



**HELENSBURGH THISTLE
SOCCER CLUB Inc.**



since 1895



Senior Sponsorship Brochure



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Dear Sponsor

Thank you for considering a business partnership with the Helensburgh Thistle Soccer Club through one of our sponsorship products.

Our members and players are extremely appreciative of the local community's continued support and actively promote our Corporate Partners where practical.

Whilst the club has worked hard to establish its current position, it remains challenging to maintain and improve our current status. To do this effectively, we need the support of our business partners and others to continue to build our club and support our players. Our executive committee is keen to involve local businesses and corporate sponsors in the Club's overall plan.

Sponsorship provides the Helensburgh Thistle Soccer Club with the following benefits:

- Provision of quality training equipment
- Keeping registration costs low
- Provision of trophies and recognition to players, members and volunteers
- Provision of accredited training to our coaches

We have a number of Sponsorship Packages available, or one can be tailored to meet your specific needs. In addition, we confirm that all sponsorship packages are tax deductible and the club will provide a Tax Invoice for your financial records. There are several sponsorship options available ranging from a \$300 Advertising on our Club Website (www.helensburghsoccer.org) right through to a \$30,000 Platinum Sponsorship package for our Premier League Teams.

We appreciate the time you have taken to consider a partnership with our club and look forward to a long and mutually beneficial relationship.

Club President
Helensburgh Thistle Soccer Club



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Why the Helensburgh Thistle Soccer Club?

Helensburgh Thistle Soccer Club is a not-for-profit, community-based football club that was originally formed in 1895 making it one of the longest running clubs not just in the Illawarra, but in all of Australia. The club is affiliated with the Football South Coast association and has a rich heritage in the Illawarra football community with over 650 registered players across Junior and Senior leagues.

Vision Statement

The Club's vision is to continue to build on the rich history of the club, providing an inclusive and proud football environment of continual improvement and ambitious goal setting. We strive to become a benchmark football club, known for our sportsmanship and attractive and effective style of football, in our region and beyond.

The core values and philosophy are rooted in the concept that:

"A harmonious team environment is more important than any individual, and it is the responsibility of all players and club peers to meet and defend the values of the club".

Sponsorship Benefits

Sponsorship of the Helensburgh Thistle Soccer Club can bring many benefits to your business. We aim to provide you with value for money packages that can bring substantial returns for your investment. These benefits include effective brand advertising to a targeted local market as well as wider exposure via our website and social media channels. This exposure enhances your business image and heightens awareness and recognition of your company name and its contribution to the local community.

We would like to invite you to become a key ingredient to our ongoing success by becoming a sponsor of the Helensburgh Thistle Soccer Club for the 2024 season and beyond. Various packages are available that can be tailored to meet your organisations specific needs.

All Corporate Sponsorships are tax deductible.



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Membership

The Helensburgh Thistle Soccer Club has an extensive membership base providing our sponsors with a large addressable market to maximise a financial return on their investment.

The Club is growing year-on-year and 2023 was our largest season yet for registrations in the senior club with 265 senior players and managers registered. This was a 20% increase in registrations compared to 2022.

Registrations included 204 registered male players (an increase of 21% compared to 2022) and 61 registered female players (an increase of 13% compared to 2022). These players participated across Football South Coast Premier League (First, Second and Youth Grade teams), Men's Community League (All Age Amateurs First and Second grade teams), Women's Community League (All Age Division 1, Division 3, and Over 30's teams), and the Men's Community Masters League (O35 Division 2, Division 3 teams and two O45 teams).

2023 saw the return of Helensburgh Thistle Soccer Club to the Illawarra Premier League for the first time since 1998 which created a real buzz in the Thistle, & local Helensburgh community. In the club's first year back in the Premier League the team finished 5th in the Club Championship while our Second Grade team finished 3rd, narrowly missing out in the Grand Final.

The strength of the club's pedigree was highlighted with a further three teams winning the Minor Premiership across the Men's and Masters leagues and an additional three teams from the Men's, Women's and Masters leagues making the Finals series.

It isn't just our adult teams who are succeeding on the pitch; the future looks bright too with our Under 17 team winning the 2023 Minor Premiership and Grand Final.

In addition to registered players the club is supported by a large community of non-playing associates including coaches, managers and parents who are also included in all promotional activity.

Sponsorship Conditions

Sponsorship will only be encouraged from organisations, companies or individuals that contribute to a positive public image and are associated with products or services which are appropriate for our club membership.

Arrangements with sponsors must not unduly restrict the club's overall ability to purchase goods or services.

Sponsorships will be subject to availability with a first-in policy and subject to prioritising existing sponsors.

All arrangements are to be reviewed annually.

All sponsorships must be approved by the Helensburgh Thistle Soccer Club Committee.

The club reserves the right to refuse sponsorship and refund such monies without detriment to the club.



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Platinum Sponsorship Packages

Platinum Club Package (Jersey Sponsor)

Premier League

1. Business Name/ Logo displayed on the front of our Premier League Jerseys (All three grades)
2. Banner Advertising on the fencing surrounding Thistle Park
3. Details of your business included on front page of our website
4. Certificate of Appreciation
5. Invitation to all games and official functions
6. Invitation to present trophies at our annual Presentation Days.

