

AVONDALE HEIGHTS FOOTBALL CLUB

REACHING NEW HEIGHTS IN 2018

SPONSORSHIP OPPORTUNITIES

SEASON 2018



**WE WILL CONTINUE TO DEVELOP AS A CLUB AND WE
OFFER VALUE AND SUCCESS TO OUR SPONSORS,
PARTNERS AND SUPPORTERS**

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When you join the Avondale Heights Football Club, you become part of the Heights Family.

At the Avondale Heights Football Club, we are dedicated to providing a professional, well structured football club that provides the best environment for players, their families and supporters. Our club strives for success. With success comes a brand that provides value for sponsors by association. That is why we see sponsorship as a PARTNERSHIP

We provide great marketing opportunities for local businesses and the corporate community with a range of Sponsorship options to support your needs.

It is imperative that our Sponsors achieve value for money, high exposure and return on their investment.

Our club ask that you consider forming a PARTNERSHIP with us. We have sponsorship packages to suit your business or company and we look forward to having you become part of this great club. For more information contact Lisa Riitano on 0412 414 526

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COME AND JOIN THE MIGHTY HEIGHTS!

The supporter interest in Australian Rules Football is immeasurable. During the winter months, the local spirit of most country towns and metropolitan suburbs invariably revolves around the fortunes of their respective teams. Nowhere is this more evident than in the greater EDFL area.

Average weekly attendances are up to 800 people for each of the EDFL matches. This translates to a total of over 12,000 supporters who actively attend our games over a season. For a "top of the table" clash we expect closer to 1000 supporters at a game and for Block Buster Games over 2000.

Our club is located on Canning Street with passing traffic of over 32,000 cars per day, giving our club and sponsors high visual exposure. The entrance to the football club is shared with the famous Avondale Heights Tea Gardens Recreation Park which is visited by hundreds of people every weekend.

HEIGHTS NEWS

The Avondale Heights Football Club continue to be the leading accredited club in Victoria. From the 1200 football clubs in Victoria, our club is the only senior/junior club that has been awarded AFL GOLD Accreditation. This is a testament to the high standard that we set ourselves. It is also a great endorsement by the AFL and being in partnership with our club leads to positive outcomes for our sponsors. In season 2018, we expect an increase in player participation, therefore expanding our membership base for the tenth year in a row.

Amongst the exciting happenings at our club are:

- *More Junior Teams in 2018*
- *Avondale Heights Auskick Clinic association*
- *Only Club in EDFL to achieve AFL Gold Level accreditation*
- *Growing Membership and Growing Family Club*



Our club provides an environment for development, fitness, respect and sportsmanship

The Avondale Heights Football Club is **REACHING NEW HEIGHTS** in season 2018. Our club is committed to providing all of our players at every level with the best coaching and development programs and the opportunity to be the very best that they can be.





AVONDALE HEIGHTS FOOTBALL CLUB



REACHING NEW HEIGHTS IN 2018

FORMING PARTNERSHIPS - SPONSORSHIP OPPORTUNITIES

The Avondale Heights Football Club truly understands the importance of our brand and genuinely believe we offer excellent sponsorship opportunities for businesses, companies and organisations. Our club sees sponsorship as a partnership with clear benefits for both parties.



Ground signage to suit your needs and budget



Social Rooms
Electronic Monitor
Advertising on a
52 inch monitor

Club Website **You Tube** channel can be used to project information about your business



Avondale Heights Football Club website is interactive with high traffic volumes. Sponsors info is hyperlinked to their own website



Avondale Heights Football Club **TEAM APP** with sponsors section advertising your business. The advertising would be hyperlinked to your company's



Club Twitter & Facebook accounts can be used to communicate information to our followers



The Avondale Heights Football Club also offers sponsorship opportunities with all of our teams from our Senior Teams, Under 19's and all of our Junior teams. There are various platforms that our club use for sponsorship and business advertising. They include:

- Club Website Most interactive website in EDFL
- Twitter Account Most Followers in EDFL
- Facebook Account High exposure on Facebook Platform
- Club Smartphone Team App Most comprehensive Team App Coverage on Team App in EDFL
- Electronic Display Social Room High Exposure on Training Nights, Game Day and Social Events
- Ground Signage - Highest Exposure in EDFL Club with 32,000 cars passing each day



SIDE BY SIDE



For further information contact:

Lisa Riitano 0412 414 526