



Norwood Football Club

Partnership Proposal





The Norwood Football Club appreciates the chance to provide a partnership opportunity during the forthcoming 2010 SANFL Season.

Being one of the States longest running Clubs, The Norwood Football Club is recognised for its history and tradition. We are now entering a new era at the Club where sizable investments will be made to upgrade lights at Coopers Stadium, establish a workable Members facility and, importantly, where greater emphasis will be placed on the Coaching department.

Norwood Football Club members and supporters are passionate and loyal. Game attendances exceed 70,000 during the season and membership is currently in excess of 2,000 with strategic plans to further grow this in 2010.

Various partnerships exist with the Norwood Football Club and we would like to provide you and your organisation with a unique business opportunity and a sense of ownership. In order to achieve our goals and objectives, we would like to establish a relationship and provide a mutually beneficial partnership during the 2010 SANFL Season.



Overview



The Norwood Football Club was founded in February 1878. Those who established the Club led by Arthur Diamond, Joseph Osborn and Henry Burnett, were not interested in a simple run around the park on a Saturday afternoon. They wanted to build a strong, successful team and aggressively recruited the best footballers available including the cream of expatriate Victorians living in Adelaide. The result was a Norwood side which swept all before it, 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.

After 23 years in the competition, the Redlegs found a permanent home at Norwood Oval. The Club had played home matches on the East parklands from 1878, before moving to Kensington (1882) and finally to the Jubilee Oval (1898). During the 1890's "Clarke's Vineyard" in the heart of Norwood was earmarked as a recreation ground by a private company. This was developed as Norwood Oval and was taken over by the Kensington and Norwood Council in 1905.

The Norwood Football Club established its home matches there from 1901 and the Norwood Oval soon became "hallowed turf" to all true Redleg supporters, in addition to being utilised as a SANFL venue. The oval was used for night football from the 1950's and was the scene of Norwood's triumph over East Perth in the 1977 National Football League grand final.

Norwood Oval has been affectionately referred to as "The Parade" and is now known as "Coopers Stadium".



Club History



Norwood dominated the SANFL in the 1920's and under Coach, Tom Leahy the Redlegs completed four successive Grand Final appearances with back to back Premierships in 1922-23. The outstanding feature of Norwood's play during this era was its superb aerial work, epitomised by triple Magarey Medallist, Walter Scott, renowned as a classic high flyer. With Scott and brilliant team mates such as Sid White, Alick Lill and Bernie Schumacher, Norwood won 27 of its 32 matches and secured crushing Grand Final victories over West (1922) and North (1923). Further premierships followed in 1925 against Torrens and in 1929 against Port.

Jack Oatey's coaching career at Norwood reached its highest point with the Redlegs 47 point victory over Glenelg in the 1950 Grand Final. It was Oatey's third premiership in six seasons and Norwood's 22nd pennant overall, way ahead of Port Adelaide, which had won just 13 premierships. With players such as Doug Olds, John Marriott, Lionel Blackmore and Oatey himself, Norwood was then clearly the most successful club in SANFL history.

In 1997 Norwood once again tasted premiership glory, with a brilliant performance in the Grand Final against Port. With players, John Cunningham, Anthony Harvey and Andrew Jarman the Redlegs overwhelmed the Magpies with a 73 point victory. For the first time since 1984 Norwood was back on top and determined to remain a dominant force in SA Football.



Club History



Moving forward into 2010, the Redlegs aim to once again dominate SA Football. With over 17 staff within the department, the emphasis in the forthcoming season will be on coaching across all levels within the Club.

Nathan Bassett has recently been appointed the Senior Coach for the next three seasons. Originating from the Norwood Football Club and having played 210 AFL games for the Adelaide Football Club, he brings a wealth of knowledge and experience to the team. In 2009 Nathan was charged with setting up and running the Norwood Skills Academy and was also Assistant Coach with the State Under 18 Team.

Junior development is an objective of the Norwood Football Club and much work has been undertaken to develop future players in both the Country and Metropolitan areas within the Norwood Football Club promotional zone.

