



2010

*Celebrating 140 years*

THE TRACK TO THE FUTURE . . .

2010 SPONSOR PROFILE PACKAGE

## MAJOR PARTNERS – 3 available, \$ by negotiation

- Major uniform branding on player jumper
- AAMI Stadium Signage
- Alberton Oval Signage – Major
- Significant brand exposure via Media, Club, SANFL
- Branding on all official club uniforms
- Corporate Entertainment

**NB:** We have one of the most outstanding corporate entertainment facilities in South Australia at Alberton Oval with the Port Club. Our Function Rooms allows you to enjoy the pre match function with a full view of the ground.



## PREMIER PARTNER – value \$20,000 - \$25,000

- Uniform branding – playing shorts, rear of Guernsey
- Alberton Oval Signage Package
- Major Club branding program – office, website, email news
- Advertising program in club publications
- Corporate Entertainment including
  - Home Match Presidents Luncheon
  - Gala Season Launch Event
  - Major Auction Event
  - A.R McLean Medal Dinner
  - Invitation to Corporate Networking Events
- Specific product / service promotions as negotiated
- Direct email Marketing and Business Promotions



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## DIAMOND SPONSOR – valued at \$16,500

Diamond Sponsorship is a Premium Level Package that provides an outstanding range of corporate benefits, from brand awareness and arena signage to hospitality and entertainment.

- 1 x 10m Arena Sign at Alberton Oval
- Company Logo on windbreak sign (displayed at all 20 home & away matches)
- Company Logo on "Club Sponsors" sign at all Match Day Functions
- Company acknowledgement by Club Chairman at Match Day Functions
- Magpie "Gift" for your office to acknowledge your sponsorship
- Recognition in the Magpies Annual Report
- Public address acknowledgement at all Home Matches
- Company logo on TV Screen Presentation in The Port Club for Home Matches
- Two signage points inside the Port Club – Company Logo

### Corporate Entertaining, Promotion & Networking Options

- 6 Seats at the Home Match Function to entertain clients & associates
- 6 Home Match Tickets, admission to all Magpie minor round Home Matches
- 6 Corporate Access Passes for the Corporate Reserve to view the game and/or at half time where refreshments will be served. (Includes food at half time.)
- 6 Reserved Grand Stand Seats at all Magpie Minor Round Home Matches
- Access to Finals Tickets
- 3 Car Parks at Alberton Oval for all Home Matches
- 2 Seats to the Gala Season Launch Event & A.R McLean Dinner
- Invitations to Sponsor Networking Functions
- Access to players rooms before games, by prior arrangement

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## **GOLD SPONSORSHIP – valued at \$10,000**

The Gold Sponsorship package is tailored for companies that prefer substantial branding awareness with networking benefits. This package represents exception value for money.

- 1 x 10m Arena Signage at Alberton Oval
- Company Acknowledgement by Club Chairman at Match Day Functions
- Magpie "Gift" for your office to acknowledge your Sponsorship
- Recognition in the Magpies Annual Report
- Public Address acknowledgement at all Home Matches
- Company Logo on TV Screen Presentation in The Port Club for Home Matches
- Two Signage points inside The Port Club – Company Logo

### **Corporate Entertaining, Promotion & Networking Options**

- 4 Seats per Home Match Functions to entertain clients & associates
- 4 Home Match Tickets, admission to all Magpie minor round Home Matches
- 4 Corporate Access Passes for the Corporate Reserve to view the game and/or at half time where refreshments will be served. (Includes food at half time.)
- 4 Reserved Grand Stand Seats at all Magpie minor round Home Matches
- Access to Finals tickets
- 2 Car Parks at Alberton Oval for all Home Matches
- 2 seats at the Gala Season Launch Event
- Invitations to Sponsors Networking Functions

## **SILVER SPONSORSHIP – valued at \$6,000**

The Silver Sponsorship package represents outstanding value for money, particularly for the small to medium sized organisation.

- 1 x 5m Arena Signage at Alberton Oval
- Two signage points inside The Port Club – Company Logo
- Company listing on the "Club Sponsors" signs at all Match Day & Club Functions
- Company acknowledgement by Club Chairman at Match Day Functions
- Magpies "Gift" for your office to acknowledge your Sponsorship
- Recognition in the Magpies Annual Report
- Public Address acknowledgement at all Home Matches
- Company logo on TV Screen presentation in The Port Club for Home Matches

### **Corporate Entertaining, Promotion & Networking Options**

- 2 seats per Home Match Functions to entertain clients & associates
- 2 Home Match Tickets, admission to all Magpies minor round Home Matches
- 2 Corporate Access Passes for the Corporate Reserve to view the game and/or at half time where refreshments will be served. (Includes food at half time.)
- 2 Reserved Grand Stand Seats at all Magpie minor round Home Matches
- Access to Finals Tickets
- 1 Car Park at Alberton Oval for all Home Matches
- 2 seats at the Gala Season Launch Event
- Invitations to Sponsors Networking Events

