

Major Partner



Stadium Partner



Platinum Partners



True Red and Blue Partners





**Your
Journey
Starts here**

**Norwood Football Club
Partnership Opportunities 2012**





From the coach

The Norwood Football Club is privileged to have such a loyal and passionate group of Corporate Partners, Sponsors and Members.

This support plays a significant role in getting the Redlegs through each and every season.

As a football Club we continue to improve our people and grow our group. We are building some depth and have seen improved performances from our reserves and U/18 sides,

which resulted in us securing the Stanley H Lewis Trophy for season 2011. This is awarded to the best performed SANFL Club across all grades.

Whilst the 2011 season ended in a less than satisfactory way, we are still only early in the journey of building a strong, committed and passionate football Club. We have taken big strides quickly and we have a few more to take yet before we become the Club that I would love us to be.

I would like to take this opportunity to thank those currently supporting the Norwood Football Club, I believe we have some great years ahead of us and can assure you that your involvement with the Norwood Football Club will be both rewarding and enjoyable.

Nathan Bassett
Head Coach
Norwood Football Club

The Club

The Norwood Football Club was founded in February 1878, winning the premiership undefeated in its first season. It was the beginning of a run of six successive premierships from 1878 – 83, an Australian record since equalled but never broken.

In 1901 the Redlegs found a permanent home at Norwood Oval. The Norwood Football Club established its home matches there from 1901 and the Norwood Oval soon became 'hallowed turf' to all true Redlegs supporters, Norwood Oval has been affectionately referred to as 'The Parade' and is now known as 'Coopers Stadium'.

Moving forward to 2011 and Coopers Stadium saw nearly 50,000 fans flock through the gates, the highest attendance in over ten years. Fans match day experience was enhanced with the introduction of the Dean Southwood Family Area, which provided entertainment for the whole family at every home match.

Riding the wave of the previous year's success, membership reached over above the target of 3,000 with a final tally of 3571 Norwood Football Club members. This is a 60% increase on the 2010 membership figure.

Electronic communication and social media became a focus in 2011 and saw website statistics, across all measures, rise by at least 70% on the previous year.

On top of these successes the Club continued to grow its 100TEN initiative and also saw the launch of the Redlegs Foundation.

Community Support

100TEN

In 2008, the Norwood Football Club became aware of an increasing level of youth offending and anti-social behaviour in its development zone and asked the simple question, what can we do to help to reduce the problem?

In 2009, with the assistance of the Attorney General Department, it launched Operation 100TEN with 4 other football Club's in its zone.

Today, more than 4000 junior players representing every football Club in the Norwood development zone and the Newton Jags Netball Club, are actively involved in the 100TEN program.

The 100TEN program seeks to support, celebrate and encourage Sporting Clubs prepared to accept the challenge of providing an environment that promotes participation, fairness, inclusiveness, and social responsibility for its junior members.



In late 2010, Club Legend, John Wynne, inspired the formation of the 'Redlegs Foundation' as he and many of his Norwood teammates rallied around their buddy and fellow club stalwart Ian 'Stazza' Stasinowsky.

The Redlegs Foundation has evolved from the Past Players and Officials Association, to now exist as a formal foundation with the sole purpose of providing financial assistance to former players, coaches, administrators and officials of the Norwood Football Club, who have fallen on hard times and are in need of financial assistance.

Thanks to all those people for their dedication and enthusiasm in support of the realisation of the Redlegs Foundation in 2011.

COMMITTED, STRONG & PASSIONATE



Norwood Football Club Partnership Opportunities 2012

For two consecutive years now, Norwood has been the most watched and attended SANFL Club. With well over 90,000 people watching the Red and Blue during the 2011 minor round season.

Being part of the Norwood Football Club provides your business with brand awareness opportunities that are second only to the two AFL Clubs in SA.

We aim to create long term relationships with our Corporate Partners and have the ability to specifically design a package that will meet your business objectives and fulfil your key sponsorship strategies.

With a growth in all aspects of the Club, let your business thrive with us.





