purchase additional tickets to President Luncheons at a discounted rate
- Scoreboard Advertising at every home game held at Burbank Oval
- Complimentary table for 8 at the Club's Annual Auction
- 2 complimentary tickets to the Gerry Callahan Medal Presentation Night
- Website advertising on Sponsors Page
- Opportunity to advertise in 4 editions of the fortnightly e-newsletter 'Word from Williamstown'
- Invitation to attend Sponsors Night and meet with Williamstown Coaching Staff and players
- 2013 Sponsors Scarf
- Acknowledgement in Annual Report

### PRESIDENTS HOSPITALITY PACKAGE - \$ 1,000.00 + GST

- 10 complimentary tickets to attend any Match Day Presidents Luncheon at Burbank Oval (These tickets can be used over the course of the 9 home games)
- Opportunity to purchase additional tickets to Presidents Luncheons at a discounted rate.
- 4 complimentary tickets to the Club's Annual Auction
- 10 Membership Tickets
- 2 complimentary tickets to the Gerry Callahan Medal Presentation Night
- Opportunity to advertise in 3 editions of the fortnightly e-newsletter 'Word from Williamstown'
- Invitation to attend Sponsors Night and meet with Williamstown Coaching Staff and players
- Scoreboard Advertising at every home game held at Burbank Oval
- Website advertising on Sponsors Page
- 2013 Sponsors Scarf
- Acknowledgement in Annual Report



# Williamstown Football Club

## SIGNAGE SPONSOR— SMALL \$ 1,200.00 + GST

- Small ground signage at Burbank Oval - dimensions 0.9 m x 3.0m
- 10 WFC Membership Tickets
- 2 complimentary tickets to the Club's Annual Auction
- 2 complimentary tickets to a Match Day Presidents Luncheon of your choice
- Opportunity to advertise in an edition of the fortnightly e-newsletter 'Word from Williamstown'
- Invitation to attend Sponsors Night and meet with Williamstown Coaching Staff and players
- Website advertising on Sponsors Page
- Acknowledgement in Annual Report
- Opportunity to advertise on Club's Facebook and Twitter sites



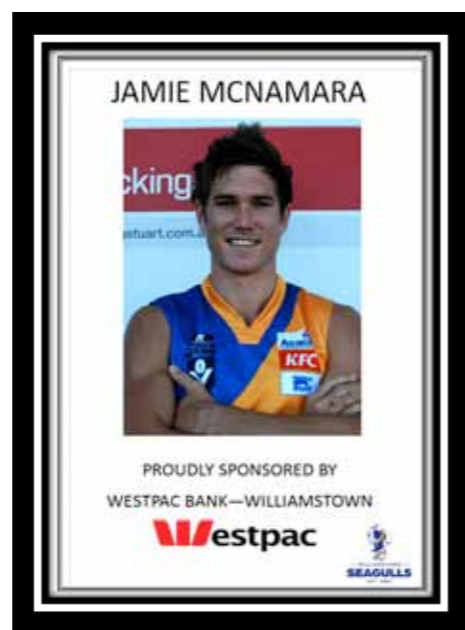
## SIGNAGE SPONSOR— LARGE \$ 2,000.00 + GST

- Large ground signage at Burbank Oval - dimensions 0.9 m x 6.0m in prime location
- 25 WFC Membership Tickets
- 2 complimentary tickets to Jumper Presentation Night
- 2 complimentary tickets to the Club's Annual Auction
- 4 complimentary tickets to a Match Day Presidents Luncheon of your choice
- Scoreboard Advertising at all home games at Burbank Oval
- Opportunity to purchase additional tickets to President Luncheons at a discounted rate
- Opportunity to advertise in 2 editions of the fortnightly e-newsletter 'Word from Williamstown'
- Invitation to attend Sponsors Night and meet with Williamstown Coaching Staff and players
- Website advertising on Sponsors Page
- Acknowledgement in Annual Report
- Opportunity to advertise on Club's Facebook and Twitter sites



## PLAYER SPONSOR— \$ 500 + GST

- Framed photo of your sponsored player
- 5 WFC Membership Tickets
- 2013 Williamstown Scarf
- 2 complimentary tickets to the Club's Annual Auction
- 1 complimentary ticket to a Match Day Presidents Luncheon of your choice
- Opportunity to purchase additional President Luncheon tickets at a discounted rate
- Opportunity to advertise in an edition of the fortnightly e-newsletter 'Word from Williamstown'
- Invitation to attend Sponsors Night and meet with Williamstown Coaching Staff and players
- Website advertising on Sponsors Page
- Opportunity to advertise on Club's Facebook and Twitter sites
- Acknowledgement in Annual Report



Framed photo of your sponsored player

Please tick your chosen Membership / Sponsorship to help support the Williamstown Football Club in 2013.

### Membership

- |  |  |
|--|--|
| <input type="checkbox"/> Adult Membership- \$70.00       | <input type="checkbox"/> Gulls Coterie Group Double - \$250.00 |
| <input type="checkbox"/> Concession Membership - \$35.00 | <input type="checkbox"/> Gulls Coterie Group Single - \$150.00 |
| <input type="checkbox"/> Club 1864 Membership - \$ 40.00 | <input type="checkbox"/> Yearly Bus Pass - \$ 100.00           |

### Sponsorship

- |   |  |
|---|--|
| <input type="checkbox"/> Match Day Sponsor - \$ 3000.00 + GST (\$3,300.00)              | <input type="checkbox"/> Large Signage Sponsor - \$ 2000.00 + GST (\$2,200.00) |
| <input type="checkbox"/> Presidents Hospitality Package - \$ 1000.00 + GST (\$1,100.00) | <input type="checkbox"/> Small Signage Sponsor - \$ 1200.00 + GST (\$1,320.00) |
| <input type="checkbox"/> Player Sponsor - \$ 500.00 + GST (\$550.00)                    |  |

Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Fax: \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_

### Payment Details:

- |  |   |
|--|---|
| <input type="checkbox"/> Cheque: Payable to Williamstown Football Club | <input type="checkbox"/> Direct Deposit: BSB 033 100<br>Account # 281584 Description—Your Surname |
| <input type="checkbox"/> VISA  | <input type="checkbox"/> MASTERCARD   |

Card Number: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Card Expiry: \_\_\_\_ / \_\_\_\_ CCV: \_\_\_\_\_

**PLEASE RETURN THIS FORM AND ALL CHEQUES TO -**  
WILLIAMSTOWN FOOTBALL CLUB, PO BOX 307  
WILLIAMSTOWN, 3016

**TOTAL AMOUNT DUE:**

\$ \_\_\_\_\_

### CONTACT DETAILS

Ph: 9391 0309 Fax: 9391 5497  
E: [nstipic@williamstownfc.com.au](mailto:nstipic@williamstownfc.com.au)  
[bcurry@williamstownfc.com.au](mailto:bcurry@williamstownfc.com.au)  
W: [www.williamstownfc.com.au](http://www.williamstownfc.com.au)