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## BRONZE SPONSORSHIP – valued at \$4,500

The Bronze Sponsorship package, the cost effective solution for the company that seeks the opportunity to be involved with the Club, as well as networking and fostering business opportunities with larger sponsor of the Magpies

- 1 x 5m Arena Signage
- Two signage points inside The Port Club – Company Logo
- Company listing on the "Club Sponsors" sign at all Match Day Functions
- Company acknowledgement by Club Chairman at Match Day Functions
- Magpies "Gift" for your office to acknowledge your Sponsorship
- Recognition in the Magpies Annual Report
- Public Address acknowledgement at all Home Matches
- Company logo on TV Screen presentation in The Port Club for Home Matches

### Corporate Entertaining, Promotion & Networking Options

- 2 Seats at 4 Home Match Functions of your choice to entertain clients & associates
- 2 Corporate Access Passes for the Corporate Reserve to view the game and/or at half time where refreshments will be served. (Includes food at half time.)
- 2 Reserved Grand Stand Seats at all Magpies minor round Home Matches
- 2 seats at the Gala Season Launch Event
- Invitations to Sponsors Networking Functions

## CENTRE OF EXCELLENCE PARTNERS – valued at \$3,500

The SANFL U18 Competition is the elite junior competition in the state, with all AFL Clubs closely monitoring their next group of draftees. The competition will have significant media focus and profile. Invest in the future by becoming a corporate partner for our elite junior programs.

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## Arena Signage

- Alberton Oval – various opportunities maximising electronic and print media coverage
- AAMI Stadium – Major Concourse Sign at AAMI Stadium
- Port Adelaide Magpies Football Club Administration Office

## Uniform Branding

- League & Reserves Playing Jumpers and Shorts
- Centre of Excellence and Junior Development Playing Jumpers and shorts
- Runners Uniform
- Support Staff Uniforms
- Football Academy Uniforms
- Talent Squads – U13 / U14 / U15
- Cheer Leaders



## Corporate Branding

- SANFL Football Budget
- Official Club Letterhead
- Magpies Van
- Windbreak Signage
- Internal Signage at The Port Club
- Football Academy
- AAMI Stadium signage and hospitality
- Match Day Sponsorship

## Club Functions

- Gala Season Launch (& Player Auction)
- Major Auction Dinner
- A.R McLean Medal Dinner (Best & Fairest)
- Corporate Golf Day
- Port Club Luncheon Series
- Sponsor Networking Functions held throughout the season
- Home Match Luncheons

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## Sponsorship Draw \$295 for one ticket or \$500 for two

This exclusive draw offers the opportunity for your business to win, as first prize, a PREMIER PARTNER PACKAGE with the Port Adelaide Magpies in season 2009, providing over \$25,000 worth of benefits for your business!

For an investment of only \$295, you will receive a range of advertising and corporate entertainment benefits. And don't forget the chance of taking out one of our major corporate prizes collectively valued at over \$50,000.

### All Entrants receive:

- One (1) Complimentary ticket to the 2010 Gala Season Launch & Player Auction Function where the winners will be drawn and announced.
- One (1) 2010 Home Match Ticket (entry to all 10 Port Adelaide Magpies Home Matches in Season 2010)
- Listing in the Magpies Annual Report
- Business listing in an issue of the Magpies Email Newsletter, the E-Express. (A weekly email newsletter distributed directly to over 3000 business's, members & supporters.

## Player Sponsorship

Become an integral part of the team at Port Adelaide by being one of our PLAYER SPONSORS for season 2010. PLAYER SPONSORSHIP provides a range of entertainment and football benefits whilst also giving you the opportunity to meet your player and have a positive impact on their 2010 season.

### Direct Benefits:

- Two (2) 2010 Home Match Tickets (entry to all 10 Port Adelaide Magpies Home Matches in Season 2010)
- Two (2) Reserved Grand Stand Seats in the R.B Quinn Stand at Alberton Oval (Reserved seating at all Alberton Oval Home Games)
- Autographed and Framed Photograph of your Player for your business and to be erected inside The Port Club.
- Recognition as a Player Sponsor in the Annual Report and Email Newsletter
- Person and/ or business listing in the Club Corporate Partner and Coterie Business Directory (Available on the website)
- Acknowledgement on the Club Corporate Partner and Coterie Groups Honour Board.
- Two (2) Complimentary Tickets to attend the Season Launch Gala Function, where you will meet your allocated player.
- Two (2) Complimentary Invitations to attend a Home Match Presidents Luncheon of your choice throughout the season, where you will also be taken into the rooms pre-match to see the team warm up.



P O R T   A D E L A I D E   F O O T B A L L   C L U B



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