



CASTLEMAINE GOLDFIELDS FOOTBALL CLUB

SPONSORSHIP PROSPECTUS
2024 SEASON



WHY SPONSOR US?

As a non-profit organisation, sponsorship is a big part of our income. Sponsorship support provides community-minded business brands with the opportunity to promote their brand interests to the many hundreds of people who play and visit our club each week; and the many more who follow our club's progress via our social media engagement.

We have several sponsorship packages including **Kicks & Shakes Sponsors** and **Supporter Sponsors**, and many more packages are available to show your business support, so if you're looking for a bespoke package please reach out to our sponsorship team.

We thank you for considering a partnership with Castlemaine Goldfields Football Club.

Aaron Shooter Club President

1 STAR CLUB CHANGER

Castlemaine Goldfields Football Club was recently awarded a **1-star Club Changer certification** from Football Australia.

We are the only soccer club in the Mount Alexander Shire.

When you partner with CGFC, you'll be joining the **#1 player development club in the region**. Our teams play football (soccer) at the highest level and run football programs for all ages (4-60+) and our teams compete in the Bendigo Amateur Soccer League and the Melbourne Metro Leagues.

We also run a number of social and off-season programs.





CLUB ROOMS REDEVELOPMENT AND PLANNING

In 2024 Castlemaine Goldfields Football Club is expecting to add additional teams and is on track to hit **500 playing members**. The club's current strategic plan has ended and we plan to undertake a strategic planning process with an experienced provider this year. This plan will function to establish the backbone of CGFC's operations while guiding effective decision-making especially around new infrastructure that meets the club's growth.

The infrastructure development plans are likely to include a pavilion upgrade, which will deliver the **best soccer facilities in the Mount Alexander Shire** as well as a community space for future generations of Mount Alexander residents to enjoy.

There is no better time to partner with Castlemaine Goldfields Football Club.

OUR REACH



TEAMS • TEAMS • TEAMS • TEAMS • TEAMS • TEAMS •

23+
AGES 9 TO ADULT

PLAYERS • PLAYERS • PLAYERS • PLAYERS • PLAYERS •

500+
MALE & FEMALE

MEMBERS • MEMBERS • MEMBERS • MEMBERS • MEMBERS •

600+
COVERING
CASTLEMAINE
& REGIONS

FAMILIES • FAMILIES • FAMILIES • FAMILIES • FAMILIES •

400+

SOCIAL MEDIA • SOCIAL MEDIA • SOCIAL MEDIA • SOCIAL MEDIA • SOCIAL MEDIA •

350+
INSTAGRAM
880+
FACEBOOK
600+
CLUB NEWSLETTER

WEEKLY REACH • WEEKLY REACH • WEEKLY REACH • WEEKLY REACH • WEEKLY REACH •

600+

SHIRT PLACEMENT OPTIONS

Display your brand logo on our training kit in any of the **Platinum Plus or Platinum** packages to suit your budget. Platinum Plus sponsorship includes your brand being front and centre on the training kit for the 2024 season.

Get on board to secure your place on our Senior Men and Senior Women training kits for the new season.



NON-PERMANENT GROUND SIGNAGE

All **Platinum Plus** and **Platinum** sponsors enjoy up to 6 x non-permanent ground signs (which maybe a combination of tear drop banners and/or conflute signs displayed on the main pitch in premium position to be viewed by spectators and during training and match days.

GOLDFIELD'S FC

**PLATINUM
SPONSOR**

GOLDFIELD'S FC

**PLATINUM
PLUS
SPONSOR**

Your logo here

Your
logo
here

ENGAGE WITH SOCIAL MEDIA

Castlemaine Goldfields Football Club has a professional marketing platform and posts regularly to the community.

Platinum Plus Sponsors receive four and **Platinum Sponsors** receive two dedicated social media posts about your business to more than 1,800 combined followers on our social media channels (Facebook, Instagram and club newsletter) per calendar year.

Our members are keen supporters of local businesses who support the club and the community and we can help generate increased brand awareness and sales for your business.



CGFC'S 30TH/50TH YEAR ANNIVERSARY DINNER

In 2024 the Castlemaine Goldfields Football Club will be celebrating the 30th/50th anniversary of the club.