Fairmont Homes

Build for life

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Fairmont

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Climax

LADDER CRASH

Climax

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Fairmont Homes

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Fairmont

Homes

Build for life

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Fairmont Homes

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Match Day Partnership

Naming rights of President's Pre Match Function

Acknowledgment of the partnership from the MC and CEO at the function.

Time to promote your business during the function with a guest speaker.

Opportunity to place advertising flyers on all tables and provide pull up banners to be placed throughout the room.

Stadium advertising

Ground announcements before, during and after the game.

Banners and advertising material placed in strategic positions around the ground and in bar areas.

Display zone opportunity at main entrance gate to Coopers Stadium on the Parade.

Grandstand marketing.

On Field

Half time promotions 'sponsored' by your business. Have one of your representatives toss the coin before the big match.

Additional Inclusions

Advertising for the Home Match through members emails, text messages, Club website and posters will identify your business as the Match Day partner.

Table of 10 at the Presidents Pre Match Function.

10 Match Day Entry Tickets.

10 Grandstand Seats.

10 passes to Half Time refreshments.

Opportunity for a child to act as Team Mascot and run out onto the field with the League team.

Opportunity for two people to go to the rooms for the pre match warm up.

\$4400 incl GST

Event Sponsorship

President's Pre Match Function

A package available for any home match function at Coopers Stadium. Sponsor a lunch or dinner with 3 courses of food and drinks. Your business or personal name will be associated with all advertising in the lead up to and on the event day/night.

The MC and the Club CEO will acknowledge the partnership and you will be given time to promote your business during the function with a guest speaker. There will also be opportunity to place advertising flyers on all tables and provide pull up banners to be placed throughout the room.

A great platform to profile your business.

**\$2200 incl GST
per home match**

Hall of Fame and Redlegs Foundation Dinner

The Norwood Football Club Hall of Fame recognises and enshrines Norwood people who have made outstanding contributions to our great Club since its 1878.

The Redlegs Foundation has evolved from the Past Players and Officials Association, to now exist as a formal foundation with the sole purpose of providing financial assistance to former players, coaches, administrators and officials of the Norwood Football Club, who have fallen on hard times and are in need of financial assistance.

Two prestigious events rolled into one, a great opportunity to have your brand aligned with such passion and prestige.

\$3300 incl GST

The Annual Gala Auction

A prestigious event, now regarded as the best in the SANFL. Held at the Adelaide Convention Centre, the event attracts 300 -350 people annually and is one of the Clubs major fundraisers.

Naming rights would be exclusive to your business with all advertising featuring your corporate logo.

\$3300 incl GST



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Website Partnerships

50 Seconds with Pfeif

A fortnightly, in season publication, Darren Pfeiffer goes one on one with his team mates to give supporters an insight into their heroes. A great way to catch up on all the locker room gossip!

\$2200 incl GST

Bass's Blog

On the Monday after each match Head Coach Nathan Basset gives an honest and insightful view of the latest game. A blog that has no barriers, and truly reveals how the coach believes the team is travelling.

\$2200 incl GST

Weekly Game Preview and Team Announcements

Released on selection night before each match, Football Operations Manager Mark Ross previews the coming game and announces the in's and out's for that game. An eagerly anticipated update.

\$2200 incl GST

Fixtures & Results

A key page for the Norwood faithful, this is the place to get up to date on past form and to prepare for upcoming clashes.

A direct link for this page is located on the websites home page. Your logo will be presented year round on 24 individual 'Fixtures & Results' pages.

\$1650 incl GST

Website Statistics

- » At least 10,000 UNIQUE users per month
- » On average visitors spend 160 seconds on the site each visit
- » 2.2 million page views and 530,000 visits to date in 2011, compare this to 4.1 million page views and 1.03 million page views on the SANFL website





Player Sponsorship

Player Sponsorships have been a feature of the Norwood Football Club for years, and provide unique opportunities for both player and sponsor alike. Immerse yourself in the inner sanctum of the Club and be the envy of all your friends as you spend one on one time with your player.

