

FLOREAT ATHENA FOOTBALL CLUB

SPONSORSHIP PACKAGES 2022



Since 1951



The Club

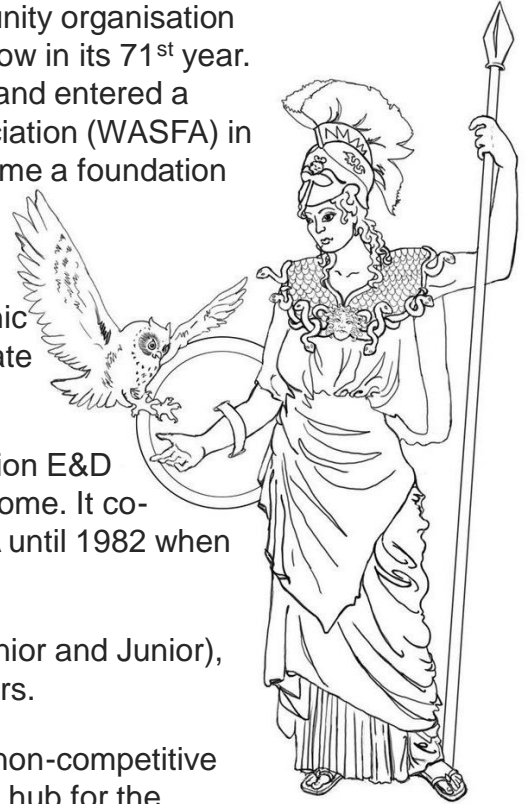
Floreat Athena Football Club is a not-for-profit community organisation governed by a voluntary Board of Management and now in its 71st year. The (then) Athena Soccer Club was founded in 1951 and entered a team in the Western Australian Soccer Football Association (WASFA) in 1953. In 1960 the club withdrew from WASFA to become a foundation member in Western Australia's first semi-professional league, the Western Australia Soccer Federation.

It was established through the resources of the Hellenic Diaspora community keen for its members to participate in and celebrate its much beloved national sport.

In the early 1970's the club moved to it's current location E&D Litis Stadium, then known as the Lake Monger Velodrome. It co-tenanted the facility with the Soccer Federation of WA until 1982 when the Federation moved to its own separate premises.

Today the club has members made up of Players (Senior and Junior), Volunteers, Board of Management and Social Members.

The club participates in a number of competitive and non-competitive football competitions. In addition, it provides a cultural hub for the Hellenic and wider City of Vincent community.



CLUB HONORS

Premier League Winners: 1977, 1988, 1997, 2007

Premier League Minor Premiers: 1989, 1990, 1991

Premier League Runners-up: 1989, 1993, 2002, 2008, 2012

First Division Winners: 1973, 1981

First Division Runners-up: 1967

Cup Winners: 1987, 1988, 1989, 1997, 2009, 2016, 2019

Cup Runners-up: 1984, 1999, 2001, 2010, 2021

Premier League Top 4/5 Cup Winners: 1975, 1984, 1988

Premier League 4/5 Cup Runners-up: 1977, 1986, 1986, 1989, 1991, 2001, 2002

Night Series Winners: 1977, 1985, 1997, 2000, 2011, 2015, 2018, 2019

Night Series Runners-up: 1987, 1988, 1992, 1994, 2001, 2008, 2009, 2014



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Market

Floreat Athena Football Club is an established football club with a 70 year history. All our current and past players, members and supporters are exposed to these businesses and are encouraged to utilise their goods and services. Upon your decision to sponsor the club, your business will become connected and associated with all relevant club stakeholders.

With the club situated between the vibrant local Mount Hawthorn and Leederville commercial and entertainment hubs, the potential for growing your brand and business goes without saying. The club also maintains strong traditional links with entities connected to the Hellenic Community of Western Australia. With large full scale club amenities available, the club provides businesses with capacity to entertain clients and hold events.



All packages are considered a baseline only. The club will work with your business to tailor a package (and inclusions) to suit the specific needs and budget of your business.

During any sponsorship period, the club will actively work with sponsors to find new ways to acknowledge your sponsorship. We are happy to consider and facilitate any ideas to ensure a sponsorship is a mutually beneficial partnership.

Inclusions for all packages:

- Business recognition on social media and club communications
- Business recognition on website with hyperlinks
- Advertising/logos displayed on pitch
- Complimentary invitations to Sponsor Day events

Anticipated Brand Exposure:

- Club membership: 575 players (plus their family members!)
- Facebook followers: 2,700+
- Instagram followers: 1,100+
- Teams & supporters visiting from opposition teams at our home ground



Since 1951

Seniors Sponsorship

As a sponsor of our NPL Seniors, U20 and U18 playing shirts and shorts you will see your business name/logo emblazoned across our playing shirts or shorts and in the weekly Football West TV Highlights for each Floreat Athena game.

Playing shirt and shorts sponsorship provides your business valuable marketing exposure to the Floreat Athena family, along with those of opposition clubs.