Aims of the development program are; to allow the best players in the Norwood zone the opportunity to train and play with each other, develop basic football techniques, exposure to the AFL elite pathway, assist the Club in identifying the best 50 players in the Under 15 age group.

Overall the aim is to introduce players to the Norwood Football Club and to expose them to the history and tradition of Norwood with the aim of producing future League players for the Norwood Football Club within 5 years.



The Future



100TEN is a Norwood Football Club initiative with the Modbury, Golden Grove, Hope Valley and Tea Tree Gully Football Clubs and is designed to assist boys between 12 and 13 years of age in their development into adulthood through the active promotion of the importance of participating in team sport, a safe and positive club environment, team values and a community spirit.

Designed to reduce adolescent crime and drug addiction; 100TEN was created by the Norwood Football Club in the belief that if you give 100% you will get 110% back. The Norwood Coaches and players, SANFL, SAPOL and the SA Government are involved and committed to the 100TEN program.



100TEN Community Program



2010 Fixture



ROUND	DATE	OPPONENT	VENUE	HOME/AWAY	TIME
1	Saturday, March 27	GLENELG	GLIDEROL STADIUM	Away	4:30 PM
2	Thursday, April 1	PANTHERS	COOPERS STADIUM	Home	7.40 pm
3	Friday, April 9	EAGLES	THEBARTON OVAL	Away	7.40 pm
4	Friday, April 16	WEST ADELAIDE	CITY MAZDA STADIUM	Away	7.40 pm
5	Sunday, April 25	PORT ADELAIDE	COOPERS STADIUM	Home	7.40 pm
6	Friday, April 30	STURT	COOPERS STADIUM	Home	7.40 pm
7	Friday, May 7	GLENELG	COOPERS STADIUM	Home	7.40 pm
8	Saturday, May 15	NORTH ADELAIDE	PROSPECT OVAL	Away	2:00 PM
9	Friday, May 21	BYE			
10	Sunday, May 30	EAGLES	WOODVILLE OVAL	Away	2:00 PM
11	Sunday, June 6	CENTRAL DISTRICT	COOPERS STADIUM	Home	2:00 PM
12	Saturday, June 12	STURT	HOUSE BROTHERS OVAL	Away	2.00 pm
13	Saturday, June 19	PORT ADELAIDE	ALBERTON OVAL	Away	2:00 PM
14	Saturday, June 26	WEST ADELAIDE	COOPERS STADIUM	Home	2.00 pm
15	Sunday, July 4	BYE			
16	Sunday, July 11	EAGLES	COOPERS STADIUM	Home	2:00 PM
17	Saturday, July 17	CENTRAL DISTRICT	HAMRA HOMES	Away	2:00 PM
18	Sunday, August 1	PANTHERS	HICKINBOTHAM OVAL	Away	2:00 PM
19	Saturday, August 7	NORTH ADELAIDE	COOPERS STADIUM	Home	2:00 PM
20	Saturday, August 14	BYE			
21	Friday, August 20	STURT	COOPERS STADIUM	Home	7.40 pm
22	TBC	GLENELG	GLIDEROL STADIUM	Away	TBC
23	TBC	WEST ADELAIDE	COOPERS STADIUM	Home	TBC



Our aim at the Norwood Football Club is to create long term relationships with our Corporate Partners which deliver results for the Club, whilst ensuring that **(Company Name)** receives the maximum benefit from the partnership investment. Arena Signage provides effective marketing opportunities and exposure to in excess of 40,000 potential customers who attend Coopers Stadium. Additional coverage on televised ABC matches proves to be an excellent branding solution for **(Company Name)**. The Norwood Football Club requests an investment of between \$1250 and \$2500 to entitle **(Company Name)** to be identified as a Norwood Football Club Partner throughout the 2010 SANFL season.