“ Emerge yourself
in the inner
sanctum ”

Player Partnership is limited to 40 sponsors and entitlements include:-

- » Invitation to the player/sponsor season opening 'photo shoot', where you will be photographed with your sponsored player
- » Framed photograph of you with your sponsored player
- » Signed gift from your player
- » 2 General Memberships
- » 2 Season Tickets
- » 2 Western Stand Tickets
- » 1 Car Park Pass for all Home Games at Cooper's Stadium
- » Acknowledgement in Club Publications and on the Club's website

Player Sponsorship
\$1100 incl GST

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Norwood Fitness Studio

Norwood Fitness Studio offers you an opportunity to be trained by the Norwood Football Club's Fitness and Rehabilitation Manager, Chad McLaren.

Whether you're looking for the extra edge on your performance or just want to get fit and have fun, Norwood Fitness Studio can work for you.

These are group sessions run with a maximum of 6 people.

**From \$20 incl GST
per person**

Ultimate Inner Sanctum Experience

You, your staff and your clients (maximum 15 people) to go on a journey inside the Norwood Football Club. See what the players see, feel the history and get an insight not usually available to the general public.

- » Enjoy a BBQ at Cooper Stadium hosted by a Club Legend.
- » A current League player will then give your group a insider tour of the Redlegs stomping ground .
- » Take a seat in the team meeting room and get the inside word from the Nathan Bassett on the upcoming match.
- » Enjoy further refreshments and get an update on the business end of the Norwood Football Club from the Club CEO.
- » Only 3 sessions available per season

**\$2200 incl GST
(maximum 15 people)**

Team building with Bass

Known for his ability to revitalise careers and get the best out of his people, let Bass work with you and your staff to challenge limits and strive to new heights.

The perfect chance for your business to work on the finer details of building a successful team and working environment. Nathan will run you through a series of steps that help to identify, discuss and resolve some of the common issues that can result in a poorly functioning team. He will look at where the business is now, the direction that you want to head towards in the future and how each individual in the team can help in achieving the goals set. The end goal being to provide the organisation with a clear direction in order to maximise productivity

These session can be tailored with regards to timing and frequency to suit the needs and availability of your staff. An appropriate and flexible pricing structure can be negotiated depending on your requirements, an average 2 hour session

2 hour sessions start from \$1100 incl GST Maximum 15 people



Lectrum
Hilton  Adelaide

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Advertising Opportunities 2012



With a membership base of over 3500 in 2011 and the highest attendances of any SANFL Club. What better platform to advertise your business. With multiple options that can be adapted to suit your specific needs. Talk to us today about long term or campaign specific options.

Stadium and Arena Signage

A unique and effective way to brand and promote your business. Your organization will receive significant exposure with over 50,000 people who attend the picturesque Coopers Stadium each year. Additional exposure will be received during ABC telecasts of the SANFL matches.



Oval Boundary Sign
\$1400 incl GST

Northern End Billboards
\$2750 incl GST

Eastern Perimeter Fence Sign
\$1400 incl GST

Western Stand Sign
\$1400 incl GST

Light Tower Branding
\$4400 incl GST

Feature Wall Logo
\$4400 incl GST

Website

Website advertising is an effective way to promote your product or company. Whether it's a call to action or branding campaign, your message will be seen by over 10,000 unique visitors per month.

Over the course of the 2011 football season the site received 2.2 million page views. As a Club we are making a conscious effort to drive all members and supporters to our website, this is supported by an increase of traffic by at least 70% from 2010.

Each visitor to www.norwoodfc.com.au spends an average 160 seconds on the site, this gives your advertising maximum exposure. Combine this with links back to your own website to provide additional promotional opportunities.

