



# St Bedes / Mentone Tigers Amateur Football Club



*Affiliated with:*

Victorian Amateur Football Association,  
South Metro Junior Football League & AFL Auskick.  
Mentone Reserve, Brindisi Street, Mentone  
PO Box 417, Mentone Vic 3194



## CONFIDENTIAL Letter of Engagement 2020



**Dear Sponsor**

Thank you for your commitment to sponsoring St Bedes/Mentone Tigers Amateur Football Club for the 2020 season.

St Bedes/Mentone Tigers are a not-for-profit, community based, amateur sporting club. Sponsorship is critical to our ability to operate and will help us to;

- plan ahead with more surety and allow us to continue to function, improve facilities, player health & welfare programs and to operate at a level expected of a Premier A VAFA / SMJFL Football club.
- and to continue to play an active role in the wider community.

Following our recent discussions with you we are pleased to present this Confidential Letter outlining our Sponsorship packages and commitment to you as a sponsor. Provision for you to select a Package is at the end of this document.

To enhance the relationship between you and our club and to evaluate the respective sponsorship benefits, we will arrange for a Club nominated member to be your Club liaison person through out the season. This will ensure that you are able to maximise the benefits of your sponsorship.

We are grateful for your support and commitment, which is crucial in helping us to run our club. We will do our utmost to promote and support your business.

Please review this letter fully, including the following sections:

- Confidentiality
- Billing and Responsibilities
- Review – Sponsor and SBMT Commitment
- Engagement Acknowledgement
- Sponsorship Packages

After your review, please return this completed and signed letter at your earliest convenience.

Yours faithfully,

Ron Gordon

Web: [www.stbedesmentonetigers.com.au](http://www.stbedesmentonetigers.com.au) go to Sponsors Sponsorship Packages



**Date** \_\_\_\_\_ **CONFIDENTIAL WHEN COMPLETED**  
**Name** \_\_\_\_\_  
**Organisation** \_\_\_\_\_  
**Address** \_\_\_\_\_  
**Suburb** \_\_\_\_\_ **Postcode** \_\_\_\_\_

**St Bedes / Mentone Tigers Amateur Football Club Mentone Reserve Venice Street Mentone PO Box 417 Mentone VIC 3194**

We understand the need for complete confidentiality in relation to the contents of this Letter and our agreement.

This document also serves as a Confidentiality Agreement, effective once signed and returned. This is designed to protect you and for you to determine what information can be distributed.

**Billing and Responsibilities**

Please refer to the following responsibilities:

**Sponsor**

• <b>Select preferred Sponsorship package.</b>
• <b>Complete authorisation details.</b>
• <b>Mail/email finalised Letter of Engagement and email Logo Artwork (Hi-Res file) to <a href="mailto:secretary@stbedesmentonetigers.com.au">secretary@stbedesmentonetigers.com.au</a> PO Box 417, Mentone, 3194</b>
• <b>Pay Tax Invoice.</b>
• <b>Approve Logo branding draft from SBMT.</b>
• <b>(Optional) Supply promotional flyers for distribution at start of season.</b>

**SBMT**

• <b>Send Tax Invoice on receipt of finalised Letter of Engagement.</b>
• <b>Order Logo branding (e.g. signage, jumpers) on receipt of invoice payment.</b>
• <b>Submit Logo branding draft to Sponsor for approval.</b>
• <b>Affix Logos to property (e.g. ground fence, jumpers).</b>
• <b>Notify Sponsor re allocated lunch &amp; social event dates &amp; ticketing arrangements.</b>

**Review – Sponsor and SBMT Commitment** Notes if any .

We seek to have a long-term relationship with all Sponsors. We intend to review progress of each sponsorship, informally during the season to ensure that you as a sponsor receive the support and exposure that we promised, as well as formally in October/November; i.e. at the end of our season.

