



## UWAHC Sponsorship Proposal

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Thanks for your interest in supporting the UWA Hockey Club.

As you are no doubt aware, we are a Mens, Womens and Junior (boys and girls) hockey club based in Mount Claremont. We have some of the best facilities of any hockey club in the world, boasting 2 international standard synthetic pitches, 4 grass fields and a magnificent clubrooms and bar.

Having recently celebrated our 90<sup>th</sup> anniversary, we have a very proud tradition as a hockey club that is both highly successful (10 First Grade Mens Premierships and 15 First Grade Womens Premierships) and inclusive of people playing at all levels (from social to First Grade).

We are currently one of the largest hockey club in Australia, with 26 Junior teams and 20 Senior Teams (over 1000 members). We are also affiliated with UWA Associates, who focus on the more experienced players, and have an additional 12 teams.

We offer three levels of sponsorship: Premium Naming Rights Sponsor, Major Sponsor and Supporting Sponsor. We have set out some more information on each level over the next few pages and would welcome discussing them further with you. We are also happy to try and tailor a package that will suit your needs.



## Premium Naming Rights Sponsor (*currently filled*)

For our Premium Naming Rights Sponsors, an individual, tailored sponsorship plan will be developed in conjunction with the relevant party, broadly based on the following:

- Full size logo on first grade shirts for Men and Women (front or back of shirt)
- Sponsorship sign (approx. 2 metres by 1m) at both of the Superturfs for the period of sponsorship (paid for by sponsor)
- Listed on UWAHC home page with link to company website:  
<http://uwahockey.org.au/>
- Listed in each monthly UWAHC newsletter (separate newsletter to senior and junior club) and communications to club members (combined circulation over 1000 email addresses going to approximately 2000 people)
- Opportunity to place free advertisement or feature article in monthly UWAHC newsletter (separate newsletter to senior and junior club) and communications to club members (combined circulation over 1000 email addresses going to approximately 2000 people)
- Listed on Club Letterhead – used for all official UWAHC communication
- Full page colour advertisement in UWAHC annual yearbook
- Announcements of support at each Premier League Home Game (11 per year), including logo on scoreboard, and allocated a blockbuster Saturday double-header Home Game and promoted as a Premium Sponsor with the opportunity to present a best player award at 3+ of the Mens and Womens games
- Allocated a bar card to enjoy some refreshments over the bar whilst watching games
- Put up flyers/advertisement at the UWAHC Clubrooms and on the bar.



## Major Sponsor

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For our Major Sponsors, a sponsorship plan will be developed in conjunction with the relevant party, broadly based on the following:

- Smaller logo on first grade shorts for Men and bottom of bodysuit for Women
- Listed on UWAHC home page with link to company website:  
<http://uwahockey.org.au/>
- Listed on footer of each monthly UWAHC newsletter (separate newsletter to senior and junior club) and communications to club members (combined circulation over 1000 email addresses going to approximately 2000 people).
- Opportunity to place free advertisement or feature article in monthly UWAHC newsletter (separate newsletter to senior and junior club) and communications to club members (combined circulation over 1000 email addresses going to approximately 1500 people)
- Half page colour advertisement in UWAHC Yearbook
- Allocated a Premier League Double Header Home Game and promoted as a sponsor with the opportunity to present a best player award
- Put up flyers/advertisement at the UWAHC Clubrooms and on the bar.





## Supporting Sponsor

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For our Supporting Sponsors, the opportunity to discuss promotion via one or more of the following:

- Opportunity to place free advertisement or feature article in monthly UWAHC newsletter (separate newsletter to senior and junior club) and communications to club members (combined circulation over 1000 email addresses going to approximately 2000 people)
- Allocated a Premier League Double Header Home Game and promoted as a sponsor with the opportunity to present a best player award
- Half page colour advertisement in UWAHC Yearbook
- Put up flyers/advertisement at the UWAHC Clubrooms and on the bar