



Miranda Magpies Football Club

Seymour Shaw Park, Miranda

E-mail: sponsorship@mirandamagpies.com

Web : www.mirandamagpies.com



2022 SPONSORSHIP PROPOSAL

Miranda Magpies Football Club Inc.

Version: 2022/2

FIRSTLY

THANK YOU

FOR CONSIDERING US!

Miranda Magpies Football Club thanks you for your interest in working with us in a sponsorship agreement.

We simply cannot deliver our services, without the generous support of our local community.

As a not for profit organisation, your Magpies invoice is tax deductible, helping you offset the cost of your community support, and we greatly appreciate that support.

At the Magpies, we bring real value to sponsorship, not just accept donations, but work together to promote your brand and your business to our large membership and the local community that frequents Seymour Shaw Park or as we like to call it, "The Nest".

This delivers value to both the sponsor and the Miranda Magpies, in our ambition to be a true leader in Football.

**Gary O'Riordan
President
Miranda Magpies Football Club**





OUR STORY

... SO FAR

Founded in 1952, Miranda Magpies is the oldest club in the Sutherland Shire, with a strong program for both Mens and Womens Football. We've grown to over 1,000 player registrations in 2021, and with numbers still growing, we continue to strive towards our 4 primary goals for our local community.



Former Miranda Magpies Alex Gersbach, Mark Natta & Teigan Collister went on to play A League and beyond.



Community RELATIONSHIPS

We aim to strengthen our community relationships, to help local business engage their brand with our membership and that of the wider Football Community.



Strive for EXCELLENCE

Create programs to enhance the Football experience and boost the quality of players we create, helping Australian Football prosper.



Enhance our FACILITIES

To be able to do our best, we need the best facilities, equipment and support services. We aim to develop and promote Football with exceptional facilities.



INSPIRE a healthy lifestyle

Use Football as an motivator for our local community to find time to engage in a healthy and active lifestyle, both for individuals and for families.

MAKING YOU STAND OUT

IT'S WHAT WE ARE HERE FOR

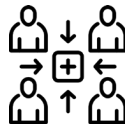
Ensuring our sponsors and partners achieve their goals, is vital to the Miranda Magpies achieving our goals. We have various sponsorship opportunities available to be tailored to your needs. This will help you...



GET PEOPLE THINKING ABOUT YOUR BRAND



Brand exposure is key and with signage, digital and branding opportunities, we can help your brand be front of mind to the Football Community.



ENABLING ENGAGEMENT



Providing calls to action, digital weblinks and player awards are some ways to obtain a direct link to our community to promote your brand.



SUPPORTING THE COMMUNITY



There are so many ways to inspire customers through your own channels, by showing you're finding the time to support the local community.

SIMPLE FACTS ABOUT US



REGISTERED PLAYERS

In 2021, we broke the 1000 player mark for the first time and with a 15% increase year on year, we're expected to continue to grow.



REACHABLE CONTACTS

We estimate over 5,000 people visit our Seymour Shaw Precinct each weekend, plus many more from Netball, Tennis and the local community.



DIGITAL AUDIENCE

We estimate over 8,000 people visit our Website, Facebook, Instagram and LinkedIn (NEW) pages in any normal non-COVID affected month.

WE ARE AN ACTIVE COMMUNITY!



Miranda Magpies have had many engaging opportunities with sponsors, especially over the past 10 years.

We are a flexible organisation, who can work with you on any unique sales and marketing tactic you wish to employ, to help boost your engagement opportunities.

We want our partnerships to show we are the Premier Football Club in the Sutherland Shire.

SPONSORSHIP PACKAGES

GOLD SPONSOR (2 AVAILABLE) @ \$5,000 PA

- Field Signage (Sponsor to supply)
- 6 Social Media Promotions
- Naming Rights to Golf Day or Jnr Presentation
- Two Onsite Promotions (Live Event)
- Premium logo and weblinks on website
- 2 Tickets to Senior Presentation (plus plaque)
- Sponsor announcement & thank you post
- Exposure to 5,000 park users weekly
- Exposure to 8,000 online users per month
- High Exposure at Key Event
- Exposure to key Saturday/Sunday Gameday
- Exposure of brand
- Exposure & recognition at key celebration event
- Two more social opportunities to promote

SILVER SPONSOR (6 AVAILABLE) @ \$3,000 PA

- 3 Social Media Promotions
- One Onsite Promotion (Live Event)
- Logo and Weblink on our Sponsors Page/Footer
- Appreciation Certificate
- Sponsor announcement & thank you post
- Exposure to 8,000 online users per month
- Exposure to key Saturday/Sunday Gameday
- Exposure of your brand
- Recognition to share with your customers
- Two more social opportunities to promote

BRONZE SPONSOR (8 AVAILABLE) @ \$1,000 PA

- One Social Media Promotion
- Logo & Weblink on our Sponsors Page/Footer
- Sponsor announcement & thank you post
- Exposure to 8,000 online users per month
- Exposure of your brand
- Two more social opportunities to promote

TEAM SPONSOR (66 AVAILABLE) @ \$500 PA

A SPECIAL, LOW COST BRANDED OPPORTUNITY FOR YOU

Team sponsors means exactly that, you get to sponsor one of our 80+ teams. You can give them merchandise (caps, shirts, drink bottles) with your branding so they can help promote your business.

We'll link you up with the Team Manager to coordinate photos and matchday news for you to show on your social pages.

This package includes;

- Sponsor providing free merchandise to team
- Sponsor announcement & thank you post
- Logo & Weblink on our Team Sponsors page.



Sydney Bushfire Consultants sponsored the 13A boys in 2020 and 2021.

A NEW BEGINNING FOR THE SUTHERLAND SHIRES ELITE THE SHIRE PREMIER



The Sutherland Shire Football Association announced in November 2021 that they will commence with a new Premier League Competition in 2022, made up of the best teams in the Sutherland Shire.

The Miranda Magpies aspire to be part of the Shire Premier League and are offering special sponsorship packages to help fund this team, paying for player registrations, coaching, uniforms and training equipment.

This is a unique opportunity as these packages include sponsorship on the player jerseys. Miranda Magpies will compete in the Womens Shire Premier League in 2022, with a squad of 20 players.

MAJOR SPONSOR (1 AVAILABLE)

- Sponsors Logo on front centre of playing kit.
- \$4,000 per year (minimum 2 years)
- Field Signage (Sponsor to supply)
- Premium Social Media Exposure
- 4 Social Media Promotions
- Premium logo and weblinks on Website and Premier League website pages.
- 2 Tickets to Senior Presentation (plus plaque)
- Sponsor announcement & thank you post

SLEEVE SPONSOR (2 AVAILABLE)

- Sponsors Logo on sleeve of playing kit.
- \$3,000 per year (minimum 2 years)
- Field Signage (Sponsor to supply)
- Premium Social Media Exposure
- 3 Social Media Promotions
- Premium logo and weblinks on Website and Premier League website pages.
- 2 Tickets to Senior Presentation (plus plaque)
- Sponsor announcement & thank you post





CONTACT US

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