



1982-2006 Celebrating 25 Years

# GUNGAHLIN AUSTRALIAN FOOTBALL CLUB INCORPORATED

Established 1982



The Manager



Dear Sir/Madam,



## SPONSORSHIP PROPOSAL FOR THE GUNGAHLIN JETS AUSTRALIAN FOOTBALL CLUB



I would like to take a moment of your time to introduce you to the Gungahlin Australian Football Club and propose a range of mutually beneficial sponsorship packages for you to consider.



The JETS were established in the early 80's and have developed over the past 25 years into one of the strongest clubs in the Canberra District Football league. In 1996 the club changed its name to the Gungahlin JETS so it could better identify with the region, and since then we have been committed to promoting Australian Rules football in Gungahlin. To date we have developed from a one-team club into a growing club comprising two senior teams, seven junior teams, and over 60 kids playing AUSKICK with a total club membership that exceeds 500 people. By continuing to promote Australian Rules football in Gungahlin we can provide an avenue to play the game in the region at all levels.



This year we are looking to improve on recent season's good form and have made a good start by signing Andrew Kouvaras as our senior coach and Marc Housley as our reserves coach. Both coaches bring a wealth of experience to the club and already we are confident of improving on previous finals performances for the 2006 season.



The club committee is focussing its efforts this year on raising the profile of the club in the Gungahlin region in an effort to raise awareness of our game, and we believe the best way to achieve this is to align ourselves with local businesses, forming a strong relationship that is mutually beneficial. We believe that as our club grows we will continue to promote these businesses to our growing membership which ultimately will benefit the businesses with which we have aligned.



The JETS understand the importance of securing sponsorship as it greatly assists us to develop our game in the region, and we freely admit that without the generous support of businesses like yours, our club would not continue to exist. We also appreciate that new businesses in the region are looking for community support which is why we are confident we have a sponsorship package that will be beneficial to both parties.

This year we will be offering the following packages, however please bear in mind that all packages are negotiable:

#### **JETS Bronze Frequent Flyer - \$250**

- Sponsorship for one player of your choice who receives free registration with the JETS (\$120 value)
- Advertising of your business in JETS publications including the annual year book, newsletters and football record.
- Photo of sponsored player with your business logo to display in club rooms
- Appreciation plaque presented to the business on presentation night.
- Your business exposure throughout the club membership.

#### **JETS Silver Frequent Flyer - \$500**

- Includes all the benefits of a JETS Bronze Frequent Flyer package plus:
- Two free tickets to the JETS Presentation Night (\$70 Value)
- Two free tickets to the JETS Jumper presentation Night. (\$50 value)
- Discounted tickets to the JETS 25<sup>th</sup> Anniversary Gala Dinner (\$50 value)
- Advertising your business on the club website which includes a link to your business website. (the JETS website received over 5000 hits this season)

#### **JETS Gold Frequent Flyer - \$1500 up to \$5000**

- Includes all the benefits of a JETS Silver Frequent Flyer package plus:
- Sponsorship for an additional player of your choice who receives free registration with the JETS (\$240)
- Two free tickets to the JETS 25<sup>th</sup> Anniversary Gala Dinner (\$100 value)
- Exposure by negotiation on club clothing and/or ground signage.
- Home Page advertising on the JETS website which includes a description of your business and a link to your business website. (the JETS website received over 5000 hits this season)

#### **JETS Platinum Frequent Flyer - \$5000 and above**

- Includes all the benefits of a JETS Gold Frequent Flyer package plus:
- Corporate level Club Sponsorship by negotiation

The JETS Committee regard strongly that sponsorship is not considered a donation and is well aware of its obligation to honour its business relationships. The packages we are offering for the 2006 season have been designed to offer great value to your business, whilst providing much-needed support to our club.

I look forward to discussing this proposal with you, and please feel free to contact me for any additional information you may need to consider this proposal. Thankyou for your time.

Kind Regards,

**David Simper**  
President  
Gungahlin AFC Inc.

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