



**HELENSBURGH THISTLE
SOCCER CLUB Inc.**



since 1895



Sponsorship Brochure



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Dear Sponsor

Thank you for considering a player sponsorship for one of our talented Helensburgh Thistle Premier League players.

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

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

Helensburgh Thistle Soccer Club
Senior President

Jason Bell



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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.

Helensburgh Soccer 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.

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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Player Sponsorship

Premier League Players

1. Ground announcements when Premier League is playing (home games only)
2. Facebook callouts by the club on Premier League posts
3. Social media callouts on players personal social media – This to be discussed and agreed with the individual player
4. Player available for business functions on request

COST: MINIMUM SPONSORSHIP TERM – 1 year

Lump Sum - \$600 (GST Inclusive) per year

NB All sponsorships are TAX DEDUCTIBLE



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Sponsorship Agreement

Agent:	Helensburgh Thistle Soccer Club
Players name:	
Sponsor:	Name:
	Address:
	Telephone No.:
	Email:
	Website:
	Social Media #:
Company Name:	
Commencement Date:	
Mode of Payment:	
Player Promise: (e.g. how often you will post on social media)	
Player Signed:	
Sponsor Signed:	

Date: _____ Day of _____ 2023/4.

Signed by Sponsor: _____
Signature Print Name

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