

# SPONSORSHIP PROSPECTUS



**HOCKEY GEELONG**  
GEELONG HOCKEY ASSOCIATION



# Sponsorship Prospectus

## Our Mission Statement

“to be successful, respected and a leading association in the sport of hockey”

*Our reality*

*We are and we can do more.*

*Join us on our journey*

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# Introduction

Sporting clubs are the fabric, heart and soul of communities across Australia.

The Geelong Hockey community is a diverse and passionate group of players, officials, supporters and families.

Through the association's club membership and professional networks, we offer a wide range of marketing opportunities to grow your company's name and increase business exposure while establishing community engagement. Our social media profile is linked to state and national affiliates increasing exposure and reach.

This network provides a strategic partnership for your business and gives you the opportunity to connect with your local community, while also promoting your business throughout the City of Greater Geelong Region – one of the country's fastest growing hockey regions.

There is a range of exciting partnership opportunities available to your business through our various sponsorship packages.

We thank you for your time in reviewing this prospectus and look forward to forming a partnership solution that works for both parties.

Through both the social media and sports specific website this is access to members and extended families, totalling over a thousand, which provides valuable and extensive markets for your company.

Hockey Geelong hosts state and national events and has been the host association for the past 16 Women's Senior Country Championships which has been acclaimed as the standard all other events should strive to attain.

We value our volunteers, whilst ensuring all have access to necessary training and equipment for the benefit of all users of our facility.

# Who is Hockey Geelong?

The Geelong Hockey Association, trading as Hockey Geelong, is the governing body for field hockey in the Greater Geelong region.

Hockey Geelong's vision is to make hockey accessible and fair for everyone, including junior players, senior players, umpires and officials.

The association aims to unite Geelong hockey and provides an unbiased and supportive platform for the sport in the region to prosper and be a leading sporting organisation.

Hockey Geelong supports the growth of the game at all levels through assisting and implementing the following:

- Club-based Hook in2 Hockey clinics
- School-based coaching clinics
- Inter-school competitions
- Intra-club junior competition
- Junior player development skill sessions
- Inter-club for seniors, juniors, masters
- Representative pathways for talented players
- Hosting senior country tournaments
- Development opportunities for coaches, umpires and technical officials
- Targeting future national and international events

As well as the association's Geelong-based inter-club competitions, Hockey Geelong also has men's, women's and junior elite representative squads that compete in the Melbourne-based Victorian Metro Leagues conducted by Hockey Victoria.

Following the addition of a second pitch in 2014, Hockey Geelong now boasts one of the best field hockey facilities in Victoria and is working with Hockey Victoria and Hockey Australia to host national and international events in the near future.

# Why sponsor Hockey Geelong?

Sponsorship is a valuable opportunity for businesses to reap the rewards of having 100s of people being exposed to your products and services most days of the week throughout the year.

Corporate investment partnerships work because of the intrinsic nature of the relationship – the club's members spend money at the sponsors' businesses, and the companies gain more customers.

Sponsorships are a vital component to the association's on-going operations. It gives sponsors an opportunity to give back to an organisation that provides sport, fitness, leadership, social skills and personal development – all the while knowing they are increasing their community engagement.

Everybody knows sport is good for the community, with many benefits that go way beyond the game on the field.

Sport unites people with a common goal, creates another family to belong to and inspires players to strive to be their best.

This translates into their daily life and it is commonly recognised that regular sport is excellent for not just people's physical self but also their mental health.

Even if you aren't aiming to be an Olympian, hockey is a sport that can be played way into one's twilight years.

Hockey Geelong is run by a management committee of passionate volunteers who are constantly working to upgrade the facilities at Stead Park.

Long-term goals include a new commercial kitchen, additional meeting rooms and extra change-rooms and toilet/shower facilities.

Shade cover over the seating area is also on the list, along with general maintenance and continued upkeep of the two synthetic pitches.

Becoming a sponsor of Hockey Geelong means being an active partner with a dynamic and growing organisation that can create and support a strong corporate relationship.

# History of Hockey Geelong

Field hockey has been played in the Geelong region for more than a century.

The Geelong Ladies Hockey Club was first established in 1913, followed by the Geelong Men's Hockey club in 1954.