Let us work with you to tailor the ideal package to suit your promotion

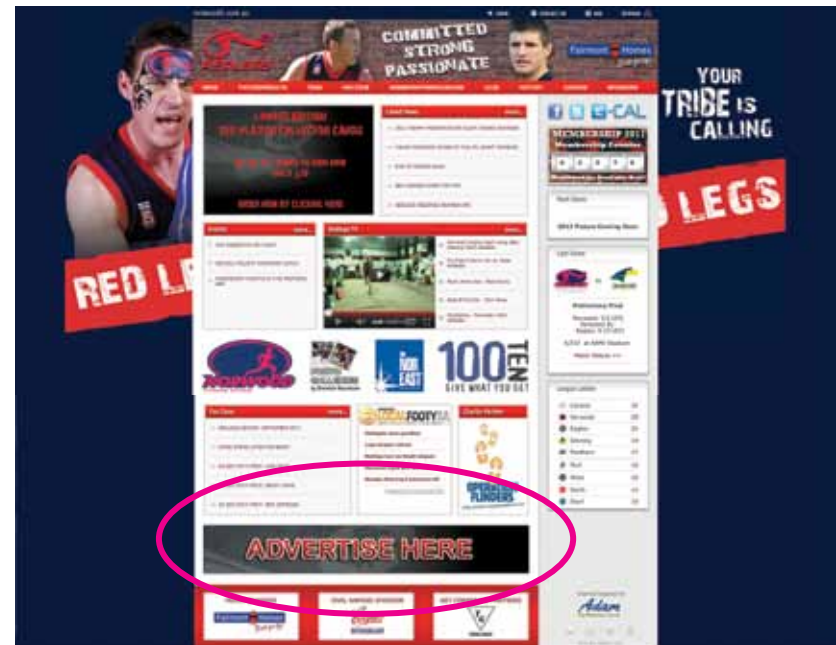
Standard Home Page Banner Advertising:

November – February
\$200 per week

March – August
\$400 per week

September – October
\$600 per week

“ tailor the
ideal package
to suit your
promotion ”



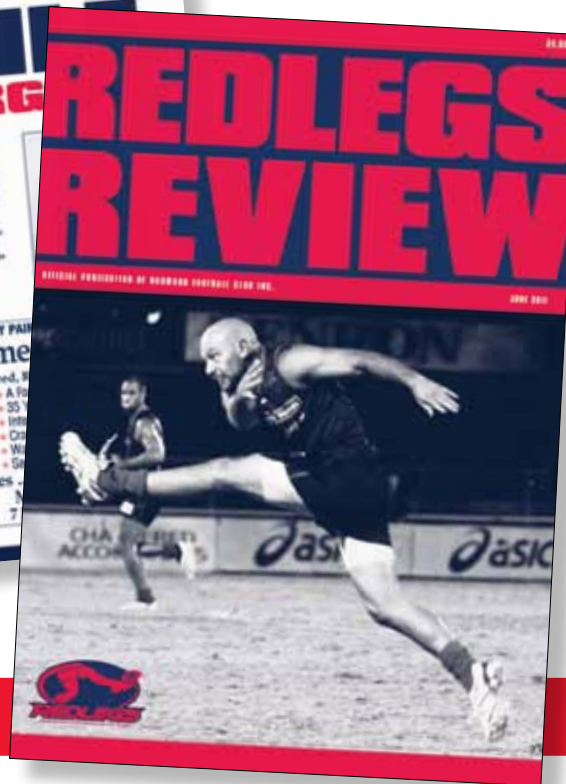
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Redlegs Review

These A4 colour magazine's are bursting with Redlegs News, Events and Contacts and are a must read for all supporters. Posted to all members of the Norwood Football Club, they are the best publication's of their type in the SANFL. Having an avid readership of 2,500, Redlegs Review has three issues annually.



Logo 60mm x 40mm	\$140 per edition
1/8 Page Ad 60mm x 80mm	\$220 per edition
1/4 Page Ad 80mm x 180mm	\$440 per edition
1/2 Page Ad 120mm x 180mm	\$660 per edition
Full Page A4 Ad	\$880 per edition
Full Page Inside Cover Ad	\$1100 per edition
Full Page Back Cover Ad	\$1650 per edition
Flyer inserted into magazine	\$1100 per edition



Hospitality at Coopers Stadium

Coopers Stadium Corporate Boxes

Boasting one of the most picturesque settings of any SANFL Club.

