



ALTONA
HOCKEY CLUB

2021

**SPONSORSHIP
OPPORTUNITIES**



ABOUT THE ALTONA HOCKEY CLUB

The Altona Hockey Club is a not-for-profit organisation that is one of the premier hockey clubs in Victoria and a huge sporting presence in the City of Hobsons Bay.

Established in 1932, we are entering our 89th year as a successful and family oriented club that has a history of high-level success, and a mission to provide our members and the community the opportunity to participate in hockey at elite and social levels.

The values that we strive to represent every day are;

INCLUSION

HIGH PERFORMANCE

PROFESSIONALISM

PRIDE

WELLBEING



These values are reflected through all of our members, from our junior players and their parents, through to our veterans teams, supporters, administrators and elite teams competing in the top level of competition in Victoria, the Premier League.

To continue to foster our values we provide an International Hockey Federation accredited hockey pitch, with accompanying clubroom facility, we provide coaching and coach mentoring through all levels, we provide training for aspiring umpires and administrators and we strongly support many inclusive elements of our local community. We have a proud history of producing state and international level representative players, and within our current squads boast an Olympian, a Hockeyroo, Australian U21 and Australian Indoor Hockey Representatives, as well as many state level representatives.

WHY PARTNER WITH US?

Hockey is a truly inter-generational and welcoming sport that has had gender equality for a long time.

We are a leader in the inclusive space, hosting an extremely successful Pride Cup in 2019 showing our support for all members of the wider community, but particularly the LGBTQI+ community and to pledge that everyone is welcome at our club.

This unique advantage of the game of hockey means that we have a wide reach in both the local community and the wider Victorian hockey community. Our members come from all walks of life and they produce results all over Victoria and Australia with current elite level players representing State and Country.

Altona Hockey Club proudly takes its place as one of the largest sporting clubs within the Hobsons Bay Council. This year we are looking to bounce back strongly following the cancelled 2020 season due to COVID-19 and continue providing a safe and professional environment for the community to reconnect in 2021.

BY THE NUMBERS

- 390 Total Members
- 228 Male & 162 Female Members
- 193 Junior Members
- 23 full season teams from juniors to veterans
- 51 representative level players, coaches & umpires in 2019
- Weekly Newsletter to over 800 Subscribers
- 1,301 followers on Facebook
- 1,987 followers on Instagram
- 963 followers on Twitter
- 23,000 views on YouTube
- 8,000 Website hits in 2019 (up 20% YoY)
- 108,000 Google My Business views/per quarter
- 96,000 residents in Hobsons Bay
- 171,000 participants in hockey Australia wide



Altona Hockey Club

37,594 views in the last 28 days



GOODSPORTS
INSPIRING A HEALTHIER SPORTING NATION

WE'RE A LEVEL 3
GOOD SPORTS CLUB.

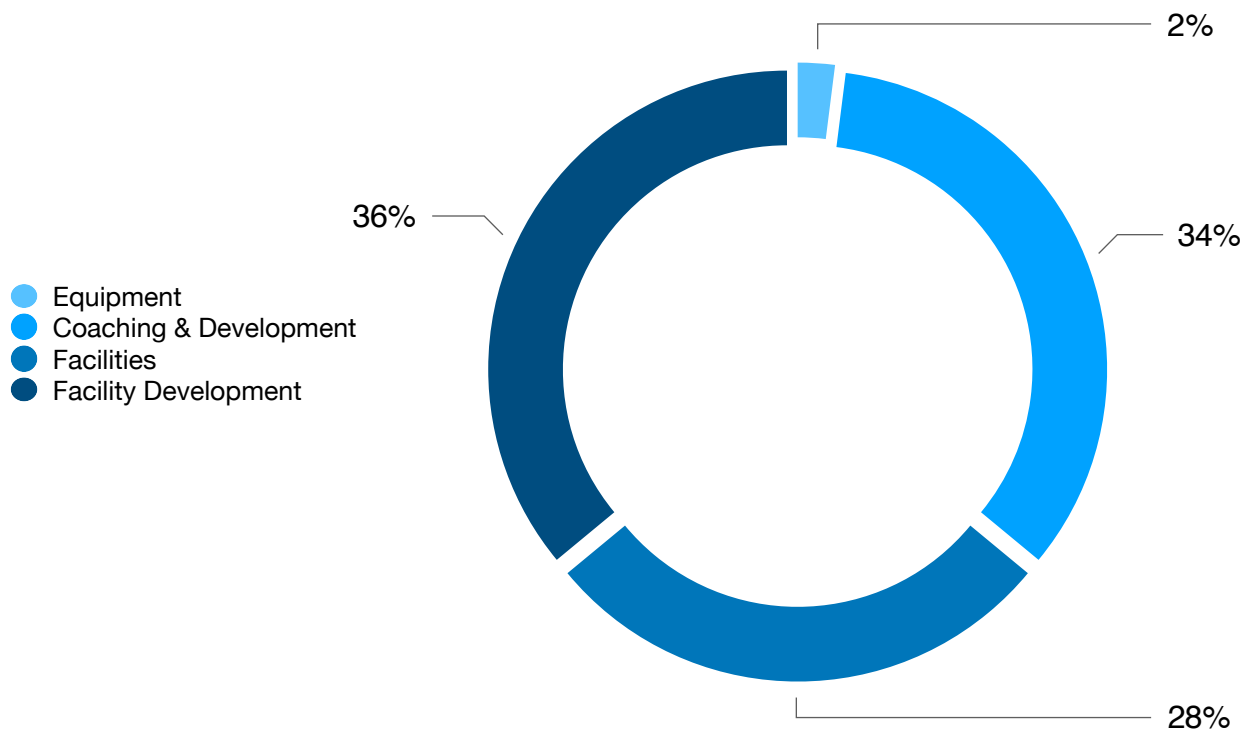
WHERE DOES YOUR SUPPORT GO?