Arena Signage opportunities include:-

- Standard Sign (9m x 80cm) @ \$1250 incl GST
- Double Sign (18m x 80cm) @ \$2500 incl GST
- Western Wall Sign (9m x 80cm) @ \$1250 incl GST

Please note sign writing costs are the responsibility of the sponsoring party



Arena Signage



Redlegs Review and Online Business Directory

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 four (4) issues annually with one pre-season and one post-season. The Business Directory is an annual publication sent to all members. You will need to supply the editorial or advertisement should you wish to become part of our best means of communication with our members.

Logo	60mm x 40mm	\$140 per edition
1/8 Page Ad	60mm x 80mm	\$200 per edition
1/4 Page Ad	80mm x 120mm	\$330 per edition
1/3 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

Redleggers

Support our energetic and enthusiastic Cheerleaders. Corporate branding on the dancers costumes, public announcements of sponsor at all home games and photo credits in the Redlegs Review, Messenger and Footy Budget.

\$1100 per season



Advertising Opportunities



The Coopers Electronic Sign had been showing 24,000 people, daily, on the Parade what is happening around the Norwood Football Club. Just think of the exposure your business could get advertising on the sign!

Daily

Between 1 – 4 days a week

7 day week

Runs continually for 7 day period and is changed every Tuesday

5 day week

Runs continually for 5 selected days. Based around the weekend trade of Football and shopping on Friday, Saturday and Sunday with an additional 2 days attached.

Monthly

4 x 7 day weeks

Yearly

Prominent location for busy shopping periods, Christmas, Easter, Public Holidays, School Holidays. Opening/ Trading Hours could be displayed with specials and advertising promotions for your business.

COST: Negotiated on Application



Advertising Opportunities



Corporate Partnerships are tailored to suit your business needs, creating an effective marketing solution. We have the flexibility to collaborate a package that will meet your business objectives and fulfill your key sponsorship strategies. We aim to create long term relationships with our Corporate Partners.

Benefits

Access to event branding, hospitality, advertising, exposure to club functions, networking opportunities

Club Advertising

Redlegs Review, Online Business Directory, Membership emails, Membership text messages

Invitations

Attend the Norwood Football Clubs most prestigious events for the season, The Annual Gala Auction, the Hall of Fame Dinner, the 100 Club Dinner, Trophy Presentation Night, Guernsey Presentation Night as well as the weekly Presidents Pre Match Function

Hospitality

Host one of Adelaide's most exciting corporate boxes for the season. Situated in the Western Stand at Coopers Stadium, you are so close to the action you feel like you are playing! Or invite your business associates to our AAMI Stadium Corporate Box to any Crows or Power games.

Corporate Networking Opportunities

Network with the influential people involved at the Norwood Football Club at major events, luncheons, business series dinners and games

PARTNERSHIPS RANGE FROM \$5000 to \$15,000



Corporate Partnership



Coopers Stadium Corporate Boxes

Use your senses in a 'real' football environment, feel the bumps, see the marks, smell the liniment and hear the calls from the ground and coaches boxes. Our Corporate Boxes have arguably the best seating for viewing SANFL football in Adelaide

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. Box includes entry to Coopers Stadium for the 10 matches, Box seats and a car park. Hospitality packages including drinks and food are available to purchase for the game

Take advantage of a box for a season or just a game, it's up to you

- **Western Stand Boxes** - Season Pass - \$2500
- **Boulderstone Stand Boxes** - Season Pass - \$2500
- **Southern Stand Boxes** - Season Pass - \$1500



Corporate Facilities



Coopers Stadium Corporate Boxes

AAMI Stadium Corporate Box Hire

The highly sought after Corporate Box at AAMI Stadium is one benefit of being a partner of the Norwood Football Club. You have the opportunity to hire the clubs Corporate Box for an AFL Match in 2008

The hire comprises of eight (8) seats in the box, eight (8) entrance tickets and three (3) car park passes. It is definitely a great day out for your business associates, staff, friends or family

It is of limited availability being such a popular activity so contact the club to register your interest

AAMI Stadium Corporate Box \$1000

Incl. GST (for a single match hire)