Sit within metres of the ground in an elevated position and enjoy Redlegs hospitality for an exciting Friday night match, or a Saturday afternoon blockbuster. Corporate boxes include entry to Coopers Stadium for the 10 home matches, box seats and a car park. Hospitality packages including food and beverage are available to order prior to games.

A great way to entertain clients, friends or family and support your team.

Western Stand Boxes Season pass \$3300 incl GST

Southern Stand Boxes Season pass \$1650 incl GST

Corporate Box - Casual Hire

A popular choice for Friday night matches. Hire a Southern Stand box for one match or build a multi game package to suit your needs.

\$220 incl GST per game

President's Pre Match Function

A fantastic way to kick off your day or night at the footy. Excellent guest speakers each week, a professional event with top quality Grant Burge Wines, Cooper's beer, as well as a delicious 3 course meal thanks to Encore Group.

Bookings are taken on a weekly basis, but were known to sell out in 2011. Reserve your seats early for the blockbuster matches to ensure you don't miss out.

\$75 incl GST per person



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Membership Options 2012

In 2011 the Club exceeded its membership target of 3000, by over 500 members. In 2012 as we strive to take that next step both on and off the field we are aiming for 4000 committed, strong and passionate members.

There is a package to suit everyone!

LEGENDS CLUB

Membership

Join this prestigious membership group and be recognized as a strong supporter of the Norwood Football Club. Membership benefits include entertainment, networking and advertising opportunities.

Benefits and entitlements are as follows:-

- » Legends Board listing in Premiers Bar
- » Exclusive Legends Club Badge & Membership Card
- » 2012 Members Lanyard
- » Fixture Fridge Magnet & Sticker
- » Redlegs Binoculars
- » Members Radio
- » 4 All Grounds Season Tickets
- » 4 Western Stand Seats
- » 1 Car Park
- » 4 Complimentary tickets to a Pre Match Function
- » 2 Complimentary tickets to Legends Club Dinner
- » 1 Complimentary ticket to major NFC Events (excluding HOF/Foundation Dinner)
- » 3 Editions Redlegs Reviews, Club Annual Report & Weekly Online Emails
- » 10% Discount on all Official Merchandise
- » Voting Rights

\$1700 incl GST

Captain's Club

Membership

Become part of the Captain's Club and be involved with the Norwood Football Clubs commitment, strength and passion. Interact with players, coaches, and members throughout the SANFL football season and enjoy unique business networking opportunities through your association with the Captain's Club.

Benefits and entitlements are as follows:-

- » Exclusive Captains Club Badge & Membership Card
- » 2012 Members Lanyard
- » Fixture Fridge Magnet & Sticker
- » Redlegs Binoculars
- » Members Radio
- » 2 All Grounds Season Tickets
- » 2 Western Stand Seats
- » 1 Car Park
- » 2 Complimentary tickets to a Pre Match Function
- » 1 Complimentary ticket to Captains Club Event
- » 1 Complimentary ticket to Trophy Presentation Night

- » 3 Editions Redlegs Reviews, Club Annual Report & Weekly Online Emails
- » 10% Discount on all Official Merchandise
- » Voting Rights

