



**HELENSBURGH THISTLE
SOCCER CLUB Inc.**



since 1895



Sponsorship Brochure



HELENSBURGH THISTLE SOCCER CLUB Inc.



since 1895

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 \$500 ground signage (www.helensburghsoccer.org) right through to a \$10,000 Platinum Sponsorship package.

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



HELENSBURGH THISTLE SOCCER CLUB Inc.



since 1895

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.



HELENSBURGH THISTLE SOCCER CLUB Inc.



since 1895

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 Helensburgh Thistle Soccer Club membership demographic can be broken down as follows:

	Age Profile	Registered Members 2023
	Graded Teams	145
	Mini Roos	271
	Mini Thistles	80
TOTAL		496

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 of our promotions.

Business – Community Sporting Links

The benefits of club sponsorship of community football in the Helensburgh area include the following intended outcomes for our players:

- Progression and development of football skills
- Learning to play a team game, understanding fair play and playing with a club that has a distinct Code of Conduct for players, coaches, administrators and spectators alike.
- Development of knowledge of the game.
- Being able to participate in a team atmosphere where the emphasis is on participation by all players.
- The opportunity to play football for all members of the family including juniors, youth, seniors and over 35's.

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.



**HELENSBURGH THISTLE
SOCCER CLUB Inc.**



since 1895

Platinum Sponsorship Packages

Platinum Club Package 1 (Graded Teams U12-U17)



1. Business Name/ Logo displayed on the front of our Graded Teams Jerseys (U12 – U18)
2. Banner Advertising on the fencing surrounding Thistle Park
3. Details of your business included on front page of our website
4. Monthly shoutouts on our Facebook page
5. Certificate of Appreciation
6. Invitation to all games and official functions

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



**HELENSBURGH THISTLE
SOCCER CLUB Inc.**



since 1895

Platinum Club Package 2 (Junior Teams U7-U11)



02 4294 8973

1. Business Name/ Logo displayed on the front of our Junior Teams Jerseys (U7 – U11)
2. Banner Advertising on the fencing surrounding Thistle Park
3. Details of your business included on front page of our website
4. Monthly shoutouts on our Facebook page
5. Certificate of Appreciation
6. Invitation to all games and official functions

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



**HELENSBURGH THISTLE
SOCCER CLUB Inc.**



since 1895

Gold Club Package (U6 Sponsor)



1. Business Name Logo displayed on the front of our U6 Teams
2. Banner Advertising on the fencing surrounding Thistle Park
3. Details of your business included on front page of our website
4. Monthly shoutouts on our Facebook page
5. Certificate of Appreciation
6. Invitation to all games and official functions

COST: MINIMUM SPONSORSHIP TERM – 3 Years

Lump Sum - \$5,000.00 (GST Inclusive) or \$3,000 at the commencement of the 3 years and then 2 X \$1,000 payments at the beginning of each subsequent year.

NB: All sponsorships are TAX DEDUCTIBLE



**HELENSBURGH THISTLE
SOCCER CLUB Inc.**



since 1895

Coaches Sponsorship – Combined Junior / Senior Club



1. Business Name Logo displayed on Jackets for all Junior Coaches (approximately 36)
2. Business Name Logo displayed on Hats for all Junior Coaches
3. Banner Advertising on the fencing surrounding Thistle Park
4. Details of your business included on front page of our website
5. Monthly shoutouts on our Facebook page
6. Certificate of Appreciation
7. Invitation to all games and official functions

COST: SPONSORSHIP TERM – PER Season

Lump Sum - \$5,000.00 (GST Inclusive)

NB: All sponsorships are TAX DEDUCTIBLE



**HELENSBURGH THISTLE
SOCCER CLUB Inc.**



since 1895

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

COST: SPONSORSHIP TERM – Life Time of Roller Shutter / Door

\$2,000.00 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

COST: SPONSORSHIP TERM – per Season

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



**HELENSBURGH THISTLE
SOCCER CLUB Inc.**



since 1895

Mini Thistles Major Sponsorship



1. Business Name Logo on ALL Mini Thistles Playing Shirts
2. Water Bottle
3. Training Socks
4. Banner Advertising on the fencing surrounding Thistle Park
5. Details of your business included on front page of our website
6. Monthly shoutouts on our Facebook page
7. Certificate of Appreciation
8. Invitation to all games and official functions

COST: SPONSORSHIP TERM – PER Season

Lump Sum - \$2500.00 (GST Inclusive)

NB: All sponsorships are TAX DEDUCTIBLE



HELENSBURGH THISTLE SOCCER CLUB Inc.



since 1895

Sponsorship Agreement

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

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

Date: _____ Day of _____ 2019.

Signed by Sponsor: _____

Signature

Print Name

Signed by Helensburgh Thistle Soccer Club

As agent for the Club: _____

Signature

Print Name



HELENSBURGH THISTLE SOCCER CLUB Inc.



since 1895

Please forward your logo and or name that you require on the merchandise in vector format to

juniorpresident@helensburghsoccer.org

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