COST: MINIMUM SPONSORSHIP TERM – 3 Years

Lump Sum - \$30,000.00 or \$10,000 (GST Inclusive) per year

NB All sponsorships are TAX DEDUCTIBLE

Gold Club Package (Sleeve Sponsor)

Premier League

1. Business Name/ Logo displayed on the sleeve of our Premier League Jerseys (All three grades)
2. Banner Advertising on the fencing surrounding Thistle Park
3. Details of your business included on front page of our website
4. Certificate of Appreciation
5. Invitation to all games and official functions
6. Invitation to present trophies at our annual Presentation Days.

COST: MINIMUM SPONSORSHIP TERM – 3 Years

Lump Sum - \$10,000.00 or \$5,000 (GST Inclusive) at the commencement of the 3 years and then 2 X \$2,500 payments at the beginning of each subsequent year.

NB All sponsorships are TAX DEDUCTIBLE



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Platinum Club Package – Amateur League



HELENSBURGH HOTEL

1. Business Name/ Logo displayed on the front of our Amateur League Teams Jerseys (O35's, Women's and All Age)
2. Banner Advertising on the fencing surrounding Thistle Park
3. Details of your business included on front page of our website
4. Certificate of Appreciation
5. Invitation to all games and official functions
6. Invitation to present trophies at our annual Presentation Days.

COST: MINIMUM SPONSORSHIP TERM – 3 Years

Lump Sum - \$10,000.00 or \$5,000 (GST Inclusive) at the commencement of the 3 years and then 2 X \$2,500 payments at the beginning of each subsequent year.

NB All sponsorships are TAX DEDUCTIBLE



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Advertising Packages

Roller Shutter Advertising

1. Advertising on either the new clubhouse or existing Canteen / Shed shutters
2. Season long rolling advertisement on the front page of our website with links directly to your business
3. Monthly advertising through social media channels
4. Certificate of Appreciation

COST: SPONSORSHIP TERM – Lifetime of Roller Shutter / Door

\$2,500.00 which includes the cost of the Roller Shutter / Door

Advertising Package 1

1. Banner Advertising on the fencing surrounding Thistle Park (sign to be supplied and paid for separately by Sponsor sourced through the club)
2. Season long rolling advertisement on the front page of our website with links directly to your business
3. Monthly advertising through social media channels
4. Certificate of Appreciation

COST: SPONSORSHIP TERM – PER Season

\$500.00 plus cost of sign (Sign to be sourced through the Soccer Club)

Advertising Package 2

1. Season long rolling advertisement on the front page of our website with links directly to your business
2. Monthly advertising through social media channels
3. Certificate of Appreciation

COST: SPONSORSHIP TERM – PER Season

\$300.00

NB: All sponsorships are TAX DEDUCTIBLE



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Individual Team Sponsorship Packages

All team sponsorship merchandise must be purchased through the club supplier. Individual teams are requested to not source their own merchandise as the club wishes to provide a unified look to the community.

Training Kit Package – Ultimate

1. Business Name Logo on your choice of team's training shirts (Shirts will be worn at mid-week training sessions and for match day warm-ups)
2. HTSC Official Jacket
3. Details of your business included on our Web Page
4. Certificate of Appreciation
5. Invitation to present trophies at our annual Presentation Days to your chosen team

COST: SPONSORSHIP TERM – 1 Year

Lump Sum

Per Team (16 Players) \$2500.00 (GST Inclusive)

NB: All sponsorships are TAX DEDUCTIBLE

Training Kit Package – Basic

1. Business Name/Logo on your choice of team's training shirts. (Shirts will be worn at mid-week training sessions and for match day warm-ups.)
2. Backpack
3. Details of your business included on our Sponsors Web Page.
4. Certificate of Appreciation
5. Invitation to present trophies at our annual Presentation Days to your chosen team

COST: SPONSORSHIP TERM – 1 Year

Lump Sum

Per Team (16 Players) \$1600.00 (GST Inclusive)

NB: All sponsorships are TAX DEDUCTIBLE



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Sponsorship Agreement

Agent:	Helensburgh Thistle Soccer Club
Sponsor:	Name:
	Address:
	Telephone No.:
	Email:
	Website:
	Main Contact:

Company Name:	Payment 1 Date
Commencement Date:	Payment 2 Date
Mode of Payment:	Payment 3 Date

Date: _____ Day of _____ 2014.

Signed by Sponsor: _____

Signature

Print Name

Signed by Helensburgh Thistle Soccer Club

As agent for the Club: _____

Signature

Print Name

Please forward your logo and or name that you require on the merchandise in vector format to
president@helensburghsoccer.org



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Individual Team Sponsorship Player Details

Team Age Group: _____ Division _____ OR Team Name: _____

Manager Name: _____

Telephone No.: _____ Email: _____

No.	Player Name	Size of Jersey/Shirt	Comments

On behalf of _____ (Name of Team), I _____

(Manager/Coach/Coordinator) declare that all the information above is correct and note that the club will not be responsible for any error in sizing or incorrect information supplied

Signed: _____

OFFICE USE ONLY