

SPONSORSHIP PROSPECTUS 2010

Pennant Hills AFC is one of the most
successful AFL clubs in the Sydney AFL!

Don't miss your
chance to support our
local community!



CONTENTS



AFL IN SYDNEY	3
BENEFITS OF SPONSORSHIP	4
HISTORY OF THE DEMONS	5
THE FAMILY CLUB	6
SPONSORSHIP TIERS	7



1st Grade premiers: 2000, 2006, 2008
1st Grade Runners up: 1982, 1995, 1996, 1998
Sydney AFL Club of the year: 2004, 2005, 2007

AFL IS HERE IN SYDNEY

AFL is a growing sport in the Hills District

Thanks to the success of the Sydney Swans winning the 2005 Premiership and making the Grand Final in 2006, AFL has increased its profile in Sydney in leaps and bounds. With prime-time television coverage for the national competition and local coverage of the Sydney Premier League on Foxtel, AFL has a brand awareness envied by other growing sporting competitions.

Pennant Hills AFC will have at least 2 home games televised from the new Blacktown oval (home of GWS – second Sydney AFL team) during the 2010 season.

This is your opportunity to associate your business with this growing sport and promote your products and services to our local community.

Pennant Hills AFC is seeking sponsorship from businesses in the Hills area and greater Sydney region. This is a great opportunity for you to align your business with a successful sporting club that represents all facets of the local community. Pennant Hills AFC is a family club with over 130 registered players.

As with all sporting clubs, the success of the Demons rests on the support of the many families that are involved and the generous support of its sponsors.

Please read this prospectus to see the benefits of sponsoring the Pennant Hills – Demons in 2010. We look forward to partnering with you in 2010.



BENEFITS

Local communities thrive on personal involvement at all levels of social interaction.

Businesses that connect with their local community at more than just a commercial level show a commitment to more than just their own profits or benefits. They show that they know their survival depends on the relationships they develop and the reputations they foster.

“Sponsorship - connecting you with our community”

By sponsoring a local sporting club you show the community that you care about them and that you support their endeavours. You also align your business with healthy initiatives promoting well-being and success.

Pennant Hills AFC has developed a reputation as one of the most successful AFL clubs in the Sydney AFL with a strong family emphasis. Associating your business with the Pennant Hills Demons through sponsorship gives you the opportunity to connect with our local community, promote your business to an appreciative audience and build a reputation that will last.

There are several levels of sponsorship to choose from, each with specific, targeted, promotional benefits. Don't miss this opportunity to align your business with the winning team at Pennant Hills Demons.

PENNANT HILLS
Demons



HISTORY

The Pennant Hills Australian Football Club was formed in 1971 and played in the Sydney Football Association League. In 1975 the club was promoted to the Sydney Football League where it remains today now known as Sydney AFL Premier Division. Pennant Hills AFC has been described by the AFL as one of the top 10 geographical areas in Australia to provide drafted players for the AFL with the Sydney Morning Herald describing the club as a “hotbed for Aussie Rules” in Sydney.

The Pennant Hills Demons have a strong tradition with the Sydney AFL having been in the league for over 39 seasons. During this time the club has won three 1st Grade Premierships, seven 2nd Grade Premierships, seven U/18's Premierships and four 3rd Grade Premierships. The club has also been named the Sydney AFL Club of the year on three occasions.

In 2009 the club fielded 5 teams with the 1st Grade and U18 premier sides making the finals.

The Pennant Hills Demons has a strong link with the local community with 3 local junior clubs feeding into the senior club. It is from here that the stars of tomorrow are born. The Pennant Hills club has a long history of producing players that have gone on to play at the highest level. A total of 9 players have been drafted to AFL clubs throughout the clubs 38 years with our latest draft being Kiren Jack to the Sydney Swans in 2007.

In 2008 the club produced 3 young players who have been drafted to AFL clubs in Melbourne for the 2009 season. Scott Reed - Collingwood, Ranga Ediriwickrama - Geelong and Blake McGrath - St.Kilda.