With the rising costs of administration in sport, membership fees alone do not cover the costs of putting teams on the field. This is a reality of the current local sporting environment and it means that sponsorship is a vital revenue stream for our club.

Sponsorship allows us to keep the cost of hockey affordable for our members. For our juniors in particular, this provides the opportunity to be part of a strong and positive local community with good role models. We believe that all people should have the ability to participate in, and benefit from, sport.



HOW SPONSORSHIP MONEY IS SPENT:



Pride Cup

HOW CAN YOU GET INVOLVED?

We have multiple levels of Sponsorship that focus on connecting your business with our community and using our extended connections to amplify that reach.

PREMIER PARTNER

This Sponsorship type is not currently available as Burbank are contracted as our Premier Partner. This includes the exclusive branding of all playing tops of all members of our club. We have had a great longstanding partnership with Burbank who are an award winning builder of quality homes Australia-wide and are based in Altona.



LIVE STREAM PARTNER

What do you get?

- Naming rights over one end of the field for the duration of the sponsorship
- Signage at 'your end' of the ground - approx 3.5m x 1.1m.
- 30 second ad displayed each week during Hockey Victoria's Live Stream - the average viewership of this ranges from 1,000-3,500 people per week, and is displayed for the duration of the season which is 22 weeks long, with 2 games streamed each weekend and more during finals.*
- Logo displayed on training tops worn by Premier League squads (2 year term duration)
- Signage within clubrooms used for games and functions through year - 600x300mm
- Logo inclusion with link to your website on our website on homepage and sponsor's page
- Feature article on our website
- Feature article in Newsletter to whole database
- Logo inclusion on all newsletters to club database
- Invitation for 2 to our Annual Senior Presentation Night inc. dinner
- Access to club newsletter distributed weekly in season

*TV ad needs to be provided by sponsor, there may be additional cost for shooting an ad, the average viewership numbers are taken from MySportLive Streaming Website and Facebook Live combined figures and includes both live viewers and viewback per game.

LIVE STREAM PARTNER COST: \$5,000.00 (inc. GST) per year

HOW CAN YOU GET INVOLVED?

We have multiple levels of Sponsorship that focus on connecting your business with our community and using our extended connections to amplify that reach.

GOLD SPONSOR

What do you get?

- Signage at the ground - 3.5m x 1.1m approx
- Signage within clubrooms used for games and clubrooms through year - 600x300mm
- Logo inclusion with link to your website on our website on homepage and sponsor's page
- Feature article on our website with 8,000 yearly visits
- Feature article in Newsletter to 800 person club database
- Logo inclusion on all newsletters to club database
- Invitation for 2 to our Annual Senior Presentation Night inc. dinner
- Access to club newsletter distributed weekly in season

GOLD SPONSOR COST: \$1,800.00 (inc. GST) per year

SILVER SPONSOR

What do you get?

- Signage within clubrooms used for games and clubrooms through year - 600x300mm
- Logo inclusion with link to your website on our website on homepage and sponsor's page
- Feature article on our website with 8,000 yearly visits
- Feature article in Newsletter to 800 person database
- Logo inclusion on weekly newsletters through the year to the club database
- Invitation for 2 to our Annual Senior Presentation Night inc. dinner
- Access to club newsletter distributed weekly in season

SILVER SPONSOR COST: \$1000.00 (inc. GST) per year

BRONZE SPONSOR

What do you get?

- Signage within clubrooms used for games and clubrooms through year - 600x300mm
- Logo inclusion with link to your website on our website on homepage and sponsor's page
- Logo inclusion on weekly newsletters to 800 person club database
- Invitation for 2 to our Annual Senior Presentation Night inc. dinner
- Access to club newsletter distributed weekly in season

BRONZE SPONSOR COST: \$500.00 (inc. GST) per year

INDIVIDUAL PLAYER SPONSORS

We are inviting businesses or individuals to sponsor a junior or senior player for the 2021 season.

Each individual player sponsorship includes;

- Recognition on the Altona Hockey Club website and in the club newsletter distributed to all members and over 800 recipients.
- A dedicated Instagram story pinned to our page with almost 2,000 followers for the year.
- Access to club newsletter (distributed weekly to all members during season).
- Certificate of appreciation.
- A reduction of the individual player's membership fees by: \$125 (seniors) or \$50 (juniors)



COST OF INDIVIDUAL PLAYER SPONSORSHIP:

The cost to sponsor a senior player is \$250.00 (inc. GST).

The cost to sponsor a junior player is \$150.00 (inc. GST).



GET IN TOUCH

Fill in the below form or contact Jo Eveleigh-Whitford at sponsorship@altonahc.org.au.

YOUR NAME:

BUSINESS NAME:

CONTACT NUMBER OR EMAIL:

SPONSORSHIP PACKAGE YOU ARE INTERESTED IN:



ALTONA HOCKEY CLUB, INC.
ABN: 21 110 938 2
SUGARGUM DRIVE, ALTONA, 3018
WWW.ALTONAHC.ORG.AU
ENQUIRIES@ALTONAHC.ORG.AU

THANK YOU FROM THE ALTONA HOCKEY CLUB COMMUNITY FOR CONSIDERING JOINING OUR CLUB AS A SPONSOR.