**Exclusivity of Category** – Exclusivity of Category is only available with the 'Major Partnership' package

**Sponsorship Category**

Please select and "tick" your preferred Sponsorship Package.

**Note:** Sponsorship billing attracts a Goods & Services Tax of 10%.

**Sponsorship Packages**

Naming Sponsor  Major Coterie Partner  Platinum Partner   
 Gold Partner  Silver Partner  SMJFL Team Jumper Sponsor   
 Entry Level Ground Signage  Business Directory Entry Only   
 Family / Player Membership  Player/s \_\_\_\_\_

Authorised by: \_\_\_\_\_ I confirm, on behalf of \_\_\_\_\_  
 that I have read, understand and accept the above Agreement.

**Signature: of Authorised person**

**Position: at Sponsoring Organisation**

**Email address**

**Contact phone no.:**

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## NAMING RIGHTS PARTNERS – NEGOTIATED PRICE

- Three year agreement.
- Exclusive naming rights to the Mentone Reserve or Community Social Facility
- Mentone Reserve to be known as "X Park", or Community Social Facility to be "X Community Room."
- St Bedes / Mentone Tigers (SBMT) to use its best endeavours that
  - (a) All its personnel use the naming rights above this at all times (including in media releases, tickets and invitations and other communications)
  - (b) Those who have an association with SBMT or otherwise have a right to use Mentone Reserve or the Social Facility use the naming rights above.
- Rotating electronic scoreboard recognition during all VAFA home games (Men's, Women's & Under 19's)
- Sponsor logo whole screen (size 3000mm high x 6000mm wide) after all goals registered
- Ground fence signage in prominent position: (size 900mm high x 3000mm wide)
- Product display at selected home matches
- Newsletter / database for promotions - monthly
- Permanent logo on Newsletter
- Clubroom signage
- Video loop promotion in Clubroom
- Coterie Luncheons - Host x 1 Luncheon, Guest all Luncheons, x 2 tickets
- Website acknowledgement
- Presentation Night end-season: x 2 tickets
- Framed Club Jumper
- Use of Senior players x 2 for corporate promotional events
- Official Club hoodie or similar merchandise to suit x 2
- Entry in Business Directory Published on SBMT AFC Website

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## **MAJOR COTERIE PARTNER - \$10,000 + GST**

- A partnership delivering significant promotional business opportunities tailored to your specific requirements
- Sponsorship – Advertising / Marketing expenses deductible for Businesses
- Website, Social Media, (Facebook, Instagram, Twitter) Sponsor Board and Electronic Scoreboard recognition with company link from SBMT AFC website
- Ground Signage
- Rotating electronic scoreboard recognition during all VAFA home games (Men's, Women's & Under 19's)
- Sponsor logo whole screen (size 3000mm x 6000mm) after goal registered
- Video loop promotion in clubroom
- Verbal acknowledgment at all home game lunches & major functions
- 2 x tickets to an exclusive SBMT AFC 'Coterie Group' event
- 2 complimentary invitations to ALL 'Home Game' Luncheons & End Of Season Presentation Night
- Official Club hoodie or similar merchandise to suit x 1
- Entry in Business Directory Published on SBMT AFC Website

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## **PLATINUM PARTNER - \$7,500 + GST**

A Partnership delivering significant promotional business opportunities tailored to your specific requirements

- Sponsorship – Advertising / Marketing expenses deductible for Businesses
- Website, Social Media (Facebook, Instagram, Twitter) Electronic Scoreboard and Sponsors Board recognition with company link from SBMTFC website
- Ground Signage
- Rotating electronic scoreboard recognition during all VAFA home games (Men's, Women's & Under 19's)
- Video loop promotion in clubroom
- Business/Company speaking opportunity on a Thursday night, or game day Luncheon
- Verbal acknowledgment at all home game lunches & major functions
- 2 complimentary invitations to 'Home Game' Luncheons & End Of Season Presentation Night
- Official Club scarf & beanie
- Entry in Business Directory Published on SBMT AFC Website

