



AVONDALE HEIGHTS FOOTBALL CLUB
PARTNERSHIP PROPOSAL 2024

Promote Your Business

Hello and congratulations on taking this first step to partner with us so you can *win* more customers and build your business.

Our Partnership Program will help you **connect with a new customer base, generate goodwill** for your brand, and **enjoy the excitement of local sport.**

We are committed to tailoring a package for your business that suits your needs, and this document will provide a guide as to what benefits are available.

By partnering with the Avondale Heights Football Club, **you are making a critical difference** in the lives of our local community. **Thank you for your support**, and let's get some wins together!

Adrian Misiano 0413 459 351

Bruno Del Re 0423 848 492

Dominic Misiano 0417 351 351

AHFC Partnerships

E. secretary@ahfc.org.au



The Story So Far

Located at Canning Reserve on the Maribyrnong River, Avondale Heights Football Club (AHFC) is a member of the Essendon District Football League (EDFL). Known as "The Heights", success on the field has delivered 5 senior and 39 junior premierships since our inception in 1965.

Both our senior and junior teams continue to show strength today and we continue to see an increase in our junior membership numbers and increasing female participation within the club. We are confident we can make this happen and look forward to partnering with you to achieve this.



Promote yourself to:

1000+

MEMBERS &
FAMILY

1.8K+

FACEBOOK
FOLLOWERS

12

TEAMS
AUSKICK, JNR
AND SNR
AND GROWING

28K+

VEHICLES
DAILY

Partnership Packages

Platinum Partner



\$15,000

Benefit	Inclusions
<p>Branded Apparel</p>	<ul style="list-style-type: none"> • Senior, Reserves and U18.5s playing Jumper (Back) • Senior, Reserves and U18.5s Shorts (Front) • Game Day Polo Shirt (Front - Large) • Game Day Warm Up Top (Back - Large) • Training Top
<p>Signage</p>	<ul style="list-style-type: none"> • Premium Street Frontage (Large) • Ground Advertising (3 panel)
<p>Feature Activations</p>	<ul style="list-style-type: none"> • Scoreboard Live Advertising (Senior & Junior Home games) • Support our sponsors campaign to email list • Social Media (Facebook and Instagram) • Inclusion in weekly E-news "Heights Happenings"
<p>AHFC Partnership Benefits</p>	<ul style="list-style-type: none"> • Appreciation Jumper and plaque for your in-store promotion • Merchandise Pack x 2 • Sponsors Luncheon Tickets x 4 • Annual Ball Tickets x 4

Partnership Packages

Gold Partner



\$10,000

Benefit	Inclusions
<p>Branded Apparel</p>	<ul style="list-style-type: none"> • Senior, Reserves and U18.5s playing Jumper (Front) • Game Day Polo Shirt (Front - Sleeve) • Game Day Warm Up Top (Back - Medium) • Training Top
<p>Signage</p>	<ul style="list-style-type: none"> • Premium Street Frontage (Small) <ul style="list-style-type: none"> ◦ Ground Advertising (2 panel)
<p>Feature Activations</p>	<ul style="list-style-type: none"> • Scoreboard Live Advertising (Senior & Junior Home games) • Support our sponsors campaign to email list • Social Media (Facebook and Instagram) • Inclusion in weekly E-news "Heights Happenings"
<p>AHFC Partnership Benefits</p>	<ul style="list-style-type: none"> • Appreciation Jumper and plaque for your in-store promotion • Merchandise Pack x 2 • Sponsors Luncheon Tickets x 2 • Annual Ball Tickets x 2

Partnership Packages

Silver Partner



\$8,000

Benefit	Inclusions
<p>Branded Apparel</p>	<ul style="list-style-type: none"> • Game Day Polo Shirt (Front - Small) • Game Day Warm Up Top (Back - Small) • Training Top
<p>Signage</p>	<ul style="list-style-type: none"> • Ground Advertising (2 Panel)
<p>Feature Activations</p>	<ul style="list-style-type: none"> • Scoreboard Live Advertising (Senior & Junior Home games) • Support our sponsors campaign to email list • Social Media (Facebook and Instagram) • Inclusion in weekly E-news "Heights Happenings"
<p>AHFC Partnership Benefits</p>	<ul style="list-style-type: none"> • Appreciation Jumper and plaque for your in-store promotion • Merchandise Pack x 2 • Sponsors Luncheon tickets x 2 • Annual Ball Tickets x 2