Join us for an amazing night as we celebrate 30 years of women's inclusion in the club and 50 years from the first establishment. **We are expecting to run a raffle, an auction and loads of excitement and surprises on offer.**

"It's a really safe, supportive club community and we're all looking forward to the 30th /50th celebration to catch up with friends"

Aaron Shooter Club President



PLATINUM PLUS SPONSORSHIP



GOLDFIELD'S FC

**PLATINUM
PLUS
SPONSOR**

PLATINUM PLUS INVESTMENT

1

SENIOR MEN PLATINUM PLUS

**Sponsor logo on senior men
training shirts in position A**

INVESTMENT

\$15,000 + GST

PLUS

Up to 6 x Non-Permanent on-ground signage*

4 x Social media posts per calendar year

1 x Feature article in club newsletter

4 x Tickets to the club's **30th/50th**

Anniversary Dinner to be held in 2024

Your logo on our website to show your
partnership support

Logo placement on **Sponsorship Wall**

*For example, tear drop banners and corflute signs

2

SENIOR WOMEN PLATINUM PLUS

**Sponsor logo on senior women
training shirts in position A**

INVESTMENT

\$15,000 + GST

PLUS

Up to 6 x Non-permanent on-ground signage*

4 x Social media posts per calendar year

1 x Feature article in club newsletter

4 x Tickets to the club's **30th/50th**

Anniversary Dinner to be held in 2024

Your logo on our website to show your
partnership support

Logo placement on **Sponsorship Wall**

*For example, tear drop banners and corflute signs

Note: All arrangements are for a 12-month term. Multi-year arrangements can be discussed.



PLATINUM SPONSORSHIP



GOLDFIELD'S FC

PLATINUM
SPONSOR

PLATINUM INVESTMENT

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SENIOR MEN PLATINUM

Sponsor logo on senior men training shirts in position B, C, D or E

INVESTMENT

\$7,500 + GST

PLUS

Up to 3 x non-permanent on ground signage*

2 x Social media posts per calendar year

1 x Feature article in club newsletter

2 x Tickets to the club's **30th/50th**

Anniversary Dinner to be held in 2024

Your logo on our website to show your partnership support

Logo placement on **Sponsorship Wall**

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SENIOR WOMEN PLATINUM

Sponsor logo on senior women training shirts in position B, C, D or E

INVESTMENT

\$7,500 + GST

PLUS

Up to 3 x non-permanent on ground signage*

2 x Social media posts per calendar year

1 x Feature article in club newsletter

2 x Tickets to the club's **30th/50th**

Anniversary Dinner to be held in 2024

Your logo on our website to show your partnership support

Logo placement on **Sponsorship Wall**

*For example, tear drop banners and corflute signs Note: All arrangements are for a 12-month term. Multi-year arrangements can be discussed.

GOLDFIELD'S FC

PLATINUM
SPONSOR

PLATINUM INVESTMENT

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JUNIOR PLATINUM

**Sponsor logo on junior boys
and girls training bibs
in position A**

INVESTMENT

\$5,000 + GST

PLUS

Up to 3 x non-permanent on ground signage*

2 x Social media posts per calendar year

2 x Tickets to the club's **30th/50th**

Anniversary Dinner to be held in 2024

Your logo on our website to show your
partnership support

Logo placement on **Sponsorship Wall**

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SMALL-SIDED PLATINUM

**Sponsor logo on junior boys
and girls training bibs in
position A**

INVESTMENT

\$5,000 + GST

PLUS

Up to 3 x non-permanent on ground signage*

2 x Social media posts per calendar year

2 x Tickets to club's **30th/50th**

Anniversary Dinner to be held in 2024

Your logo on our website to show your
partnership support

Logo placement on **Sponsorship Wall**

*For example, tear drop banners and corflute signs Note: All arrangements are for a 12-month term. Multi-year arrangements can be discussed.

GOLDFIELD'S FC

PLATINUM
SPONSOR

PLATINUM INVESTMENT

7

KICKS & SHAKES SPONSOR

INVESTMENT

\$5,000 + GST

Non-permanent on-ground signage including
your logo on 4 x tear drop banners at every
Kicks & Shakes event in a calendar year

2 x Social media posts per calendar year

Your logo on our website to show your
partnership support



KICKS & SHAKES

Note: All arrangements are for a 12-month term. Multi-year arrangements can be discussed.

GOLDFIELD'S FC

PLATINUM
SPONSOR

PLATINUM INVESTMENT

Note: All arrangements are for a 12-month term. Multi-year arrangements can be discussed.

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SUPPORTER SPONSOR

INVESTMENT

**Your product or service to
an agreed value at the
discretion of the
CGFC committee**

2 x Social media posts per calendar year

Your logo on our website to show your
partnership support

FUNDRAISING GRATUITIES A request for product or vouchers, twice a year to be provided to CGFC by the **Supporter Sponsor** to allow the club to auction off or offer as prizes or rewards at club fundraising functions. Full acknowledgement of the gratuity of the major sponsor to be announced at the club event.

MEMBER BENEFITS We are seeking opportunities in the form of discounts or special promotional packages to entice our members to actively participate in your services. Please consider what you believe to be suitable and worthwhile for both parties.



We welcome contact from anyone interested in sponsorship opportunities. We can also tailor sponsor packages to suit any budget level.

Sponsorship Enquiries

e. cgfcsecretary@gmail.com
m. 0439 189 148

Postal Address

PO BOX 236, Castlemaine, 3450

Website

<https://castlemainegoldfieldsfc.net.au/>