In 2009 a total of 11 players were awarded AFL scholarships.



FAMILY CLUB

Pennant Hills AFC is a family club, boasting a strong link to Junior clubs within the local area.

In total the club has 5 registered teams and over 130 registered players and a large following of parents and supporters who provide assistance in promoting the enjoyment of the game.

Having established one of the most impressive on-field track records of any Australian Football Club in Sydney, the club is anticipating a further successful season for all teams in 2010 as we prepare to improve upon our current 3 1st Grade Premierships.

Our club has a priority of supporting and developing our local juniors. We would anticipate that a large number of those juniors will join our club in 2010 and follow in the footsteps of those players who have gone on to be drafted to AFL clubs through the country.

One of the clear objectives for the ongoing progress of the club is the development of both our financial and social aspects. For season 2010, a variety of family days and social fundraising activities are planned. These activities will both complement sponsorship arrangements and enhance the club's family heritage.



Supporting families

2010 SPONSORSHIP LEVELS

Our Mission

The overall mission of the Pennant Hills Australian Football Club is to establish itself as the dominant club in the Sydney Australian Football League competition, and to provide a sporting and social outlet for the youth and adults of the Hills area.



DEMON PLATINUM \$20,000+ (exc GST)

Tailored value to sponsor needs:

- Team naming rights
- Your logo on club Jumpers
- Signage on either prime wing location, scoreboard or coaches box
- Huddle Banner signage
- Home game announcements
- Local Press. Sponsor player of the week award
- Demon Website advertisement and web link to sponsors site
- Promotional use of Demons players
- Distribution of marketing/promotional material at all home games
- Naming rights to main race at Harold Park Trots evening plus table for 10 guests
- Naming rights of one hole at annual golf day plus group of 4 players on the day
- Advertising in the weekly footy record
- Certificate of Acknowledgement

DEMON GOLD* \$5,000 (exc GST)

Tailored value to sponsor needs:

- Naming rights to Football Tipping Competition either AFL or NRL
- Signage on either prime wing location, scoreboard or coaches box
- Naming rights of one hole at annual golf day plus group of 4 players on the day
- Home game announcements
- Demon Website advertisement and web link to sponsors site
- Distribution of marketing/promotional material at all home games
- Certificate of Acknowledgement
- Advertising in the weekly footy record
- Your logo on the back of Premier Division club runner
- Your logo on the back of Premier Division water boys

SPONSORSHIP LEVELS

DEMON SILVER* **\$2500 (exc GST)**

Tailored value to sponsor needs:

- Naming rights of one hole at annual golf day
- Signage behind the goals
- Home game announcements
- Demon Website advertisement and web link to sponsors site
- Distribution of marketing/promotional material at all home games
- Certificate of Acknowledgement
- Your logo on the back of 1st Division club runner
- Your logo on the back of 1st Division water boys

DEMON BRONZE* **\$1,500 (exc GST)**

Tailored value to sponsor needs:

- Naming rights of one hole at annual golf day
- Ground signage
- Home game announcements
- Demon Website advertisement and web link to sponsors site
- Distribution of marketing/promotional material at all home games
- Certificate of Acknowledgement

U18's and Thirds Team Sponsorship **\$1,000 (Exc GST)**

- Demon Website advertisement and web link to sponsors site
- Your logo on the back of U18's and Thirds club runner
- Certificate of Acknowledgement

PLAYER SPONSORSHIP **\$300 (exc GST)**

- Recognition on Player's Sponsor Board under player photo in social rooms
- Demon Website advertisement and web link to sponsors site
- Certificate of Acknowledgement
- A \$100 reduction to your player's registration fees

PLAYER SPONSORSHIP **\$200 (exc GST)**

- Recognition on Player's Sponsor Board under player photo in social rooms
- Demon Website advertisement and web link to sponsors site
- Certificate of Acknowledgement

1st Grade premiers: 2000, 2006, 2008

1st Grade Runners up: 1982, 1995, 1996, 1998

Sydney AFL Club of the year: 2004, 2005, 2007

Pennant Hills Australian Football Club
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