



Norwood Football Club
Sponsorship Opportunities 2011



COMMITTED, STRONG & PASSIONATE

“ I am thrilled to be working with a club that is committed, strong and passionate. ”

From the coach

The Norwood Football Club has been a big part of my life, as a young lad I attended many games at Norwood Oval with my family, and still have memories of the 1982 Premiership celebrations.

I realized my dream of playing for Norwood at the age of 17, making by debut at Alberton, defeating Port Adelaide, which was often a rare feat in the 1990's.

The Norwood Football Club has always had a special place in my heart so I was both honoured and excited at being offered the Head Coaching position at the start of 2010. I am thrilled to be working with a club that is committed, strong and passionate. The enthusiasm and the pride resonates through not only the players and coaching staff, but the sponsors and the members, who without, we would have nothing.

The Norwood Football Club is a talented Club with great potential, which has been proven this year in 2010 with our team making the Grand Final.

I would like to take this opportunity to thank the current sponsors and members of the Norwood Football Club for their support and look forward to working with you again in 2011 and beyond. I would also like to welcome new Members and Sponsors to one of the most dedicated Club in the SANFL. I believe we have some great years ahead of us and can assure you that your involvement with the Norwood Football Club will be both rewarding and enjoyable.

Nathan Bassett
Head Coach
Norwood Football Club



The Norwood Football Club was founded in February 1878. Those who established the Club lead by Arthur Diamond, Joseph Osborn and Henry Burnett, were not interested in a simple run around the park on a Saturday afternoon. They wanted to build a strong, successful team and aggressively recruited the best footballers available including the cream of expatriate Victorians living in Adelaide. The result was a Norwood side which swept all before it, winning the premiership undefeated in its first season. It was the beginning of a run of six successive premierships from 1878 – 83, an Australian record since equalled but never broken.

After 23 years in the competition, the Redlegs found a permanent home at Norwood Oval. The Club had played home matches on the East parklands from 1878, before moving to

Kensington (1882) and finally to the Jubilee Oval (1898). During the 1890's "Clarke's Vineyard" in the heart of Norwood was earmarked as a recreation ground by a private company. This was developed as Norwood Oval and was taken over by the Kensington and Norwood Council in 1905.

The Norwood Football Club established its home matches there from 1901 and the Norwood Oval soon became "hallowed turf" to all true Redleg supporters, in addition to being utilised as a SANFL venue. The oval was used for night football from the 1950's and was the scene of Norwood's triumph over East Perth in the 1977 National Football League grand final.

Norwood Oval has been affectionately referred to as "The Parade" and is now known as "Coopers Stadium".



COMMITTED, STRONG & PASSIONATE

Corporate Partnerships

Corporate Partnerships are tailored to suit your business needs, creating an effective marketing solution. We have the ability to specifically design a package that will meet your business objectives and fulfil your key sponsorship strategies. We aim to create long term relationships with our Corporate Partners.

Benefits

Access to event branding, hospitality, advertising, exposure to club functions, networking opportunities.

Club Advertising

Redlegs Review, Online Business Directory, Membership emails, Membership text messages.

Invitations

Attend the Norwood Football Clubs most prestigious events for the season,

The Annual Gala Auction, the Hall of Fame Dinner, the Legends Club Dinner, Trophy Presentation Night, Captains Club Dinner as well as the weekly Presidents Pre Match Function.

Hospitality

Host one of Adelaide's most exciting corporate boxes for the season. Situated in the Western Stand at Coopers Stadium, you are so close to the action you feel like you are playing! Or invite your business associates to our AAMI Stadium Corporate Box to any Crows or Power games.

Corporate Networking Opportunities

Network with the influential people involved at the Norwood Football Club at major events, luncheons, business series dinners and games.

Corporate Box

Experience football with the atmosphere; feel the bumps, see the marks, smell the liniment and hear the calls from the ground and coaches boxes. Boasting one of the most picturesque settings of any SANFL Club, the Norwood Football Club boxes have arguably the best viewing of football in Adelaide.