The current Geelong Hockey Association was created in 1979 through the amalgamation of the then Geelong Women's Hockey Association (est. 1956-57) and the Geelong and District Men's Hockey Association (est. 1966).

Today the Association has more than 1200 members, playing for 10 different clubs in the association's Geelong-based competitions.

The majority of games are played at the Geelong Hockey Centre, Stead Park, Corio.

Players come to Stead Park every weekend from as far as Apollo Bay, Warrnambool, Colac, Ballarat and Bendigo to play their weekly hockey matches.

The association has competitions for Under 8 (Minkey) through to seniors.

2016 Team stats:

- Juniors:
  - Under /8 (Minkey): 12 teams
  - Under /11: 12 teams
  - Under /13: 7 teams
  - Under /15: 6 teams
  - Under /17: 5 teams
- Seniors:
  - Men's Division 1: 6 teams
  - Men's Division 2: 7 teams
  - Women's Division 1: 6 teams
  - Women's Division 2: 5 teams

# Clubs in Geelong Region

Hockey Geelong has ten registered clubs. With 66 teams in the 2016 winter competition, families and extended family support.

While highly competitive on the field, off-field all clubs share a great camaraderie and are supportive and very inclusive through their sport.

Life-long friendships are established and entire families play hockey – not too many sports can boast three generations playing in the same team!

Family members may belong to more than one club, so the depth and width of friendship that exists within the wider hockey community is unique.

- 1 Bellarine Storm
- 2 Corio Hockey Club
- 3 Geelong Hockey Club
- 4 Golden Plains Hockey Club
- 5 Kardinia International College
- 6 Newtown City Hockey Club
- 7 Saints Hockey Club
- 9 The Geelong College
- 10 Torquay Hockey Club

Hockey Geelong fields four junior, four senior and 3 master representative teams in Melbourne-based Hockey Victorian competitions.

Many of these elite players have gone on to play hockey at a regional, national and international level.

Our match officials have also reached Australian Hockey League level as regional and national representatives.

Our representative squads train twice per week and travel throughout Victoria during the winter season to play as far away as Ballarat, Bendigo and Gippsland – all to experience the thrill of the game and to hopefully bring home the premiers' banner!



Hockey Geelong representative teams entered in Hockey Victoria Winter competition in 2016:

#### Senior Teams:

1. Men's Vic League 1
2. Men's Vic League 1 Reserve
3. Men's Masters 35+BNW
4. Men's Masters 50+A
  
5. Women's Vic League 1
6. Women's Vic League 1 Reserve
7. Women's Masters 35+BNW

#### Junior Teams

1. Under 16 Mixed Shield (A grade)
2. Under 16 Girls Pennant
3. Under 14 Mixed Shield (A grade)
4. Under 14 Girls Shield (A grade)

# Sponsorship Packages

The key aim of these partnerships is to provide exposure and promotion of your company to the Geelong Hockey Association's membership, to the Victorian hockey, Bellarine, and Greater Geelong and Surf Coast hockey communities.

Stead Park has over 2000 people (players, spectators, officials) who attended games every week, plus weekly trainings – all prospective customers that will be exposed to your business.

Sponsorship investment packages will support the Stead Park facilities, junior and senior hockey development and support within the region.

## Scoreboards:

There are two electronic scoreboards that can be sponsored under our special Scoreboard Package.

(N.B. Supply of suitable signage is at the sponsor's expense)

## Player Sponsorships – Rep Teams:

Individual player sponsorships of our Hockey Geelong Representative teams are a fantastic way to support the association and also the player.

## Hockey Geelong Website:

Average 1500 Visitors per month during the season; most return each week throughout the season (a total of 27966 Page views or "hits" during the last season)

## Hockey Geelong Team App:

Used by the representative teams and users are growing in number.

## Sponsors' Board:

- Your business listed on our sponsors board in the Hockey Geelong clubrooms at Stead Park.
- There is also provision for business cards to be displayed in the clubrooms, and promotional material to be distributed at all association functions throughout the season.
- We are constantly promoting our corporate partners and sponsors through all mediums.

Additional Opportunities include but not restricted to:

- Correspondences: Inclusion of logo on all Senior Country Championships information sheets, booklets and media releases.
- This includes access to our international visiting teams.
- Inclusion onto the dedicated Women's Senior Country Championships Facebook page.
- Hockey Geelong Facebook and booklets for state competitions.