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## **GOLD PARTNER \$5,000 + GST**

- A Partnership delivering significant promotional business opportunities
- Sponsorship – Advertising / Marketing expenses deductible for Businesses
- Website & Sponsors Board recognition with company link from SBMT AFC website
- Ground Signage
- Rotating electronic scoreboard recognition during Reserves home games
- Video loop promotion in clubroom
- Business/Company speaking opportunity on a Thursday night, or game day Luncheon
- Verbal acknowledgment at all home game lunches & major functions
- Complimentary invitations to all SBMT AFC Home Game Luncheons & End Of Season Presentation Night
- Official Club scarf and beanie
- Entry in Business Directory Published on SBMT AFC Website

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## **SILVER PARTNER \$2,500 + GST**

- Sponsorship – Advertising / Marketing expenses deductible for Businesses
- Website, Social Media (Facebook, Instagram, Twitter) & Sponsors Board recognition
- Rotating electronic scoreboard recognition during all home games
- Video loop promotion in clubroom
- Ground Signage
- Business/Company speaking opportunity on a Thursday night, or game day Luncheon
- Complimentary invitation to 3 SBMT AFC 'Home Game' Luncheons & 1 Major Function
- Official Club scarf and beanie
- Entry in Business Directory Published on SBMT AFC Website

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## **SMJFL - TEAM JUMPER LOGO \$1,500 + GST**

- Sponsorship Category providing exclusive SBMT AFC member benefits
- Jumper logo branding: Space on back ( 10cm x 30cm ) or front of jumper ( 8cm x 8cm ) sponsored team only
- 2 x complimentary invitations to a dedicated SMJFL home game networking luncheon
- Video loop promotion in clubroom
- SBMT AFC Member business benefits to be promoted on website, EDM & Social Media
- Business to provide promotional support for SBMT AFC games & events
- Business/Company speaking opportunity on a Sunday night, and dedicated SMJFL home game network
- Official Club scarf & beanie
- Entry in Business Directory Published on SBMT AFC Website

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## **FAMILY / PLAYER MEMBERSHIP \$400 + GST**

- Contribution to SBMT AFC covering nominated player subscription by family or businesses
- Sponsorship – Advertising / Marketing expenses deductible for Businesses
- Website, Social Media (Facebook, Instagram, Twitter) & Sponsors Board recognition
- Complimentary invitation to a SBMT AFC 'Home Game' Luncheon
- Business/Company speaking opportunity on a Thursday night, or game day Luncheon
- Recognition alongside players photo in Social rooms
- Official scarf & beanie
- Entry in Business Directory Published on SBMT AFC Website

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## **ENTRY LEVEL GROUND SIGNAGE \$700 + GST**

- Ground Signage 3 Year Agreement Invoiced Mar 2020, Oct 2020, Oct 2021.
- Sponsorship – Advertising / Marketing expenses deductible for Businesses
- Invitation to all Games and Home Ground Luncheons
- Entry in Business Directory Published on SBMT AFC Website

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## **ENTRY IN BUSINESS DIRECTORY \$60 + GST**

- Sponsorship – Advertising / Marketing expenses deductible for Businesses
- Entry in Business Directory Published on SBMT AFC Website

### **CONTACTS**

**SPONSORSHIP CONVENOR RON GORDON 9583 2555 BH**

**VAFA PRESIDENT PAUL O'TOOLE 0411 325 949**

**SMJFL PRESIDENT MICK ZAKIC 0417 144 503**

**EMAIL: [secretary@stbedesmentonetigers.com.au](mailto:secretary@stbedesmentonetigers.com.au)**

#### **Home Grounds**

**Mentone Recreation Reserve Venice Street Mentone**

**Southern Road Reserve Acacia Street Mentone**

**Postal: PO Box 417 Mentone Vic 3194**