\$600 incl GST

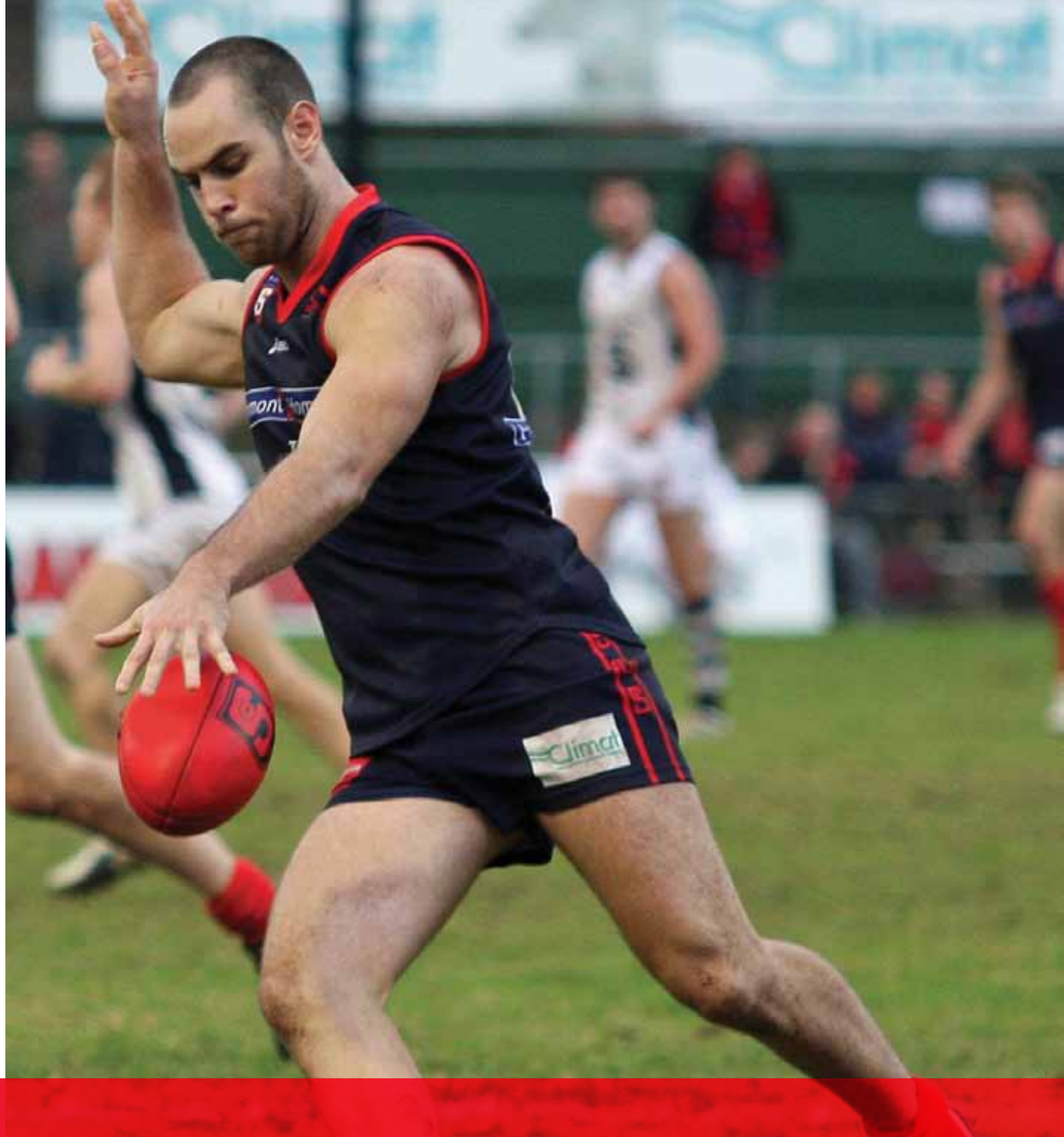
“ commitment,
strength and passion ”

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General Membership

- » Members Radio
- » 2012 Members Lanyard
- » Member Card and Badge
- » Fixture Fridge Magnet
- » 2012 Sticker
- » 3 x Editions Redlegs Review
- » Annual Report
- » Weekly Online Emails
- » 10% Discount on all Official Merchandise
- » Entitlement to purchase Western Stand Seating
- » Voting Rights

\$75 incl GST (concession \$35)



“

Membership: a great present
for Birthdays or Christmas

”

Mat's Club 21 (0-10 years)

- » FREE ENTRY
- » Sticker
- » Hand Clapper
- » Door Hanger
- » Face Paint
- » Growth Chart
- » 4 x Redlegs Tattoos
- » Birthday Card from Mat Suckling
- » Footy Clinic at Home Games

\$40 incl GST

Redlegs Rookie (11-18 years)

- » FREE ENTRY
- » 2012 Members Lanyard
- » Member Card
- » 2012 Sticker
- » Hair Raiser
- » Door Hanger
- » 4 X Redlegs Tattoos
- » Footy Clinics at Home Games
- » 10% Discount on all Official Merchandise

\$40 incl GST



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