# Scoreboard Sponsorship

Pitch 1 - \$4000 + GST

Pitch 2 - \$3500 + GST

There are two Scoreboard sponsorship investments available as the premium packages on offer at Hockey Geelong's Stead Park - home to the region's hockey community.

The electronic scoreboards are in a very prominent location – alongside each pitch and viewable by both players and spectators.

## Package includes:

Signage above one Scoreboard – business name and logo for one year

Sign specifications: 900mm x 2200mm

Supply of sign at sponsor's expense

Multiple years may be negotiated at one signing

Recognition on Hockey Geelong Team App with business summary, logo and to push notifications throughout the year

Acknowledgement and advertising on Hockey Geelong website, Facebook and other social media as well as company website link on Hockey Geelong website

Acknowledgement on all association correspondence to clubs/members

Acknowledgement on sponsor's board in clubrooms; business card and promotional material distribution

Table of tickets to annual Hockey Geelong presentation night function

Invitation to attend the season opening launch

Invitation to annual sponsors' and VIP day

2 x Hockey Geelong jackets

Stickers to display on your vehicles and business:  
"Proudly supporting Hockey Geelong"

# Teal Sponsorship

## \$1500 + GST

Major Sign in a prominent location on perimeter fence - (Eastern side of pitch 1 or pitch 2)

Sign specifications: 900mm x 3000mm

Supply of sign at sponsor's expense.

Recognition on Hockey Geelong Team App with business summary, logo and 2 push notifications throughout the year

Acknowledgement on Hockey Geelong website,

Facebook and other social media

Company website link on Hockey Geelong website

Acknowledgement on sponsor's board in clubrooms; business card and promotional material distribution

2 x tickets to annual Hockey Geelong presentation night function

Invitation to attend the season opening launch

Invitation to annual sponsors' and VIP day

1 x Hockey Geelong hoodie

Stickers to display on your vehicles and business:  
"Proudly supporting Hockey Geelong"

# Blue Sponsorship

## \$1000 + GST

Pitch signage size: 900mm x 3000mm

Supply of sign at sponsor's expense

Acknowledgement on Hockey Geelong website, Facebook and other social media

Company website link on Hockey Geelong website

Acknowledgement on sponsor's board in clubrooms; Business card and promotional material distribution

Invitation to attend the seasons opening launch

Invitation to annual sponsors' and VIP day

1 x Hockey Geelong hoodie

Stickers to display on your vehicles and business:  
*"Proudly supporting Hockey Geelong"*

# Player Sponsorship

## Individual Player Sponsorship

### \$300 + GST

The individual player sponsorship investment not only supports the association's representative teams, but also the player on their journey to achieve success.

*Package includes:*

- Acknowledgement on the Hockey Geelong website
- Acknowledgement on sponsor's board in clubrooms
- Invitation to attend the seasons opening launch
- Invitation to annual sponsors' and VIP day
- 1 x Hockey Geelong T-shirt

# Hockey Geelong

## Sponsorship Agreement

### SPONSORSHIP CATEGORIES

- SCOREBOARD PITCH 1 SPONSOR PACKAGE \$ 4000
- SCOREBOARD PITCH 2 SPONSOR PACKAGE \$ 3500
- TEAL SPONSOR PACKAGE \$ 1500
- BLUE SPONSOR PACKAGE \$ 1000
- PLAYER SPONSOR PACKAGE \$ 300
- IN-KIND SPONSORSHIP (Please state type of Sponsorship/Donation)

PRIVATE DONATION Amount: \_\_\_\_\_

I commit to providing sponsorship of Hockey Geelong in the following sponsorship category:

Sponsorship Category \_\_\_\_\_

Sponsorship Value: \$ \_\_\_\_\_

Organisation / Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Position Title \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please note: Payment is requested within 2 weeks of acceptance, unless otherwise negotiated

Electronic Funds Transfer:  
Geelong Hockey Association Inc  
Bank: Bendigo  
BSB: XXXXXX  
Account Number: XXXXXX

Cheques should be made payable to:  
Geelong Hockey Association  
PO Box 1321  
Geelong  
Victoria 3250