Sit within metres of the ground in an elevated position and enjoy Redlegs hospitality for an exciting Friday night match, or a Saturday or Sunday afternoon blockbuster. Corporate boxes include entry to Coopers Stadium for the 10 season matches, box seats and a car park. Hospitality packages including food and beverage are available to order prior to games.

A great way to entertain clients, friends or family and support your team.

**Western Stand Boxes –
Season pass \$3000**

**Boulderstone Stand Boxes –
Season pass \$2500**

**Southern Stand Boxes –
Season pass \$1500**



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Legends Club Membership

Join this prestigious membership club and be recognized as a strong supporter of the Norwood Football Club. Membership benefits include entertainment, networking and advertising opportunities.

Benefits and entitlements are as follows:-

- » Exclusive Legends Club badge & membership card
- » Legends Honour Board listing in Premiers Bar
- » 2 complimentary tickets to the Legends Club 'Hard Men of Norwood' dinner
- » 4 SANFL All Ground season tickets
- » 4 Premier seats in Western stand
- » 1 car park in close proximity to Coopers Stadium
- » Recognition on Norwood Football Club website
- » 2011 members scarf, lanyard, card, badge & stickers & calendar
- » Redlegs Review (3 issues) & Club Annual Report
- » Exclusive commemorative collector's gift
- » 10% discount on all club merchandise, online business directory & entitlement to purchase Western Stand ticket
- » 1 ticket to the Annual Gala Auction
- » Exclusive pre-season inner sanctum briefing with the senior coach, captain and board members
- » 1 ticket to Trophy presentation night
- » 4 complimentary seats at a pre match function during the season
- » 1 Invitation to a Corporate AAMI Stadium function

Legends Club Membership
\$1700 inc GST

Captain's Club Membership

Become part of the Captain's Club and be involved with the Norwood Football Clubs passion, commitment and strength. Interact with players, coaches, and members throughout the SANFL football season and enjoy unique business networking opportunities through your association with the Captain's Club.

Benefits and entitlements are as follows:-

- » Exclusive Captain's Club badge & membership card
- » 1 complimentary ticket to the exclusive Captain's Club lunch with Haydn Bunton Jnr, Norwood's oldest living captain and our current skipper
- » 2 All Ground season tickets
- » 2 Premier seats in Western stand
- » 1 car park in close proximity to Coopers Stadium
- » Recognition on Norwood Football Club website
- » 2011 members scarf, lanyard, card, badge & stickers & calendar
- » Redlegs Review (3 issues) & Club Annual Report
- » 10% discount on all club merchandise, online business directory & entitlement to purchase Western Stand ticket
- » 1 ticket to Trophy presentation night
- » 2 complimentary seats at a pre match function during the season
- » Invitations to all Norwood Football Club events (at cost)

Captain's Club Membership
\$600 inc GST

“ Become involved with our passion, commitment and strength. ”



COMMITTED, STRONG & PASSIONATE

Membership

“ Membership:
a great present
for Birthdays or
Christmas ”

Support the Grand old Flag and the Team we Love in 2011 and become a member of the Norwood Football Club. If not for your self, membership makes a great present for Birthdays or Christmas. Be committed and purchase a 2011 Club membership for \$70

Membership entitlement includes the following:-

- » 2011 Members Cap
- » Membership lanyard
- » Membership card and badge
- » Stickers
- » Calendar
- » Redlegs Review (3 per year)
- » Annual Report
- » Entitlement to purchase Western Stand seat
- » Voting rights
- » On line business directory
- » 10% discount on all official club merchandise
- » Weekly e newsletter



AAMI Stadium Corporate Box

Being a partner of the Norwood Football Club provides you with the opportunity to hire the Club's Corporate Box at AAMI Stadium. Enjoy an AFL Football match at AAMI Stadium with business associates, colleagues or friends in the comfort of the box setting.

Hire includes eight (8) box seats, eight (8) entrance tickets and three (3) car park passes.

Availability is limited; please contact the Club directly to register your interest.