Corporate Facilities (Cont)



Presidents 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 the event and on the event
\$750 per home match

The Annual Gala Auction

A prestigious event now regarded as the best in the SANFL. To be held at the Adelaide Convention Centre or the Hyatt on North Terrace, the event attracts 350 – 400 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

\$5000 For the Annual Gala Auction



Club Functions



Hall Of Fame Dinner

Sponsoring this event incorporates you as a huge part of the Norwood Football Club. Each year we induct up to 5 new people and feature different parts of the clubs history. This event reflects what the Norwood Football Club's future is, football, honoring our legends and our corporate brand.

\$10,000 For the Hall of Fame Dinner

Match Day Partner

TV Coverage and Non TV Coverage games available

Radio advertisements and announcements of Match Day Partner

Ground announcements before, during and after the game (average crowd of 4,000 people)

Advertising for the home match incorporating Match Day Partners name on membership emails, text messages, posters and fixtures

Table of 10 at the Presidents Pre Match Function

Invitations to the Mayors Parlour at half time for refreshments

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

Promotional activities at the game, e.g. walking promotional staff, area to sell/give away merchandise

Any other initiatives from the Match Day Partner

\$4000 per Sponsored Match



Club Functions (Cont)



Our aim at the Norwood Football Club is to create long term relationships with our Corporate Partners which deliver results for the Club, whilst ensuring that (**Company Name**) receives the maximum potential benefit from the partnership investment. Player Partnerships provide effective marketing opportunities, networking with potential customers, entertainment for your staff or customers and, importantly branding solutions for (**Company Name**). The Norwood Football Club requests an investment of \$990 to entitle (**Company Name**) to be identified as a Norwood Football Club Player Partner throughout the 2010 SANFL season.

Partnership entitlements include:-

- Two general Memberships including a 2010 members cap, lanyard, membership card & badge, stickers Redlegs Review, annual report, Season calendar, on line business directory, 10% discount on Club merchandise, entitlement to purchase Western Stand seat and voting rights.
- Framed photo of player, including Business name
- 2 season tickets, 2 Western Stand tickets, 1 car park pass for all Norwood Home Games at Coopers Stadium
- 2 passes to Adelaide Oval games (upon request)
- Website inclusion
- Acknowledgement in Redlegs Review (4 issues)
- 2 tickets to Guernsey Presentation Night where your player will present you with your framed photo
- Acknowledgement in Annual Report
- Access to NFC email database for Advertising purposes



Player Sponsorship



This new initiative focuses on the strengths and weaknesses of your business and the people within it. It is designed to create a more efficient and effectively functioning team. With groups of up to 15 people Nathan works on setting goals and building group morale, which will ultimately lead to optimal productivity within the organisation.

Held at the Robin Hood on Tuesday mornings from 7:30 to 9:30 'Breakfast with Bass' could be 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. By doing so, the organisation will have a clear direction in order to maximise productivity.

Breakfast includes:

- Eggs and Bacon
- Fruit Platters
- Coffee and Juice
- Muffins

Cost of 1 Session: \$1650

Any Follow up session: \$1100



Breakfast with Bass



The SANFL is growing in popularity with attendances increasing by 12% over the last few years. SANFL football commands a significant media profile across all media including TV, radio and print. Feature games are telecast live on the ABC each weekend and the print media is particularly significant with features in both the Messenger and Advertiser on a weekly basis throughout the season.

By partnering with the Norwood Football Club, **(Company Name)** will maximise exposure and be seen by the public to be supporting both the sport and the community. The Club and in particular, Coopers Stadium provides **(Company Name)** with the ideal venue for branding and networking opportunities.

The Norwood Football Club values its Partners and will endeavour to work closely with each one to ensure that partnership benefits are maximised and prove mutually beneficial. Regular contact will be made throughout the season in order to provide additional opportunities to promote the **(Company name)** brand.

Success for our partners is paramount and we look forward to working with you and **(Company Name)** during the upcoming 2010 Football season.



Summary