Partnership Packages

Bronze Partner



\$5,000

Benefit	Inclusions
Branded Apparel	<ul style="list-style-type: none"> • Training Top
Signage	<ul style="list-style-type: none"> • Ground Advertising (1 Panel)
Feature Activations	<ul style="list-style-type: none"> • Scoreboard Live Advertising (Senior & Junior Home games) • Support our sponsors campaign to email list • Social Media (Facebook and Instagram) • Inclusion in weekly E-news "Heights Happenings"
AHFC Partnership Benefits	<ul style="list-style-type: none"> • Appreciation Jumper and plaque for your in-store promotion • Merchandise Pack x 1 • Sponsors Luncheon (2 tickets) • Annual Ball Ticket x 1

Partnership Packages

Bronze Partner



\$3,000

Benefit	Inclusions
Signage	<ul style="list-style-type: none"> • Ground Advertising (1 Panel)
Feature Activations	<ul style="list-style-type: none"> • Scoreboard Live Advertising (Senior & Junior Home games) • Support our sponsors campaign to email list • Social Media (Facebook and Instagram) • Inclusion in weekly E-news "Heights Happenings"
AHFC Partnership Benefits	<ul style="list-style-type: none"> • Appreciation Jumper and plaque for your in-store promotion • Merchandise Pack x 1 • Sponsors Luncheon (2 tickets)



Partnership Packages

Other Partnership Opportunities



\$1,500

Avondale Heights Football Club offers a number of Naming Rights or Brand Awareness Asset partnership opportunities that can be tailored to meet your needs.

Benefit	Inclusions
Feature Activations	<ul style="list-style-type: none">• Scoreboard Live Advertising (Senior & Junior Home games)• Support our sponsors campaign to email list• Social Media (Facebook and Instagram)• Inclusion in weekly E-news "Heights Happenings"



Partnership Packages



At a Glance

Compare our Partnership Packages to determine which partnership opportunity best suits your needs.

Tier Price Point	PLATINUM \$15k	GOLD \$10k	SILVER \$8k	BRONZE \$5k	BRONZE \$3k	OTHER \$1.5k
BRANDED APPAREL						
Jumper - Back	Large	n/a	n/a	n/a	n/a	n/a
Jumper - Front	n/a	Small	n/a	n/a	n/a	n/a
Gameday Shorts	Y	n/a	n/a	n/a	n/a	n/a
Game Day Polo	Front (Large)	Front (Sleeves)	Front (Small)	n/a	n/a	n/a
Game Day Warm-up	Back (Large)	Back (Medium)	Back (Small)	n/a	n/a	n/a
Top Training Top	Y	Y	Y	Y	n/a	n/a
SIGNAGE						
Premium - Street Frontage	Large	Small	n/a	n/a	n/a	n/a
Standard - Oval	3 panel	2 panel	2 panel	1 panel	1 panel	
FEATURE ACTIVATIONS						
Scoreboard Live Advertising	Y	Y	Y	Y	Y	Y
Website	Y	Y	Y	Y	Y	Y
Social Media (Facebook & Instagram)	Y	Y	Y	Y	Y	Y
E-News "Heights Happenings"	Y	Y	Y	Y	Y	Y
AHFC PARTNER BENEFITS						
Appreciation Jumper and Plaque	1	1	1	1	1	
Merchandise Pack (Polo, Scarf & Beanie)	2	2	2	2	2	
Sponsors Luncheon (Tickets)	4	4	2	2	2	
Annual Ball (Tickets)	4	2	2	1		



Secure A Win Now

All of our families, players, and other partners, are excited about the prospect of partnering with you to build our local community.

Let's secure a win together!

To secure your partnership with our club, contact
Adrian Misiano 0413 459 351 or Bruno Del Re 0423 859 716
AHFC Partnerships
E. secretary@ahfc.org.au



#HEIGHTSSOARIN24