**AAMI Stadium Corporate Box
\$1000 inc GST per single match**

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“ create a more efficient and effectively functioning team ”

Breakfast with Bass

Nathan Bassett is a young, contemporary leader whose first season as coach of the Norwood Football Club delivered outstanding on-field results. With groups of up to 15 people Nathan works on setting goals and building group morale, which will ultimately lead to optimal productivity within the organisation.

Held at the Robin Hood on Tuesday mornings from 7:30 to 9:30 'Breakfast with Bass' could be the perfect chance for your business to work on the finer details of building a successful team and working environment. Nathan will run you through a series of steps that help to identify, discuss and resolve some of the common issues that can result in a poorly functioning team. He will look at where the business is now, the direction that you want to head towards in the future and how each individual in the team can

help in achieving the goals set. By doing so, the organisation will have a clear direction in order to maximise productivity.

Breakfast includes:

- » Eggs and Bacon
- » Fruit Platters
- » Coffee and Juice
- » Muffins

Cost of 1 Session: \$1000

Any Follow up session: \$750



Club Functions

Presidents Pre Match Function

A package available for any home match function at Coopers Stadium. Sponsor a lunch or dinner with 3 courses of food and drinks. Your business or personal name will be associated with all advertising in the lead up to and on the event day/night.

\$750 per home match

The Annual Gala Auction

A prestigious event now regarded as the best in the SANFL to be held at the Adelaide Convention Centre or the Hyatt on North Terrace. The event attracts 350 – 400 people annually and is one of the clubs major fundraisers. Naming rights would be exclusive to your business with all advertising featuring your corporate logo.

\$3000 For the Annual Gala Auction

Norwood 'Selection' Night

Networking and doing business with people who share a love of football and the Redlegs has been a traditional pastime for generations in Norwood's business community.

In 2011, we will launch 'Selection' Night, a sharp 2 hour dinner format on 3 Thursday nights, ahead of major games for the Redlegs. Featuring guest speakers from the business community, it is designed to generate genuine networking opportunities. You and your guests will be the 'first to know' all the selection ins and outs for the weekend's big game, as the coach provides details of his team, straight from the selection table.

As sponsor of these events you will enjoy the opportunity of profiling your business in the lead up to and at the event plus the chance to enjoy the footy in the President's box at Cooper's Stadium.

\$2000 per sponsored 'Selection' Night

Match Day Partner

- » TV Coverage and Non TV Coverage games available
- » Radio advertisements and announcements of Match Day Partner
- » Ground announcements before, during and after the game (average crowd of 4,000 people)

- » Advertising for the home match incorporating Match Day Partners name on membership emails, text messages, posters and fixtures
- » Table of 10 at the Presidents Pre Match Function
- » Invitations to the Mayors Parlour at half time for refreshments
- » Banners and advertising material placed in strategic positions around the ground and in bar areas

Promotional opportunities at the game will be tailored to your specific needs, but could include;

- » Product Display area's
- » On field pre-game promotions featuring your product
- » Grandstand marketing
- » President's Lunch exposure
- » Merchandise sales
- » Mobile on field advertising
- » Game day acknowledgement

Cost of sponsorship dependent on activity

\$4000 per Sponsored Match



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Player Sponsorship

Player sponsorship's have been a feature of the Norwood Football Club for years, and provide unique opportunities for both player and sponsor alike. In 2011, we're spicing them up a little!

Player Partnership is limited to 40 sponsors and entitlements include:-

- » 2 general memberships including a 2011 members scarf, lanyard, membership card and badge, stickers, Redlegs Reviews, Annual Report, online business directory, 10% discount on Club merchandise and voting rights.
- » invitation to the player/sponsor, season opening 'photo shoot', where you will be photographed with your sponsored player.
- » signed and framed photograph of you with your sponsored player.
- » 2 season tickets

- » 2 Western Stand tickets
- » 1 car park pass for all home games at Cooper's Stadium.
- » Website inclusion
- » acknowledgement in Annual Report
- » acknowledgement in Redlegs Review (3 issues)
- » exclusive opportunity to watch the team's pre match warm up at Cooper's Stadium

Player Sponsorship \$1100

Website



Website advertising is an effective way to promote your product or company. Whether it's a call to action or branding campaign, your message will be seen by over 2,300 members each week who go to the Norwood Football Club website for match information, event details and Club news.