Front of Shirt

- Tier 1 sponsorship

SOLD

Back of Shirt

- Tier 2 sponsorship

SOLD

Sleeve

- Tier 3 sponsorship

SOLD

ADDITIONAL SPONSOR ENTITLEMENTS

	Tier 1	Tier 2	Tier 3
Season passes to all Floreat Athena home matches	4	4	4
Floreat Athena club merchandise	4	2	
VIP Sponsor Day tickets	4	2	2
Floreat Athena Gala Trophy Night tickets	4	2	
Free venue hire to use for corporate events	2	1	
Ground signage – 6m banner	4	2	1

Please email secretary@floreatathenafc.com.au to register your expression of interest



Since 1951

Amateurs & Masters Sponsorship

As a sponsor of our Amateurs, Masters and Social teams playing shirts you will see your business name/logo emblazoned across our playing shirts for each Floreat Athena game.

Playing shirt sponsorship provides your business valuable marketing exposure to the Floreat Athena family, along with those of opposition clubs.

Front of Shirt

- Tier 3 sponsorship
- 3-year commitment

Value \$5,500 +GST per annum

Back of Shirt

- Tier 3 sponsorship
- 3-year commitment

Value \$4,000 +GST per annum

Sleeve

- Tier 4 sponsorship
- 3-year commitment

Value \$2,500 +GST per annum

ADDITIONAL SPONSOR ENTITLEMENTS

	Tier 3	Tier 4
Season passes to all Floreat Athena home matches	4	2
Floreat Athena club merchandise	1	1
VIP Sponsor Day tickets	2	2
Ground signage – 6m banner	1	1

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Since 1951

Juniors NPL Sponsorship

As a sponsor of our Juniors NPL (U13's to U16's) teams playing shirts you will see your business name/logo emblazoned across our playing shirts for each Floreat Athena game.

Playing shirt sponsorship provides your business valuable marketing exposure to the Floreat Athena family, along with those of opposition clubs.

Front of Shirt

- Tier 3 sponsorship

SOLD

Back of Shirt

- Tier 3 sponsorship

SOLD

Sleeve x 1

- Tier 4 sponsorship

Value \$2,500 +GST per annum

ADDITIONAL SPONSOR ENTITLEMENTS

	Tier 3	Tier 4
Season passes to all Floreat Athena home matches	4	2
Floreat Athena club merchandise	1	1
VIP Sponsor Day tickets	2	2
Ground signage – 6m banner	1	1

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Academy & MiniRoos Sponsorship

As a sponsor of our Academy teams (U12's to U16's) and MiniRoos teams (U6's to U10's) playing shirts you will see your business name/logo emblazoned across our playing shirts for each Floreat Athena game. Be part of helping our up and coming stars come through the ranks.

Playing shirt sponsorship provides your business valuable marketing exposure to the Floreat Athena family, along with those of opposition clubs.

Front of Shirt

SOLD

- Tier 3 sponsorship
- 3-year commitment

Back of Shirt

Value \$4,000 +GST per annum

- Tier 3 sponsorship
- 3-year commitment

Sleeve x 1

Value \$2,500 +GST per annum

- Tier 4 sponsorship
- 3-year commitment

ADDITIONAL SPONSOR ENTITLEMENTS

	Tier 3	Tier 4
Season passes to all Floreat Athena home matches	4	2
Floreat Athena club merchandise	1	1
VIP Sponsor Day tickets	2	2
Ground signage – 6m banner	1	1

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Since 1951

Girl's Sponsorship

As a sponsor of our Girls teams (U10's to U14's) playing shirts you will see your business name/logo emblazoned across our playing shirts for each Floreat Athena game.

Playing shirt sponsorship provides your business valuable marketing exposure to the Floreat Athena family, along with those of opposition clubs.

Front of Shirt

- Tier 3 sponsorship
- 3-year commitment

SOLD

Back of Shirt

- Tier 3 sponsorship
- 3-year commitment

Value \$4,000 +GST per annum

Sleeve x 2

- Tier 4 sponsorship
- 3-year commitment

SOLD

ADDITIONAL SPONSOR ENTITLEMENTS

	Tier 3	Tier 4
Season passes to all Floreat Athena home matches	4	2
Floreat Athena club merchandise	1	1
VIP Sponsor Day tickets	2	2
Ground signage – 6m banner	1	1

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Community Sponsorship

As a Community sponsor you will see your business name/logo emblazoned on signage around E&D Litis Stadium for each Floreat Athena game.

Community sponsorship provides your business valuable marketing exposure to the Floreat Athena family, along with those of opposition clubs and potential broadcast exposure.

Community 1

- Tier 5 sponsorship

Value \$2,500 +GST per annum

Community 2

- Tier 6 sponsorship

Value \$1,500 +GST per annum

ADDITIONAL SPONSOR ENTITLEMENTS

	Tier 5	Tier 6
Season passes to all Floreat Athena home matches	2	2
Floreat Athena club merchandise	1	1
VIP Sponsor Day tickets	2	1
Ground signage – 6m banner	1	
Ground signage – 3m banner		1

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