

SPONSORSHIP 2023/24



Welcome to the Wolfpack...

For more than 30 years, the Mudgee Gulgong Wolves FC has been the driving force behind football in the Mudgee Region.

At MGWFC, we believe soccer is more than just a sport – we believe it's a way to build community, develop leadership skills, and promote physical and mental well-being.

The club exists to provide local football players, families and supporters an opportunity to come together, play football, socialise and engage in a welcoming, inclusive environment.

The club aims to:

1. Provide a local football program that is **fair, challenging** and **enjoyable** for players of all levels.
2. Create a club environment where players, parents and supporters **look forward** to spending their time.
3. Develop **great people first**, and great football players second.

The important bits...

- Established in 1991.
- 1,100+ registered members and supporters.
- 2,200+ engaged followers on Facebook.
- All junior games played locally at Glen Willow – captive community of 2,000+ people every Saturday during the playing season.
- MGWFC players represent our club and community at tournaments across the Central West, across NSW as well as interstate – Sydney, Canberra, Goulburn, Orange, Lithgow, Forbes, Bathurst and Dubbo.

Why sponsor the Wolves?

This is the easy part! When you support the MGWFC you are supporting a club that genuinely wants to build a better community, we just happen to be doing that through football!

Your support will help the MGWFC :

- Build a positive club community where people are welcome.
- Increase local participation in sport.
- Promote both physical and mental wellbeing.
- Develop leadership and teamwork skills.
- Provide genuine pathways for talented local footballers.

The Options...

Our objective is to ensure every sponsorship agreement benefits both our club, it's members and supporters, as well as your business. For that reason we have limited sponsorship packages available.

- ✓ All packages (except the Supporter Package) are based on a minimum two year commitment - 2023/24.
- ✓ All sponsors have the first right of renewal at the completion of their sponsorship period.

FULL CLUB

- ✓ Only 1 "Full Club" Sponsorship available.
- ✓ Club naming rights.
- ✓ Logo on **front of all senior playing shirts.**
- ✓ Promotion to members (10 social posts + 3 emails).
- ✓ If hospitality business – your venue will be the venue of choice for senior playing group (ie. weekly and annual presentations etc).
- ✓ 4 x promotional flags displayed at home games (ie. ground entrance).
- ✓ 4 x invitations to annual presentation.
- ✓ Acknowledgement by announcer at home games.

\$10K/yr

PLATINUM

- ✓ Only 2 "Platinum" Sponsorships available.
- ✓ Logo on **back of all senior playing shirts.**
- ✓ Promotion to members (7 social posts + 1 emails).
- ✓ 3 x promotional flags displayed at home games (ie. ground entrance).
- ✓ 2 x invitations to annual presentation.
- ✓ Acknowledgement by announcer at home games.

\$7K/yr

GOLD

- ✓ Only 2 "Gold" Sponsorships available annually.
- ✓ Logo on **back of all club playing shorts.**
- ✓ Promotion to members (5 social posts).
- ✓ 3 x promotional flags displayed at home games (ie. ground entrance).
- ✓ 2 x invitations to annual presentation.
- ✓ Acknowledgement by announcer at home games.

\$5K/yr

SILVER

- ✓ Only 4 "Silver" Sponsorships available annually.
- ✓ Logo on **back of all club training shirts.**
- ✓ Promotion to members (3 social posts).
- ✓ 2 x promotional flags displayed at home games (ie. ground entrance).
- ✓ 2 x invitations to annual presentation.
- ✓ Acknowledgement by announcer at home games.

\$3K/yr

More Options...

PLAYING AREA

- ✓ Only 6 “Playing Area” Sponsorships available.
- ✓ 3 x promotional flags displayed around a specific junior playing area (ie. U7/8 fields).
- ✓ Promotion to members (2 social posts)
- ✓ 2 x invitations to annual presentation.
- ✓ Acknowledgement by announcer at home games.

\$2K/yr

WYL

- ✓ Only 4 “Western Youth League” Sponsorships available.
- ✓ Logo - 1 x Front Shirt / 1 x Back Shirt / 2 x Sleeve
- ✓ All WYL playing shirts
- ✓ Promotion to members (2 social posts).
- ✓ 2 x promotional flags displayed at home games (ground entrance).
- ✓ 2 x invitations to annual presentation.
- ✓ Acknowledgement by announcer at home games.

**Front
\$6K/yr**

**Back
\$4K/yr**

**Sleeve
\$3K/yr**

SUPPORTER

- ✓ Unlimited “Supporter Sponsors” available.
- ✓ Logo on Club Supporter board at all home games.
- ✓ Option to purchase 1 x promotional flag to display at home games.
- ✓ Acknowledgement by announcer at home games.

**Supporter
\$270/yr**

**Flag:
\$130 (one off)**

Next steps?

Simply complete the sponsorship form and the MGWFC will take care of the rest.

Supporter packages are payable immediately while all other packages will be invoiced. Invoices are payable within 30 days of issue.

Once payment is received, the MGWFC committee will commence coordinating sponsorship deliverables.

SPONSORSHIP AGREEMENT

AGREEMENT DATE: _____

BUSINESS NAME (The Sponsor): _____

BUSINESS ADDRESS: _____

CONTACT NAME: _____

POSITION: _____

MOBILE: _____

EMAIL: _____

PACKAGE NAME: _____

ANNUAL COST: _____

SPONSORSHIP PERIOD: 1 January 2023 to 31 December 2024

I _____ agree to enter a sponsorship agreement with Mudgee Gulgong Wolves FC (MGWFC) based on the details above and the deliverables set out in this document.

AGREEMENT DETAILS:

The Sponsor will provide MGWFC with a high definition business logo for use on all necessary promotional material.

The sponsor will be offered the first right of renewal at the completion of the sponsorship period.

The sponsor understands some sponsorship package categories will be offered to multiple businesses – as detailed in the sponsorship document.

No exclusivity is offered regarding sponsors industry. This means that multiple businesses from the same industry can be accepted as sponsors of the MGWFC in the same sponsorship category.

The sponsor will pay the agreed amount (2 x annual payments) within 30 days of the the annual invoice date. Supporter Packages are payable immediately via cash, credit card or bank transfer. Receipts will be issued for all sponsorship payments.

MGWFC agrees to deliver the action items set out in the sponsorship proposal document under the sponsors selected package to the best of it's ability.

The sponsor will be contacted within 30 days of payment to discuss and plan appropriate social posts and email messaging.

Both parties agree this is a sponsorship agreement and both parties remain independent entities.

Termination of the agreement can be enacted by mutual agreement. If either party wishes to terminate the agreement, a request should be delivered to both the undersigned in writing. Details of the termination will be agreed on a case by case basis, however no past/currently owing payments will be refundable upon termination.

All formal communication between the sponsor and the MGWFC should be in writing, with both the undersigned copied in.

Sponsor Name:

Date:

Edward George - Treasurer MGWFC

Date: