



## **PERTH ROYALS FOOTBALL CLUB – SPONSORSHIP OPPORTUNITY 2024**

It gives us great pleasure to present to you the Perth Royals Football Club (PRFC) Sponsorship proposal for 2024; designed with our long-term and future goals in mind. Perth Royals Football Club is a proud and successful amateur league club established in 1976 and located at JA Lee Reserve in Lathlain. With 6 registered teams for the 2024 season including Men's amateur, Men's Metros, and for the 1st time in Royals history the introduction of the Miniroos juniors to the football club.

2023 proved a strong season for PRFC. Our amateur 1st team finished the season in good form ending the season mid-table in a difficult division. Then our reserves team capped off a great season to finish Runners-up. Our Men's Metro fell short of 2nd spot in the final game but 3rd overall proved enough to gain promotion to North Division 4 for the upcoming 2024 season.

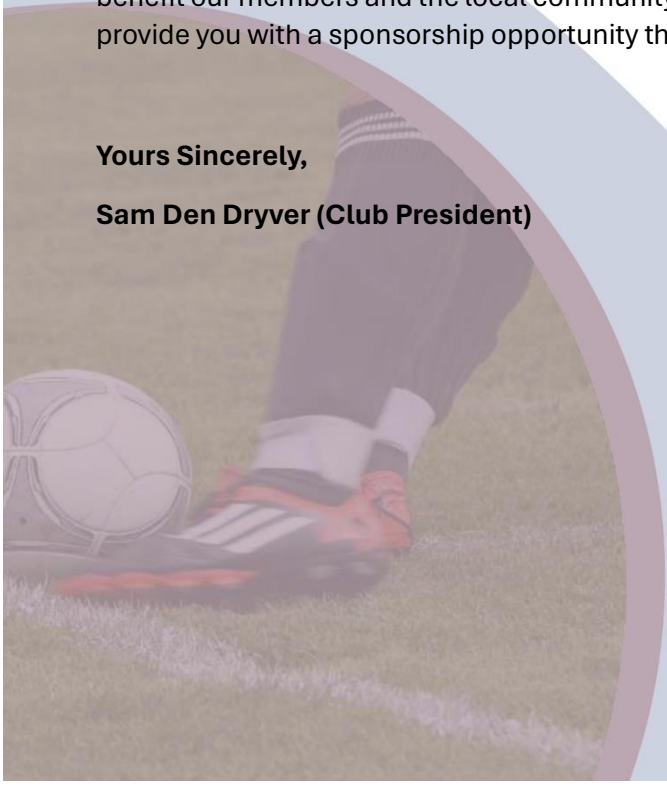
The Perth Royals are looking to begin a new era at the club in 2024. With a fresh coaching panel across our amateur teams and the introduction of the junior Miniroos, there is plenty to be excited about. We've got a relatively new committee on board this season with a new reinvigorated energy and are looking to get the team back to where it belongs, at the top of the amateur set-up in WA, Establish our Miniroos setup, and with hopes to eventually re-introduce ladies' football for the 2025 season and beyond.

We have also introduced walking football in the community and becoming a 'hub' for the area. This has consisted of a men's and women's team gathering socially on Thursday evenings and will likely grow with the sport's popularity continuing to rise globally. Some members of the 'Royals' community even participated in the global tournament in Switzerland in 2022.

The club is actively looking to engage with Football West and be used as a 'model club' for them to work with and benefit our members and the local community. Given our high number of local members, we believe that we can provide you with a sponsorship opportunity that would be highly beneficial to any business.

**Yours Sincerely,**

**Sam Den Dryver (Club President)**



# Why Sponsor PRFC?

## VISIBILITY

Gain exposure to a dedicated and diverse audience of past & present players, families, and fans. While increasing existing customer's perceptions of your brand.

## COMMUNITY ENGAGEMENT

Demonstrate your commitment to the local community by supporting grassroots football development.

## NETWORKING

Connect with like-minded businesses and individuals through our network. Fostering good business relationships.

## BRAND AFFILIATION

Align your brand with a reputable and community-driven sports club. Share photos and tag your business on social media.

## TAX BENEFITS

Enjoy potential tax benefits through your contribution to sponsoring a local sports team.

## SUPPORTING YOUTH DEVELOPMENT

Proudly support community youth development, providing opportunities for children and teenagers to learn teamwork, leadership, and discipline

Some of the potential benefits of our sponsorship packages include:

- High level of exposure, with an average of 100 active members per year, 6 teams including WA Sunday League Division Four, in addition to a significant supporter base and past members.
- Signage on game days (to be supplied by Sponsor).
- Logo placement on the Club website and Social Media Platforms.
- Invitations to Club functions and game day events.
- Verbal acknowledgment of sponsor support at Club events, including awards night and the annual Quiz night.
- Promotion on Club social media – weekly posts about fixtures, and results.
- Social media content collaboration opportunities.
- Kit Sponsorship.
- Category exclusivity potential.

I have attached a copy of our sponsorship packages for your convenience, however, should you wish to tailor a specific package for your business, please do not hesitate to contact the Club via email.

secretary@perthroyals.com.au or Sam Den Dryver on 0488 411 091.

Thank you for taking the time to consider this opportunity and I look forward to further discussing this with you soon.

Yours Sincerely - Sam Den Dryver (Club President)





## PERTH ROYALS SPONSORSHIP PACKAGES 2024

### 1st / **GOLD** - \$5,000.00

- ✓ Gold category exclusivity.
- ✓ Acknowledgment of Sponsorship post on Royals social media (Facebook/Instagram). Regular thanks and acknowledgment in community posts throughout the season.
- ✓ Choice of 1 team to sponsor (e.g. 1st team and reserves).
- ✓ Kit Sponsorship, Name of sponsor (including logo) on the kit. 1 Set (1xShirt, 1xShorts) to keep.
- ✓ Banner outside all home games (to be supplied by Sponsor).
- ✓ Advertising on Royals social media (Facebook/Instagram), Royals website, Club newsletters throughout the season.
- ✓ Complementary invitations to club functions eg. Awards Night, and Annual Quiz Night.
- ✓ Title sponsorship of Annual Quiz Night (eg. Proudly sponsored by)

### 2nd / **SILVER** - \$3,000.00

- ✓ Acknowledgment of Sponsorship post on Royals social media (Facebook/Instagram)
- ✓ Kit Sponsorship, Name of sponsor (including logo) on the kit.
- ✓ Banner outside all home games (to be supplied by Sponsor)
- ✓ Advertising on Royals social media (Facebook/Instagram), Royals website, Club newsletters throughout the season.
- ✓ Complementary invitations to club functions eg. Awards Night, and Annual Quiz Night.

### 3rd / **BRONZE** - \$1,000.00

- ✓ Acknowledgment of Sponsorship post on Royals social media (Facebook/Instagram)
- ✓ Advertising on Royals social media (Facebook/Instagram), Royals website, Club newsletters throughout the season.
- ✓ Complementary invitations to club functions eg. Awards Night, and Annual Quiz Night.

**\*TAILORED PACKAGES ARE AVAILABLE SHOULD NONE OF THE ABOVE FIT\***