Your message could potentially be viewed by over 100,000 times a year by potential new customers. Links back to your own website provide additional promotional opportunities.

Website Advertising tailored to your needs



COMMITTED, STRONG & PASSIONATE

“

...a must
read for all
supporters

”

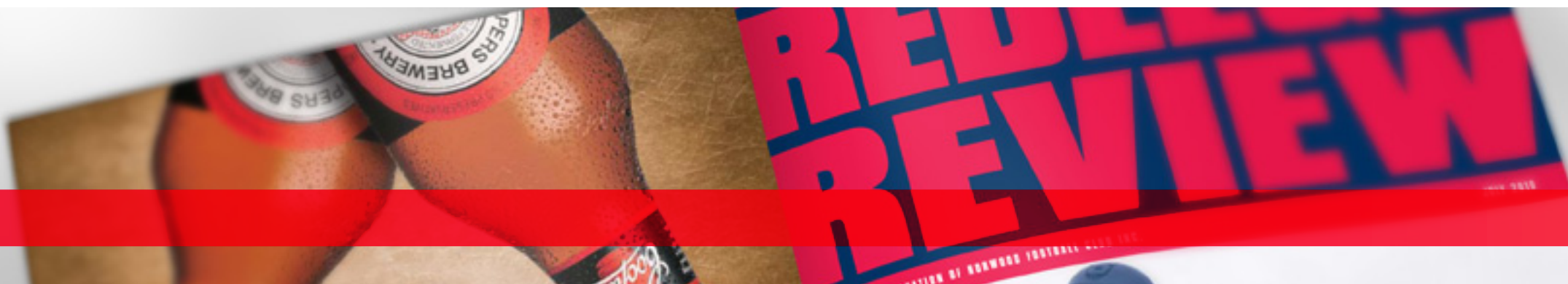
Advertising Opportunities

Redlegs Review and Online Business Directory

These A4 colour magazine's are bursting with Redlegs News, Events and Contacts and are a must read for all supporters. Posted to all members of the Norwood Football Club, they are the best publication's of their type in the SANFL. Having an avid readership of 2,500, Redlegs Review has four issues annually with one pre-season and one post-season. The Business Directory is an annual publication sent to all members. You will need to supply the editorial or advertisement should you wish to become part of our best means of communication with our members.

Logo 60mm x 40mm	\$140 per edition
1/8 Page Ad 60mm x 80mm	\$200 per edition
1/4 Page Ad 80mm x 120mm	\$330 per edition
1/3 Page Ad 80mm x 180mm	\$440 per edition
1/2 Page Ad 120mm x 180mm	\$660 per edition

Full Page A4 Ad	\$880 per edition
Full Page Inside Cover Ad	\$1100 per edition
Full Page Back Cover Ad	\$1650 per edition
Flyer inserted into magazine	\$1100 per edition



Oval Signage

A unique and effective way to brand and promote your business. Your organization will receive significant exposure with over 40,000 people who attend the picturesque Coopers Stadium each year. Additional exposure will be received during ABC telecasts of the SANFL matches.

**Standard Sign (9m x 80cm)
\$1400 inc GST**

**Double Sign (18m x 80cm)
\$2750 inc GST**

**Western Wall Sign
(9m x 80cm) \$1400 inc GST**

Sign writing costs are the responsibility of the sponsor.

Light Tower signage

There is nothing better than live football under lights at Coopers Stadium. The beginning of 2010 saw the upgrade and installation of 3 light towers at the oval. Your business or organization now has the unique opportunity of owning one of these lights and have your message or name seen by over 100,000 spectators at Coopers Stadium.

**Light Tower signage
\$5,000 inc GST**



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Norwood Football Club Partners

Major partner



Stadium partner

