

OLD IGNATIANS SOCCER CLUB



SPONSORSHIP PROSPECTUS 2009

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1. INTRODUCTION

The Old Ignatians Soccer Club (“OISC”), founded in 1982, will be fielding five teams in the Saturday divisions of the South Australian Amateur Soccer League in 2009. Our squads, competing in Division 2, Division 4 and Division 5, are comprised of both old scholars of the college community, and members of the public who wish to continue their football career at a good standard. We are not bound by an ethnic history, and proudly embrace multiculturalism. In recent years we have fielded players from Japan, England, Italy, El Salvador, Oman, Croatia, and Bulgaria, amongst others.



The primary aim of OISC in season 2009 is to win promotion into Division 1. We have a new coach, Bill Cagialis, who has built an exciting squad which blends youthful exuberance and veteran know-how. We also expect to be a force within Division 4, and will push for promotion into Division 3. Fielding a fifth side for the first time, our Division 5 side will face a steep learning curve as they compete with opposition clubs' 'C' grade sides.

Your sponsorship is vital to the continued success of OISC. Sponsorship funds assist in providing the best opportunities for our players to improve and meet our aims. Not only does the club offer exposure through its 4 teams and over 80 playing members and their families, but also through its strong supporter base which regularly attends Saturday fixtures. Further, the club offers exposure through the greater St Ignatius College community (over 1400 students). The club has also forged a strong link with Adelaide United Football Club. Daniel Beltrame, former Adelaide United goalkeeper, began his career at OISC in 1992. Sam Ciccarello, Adelaide United CEO, is a regular attendee of home fixtures and club functions.

Your business will benefit from exposure to this large market through numerous mediums, including match day advertising, the club website, and official club functions. With the overwhelming success of Adelaide United within the Asian Champions League and the burgeoning growth of football within Australia in the midst of the 2010 World Cup, we believe that now is the time to consider investing in local football, and in particular the Old Ignatians Soccer Club.



We look forward to establishing along and mutually beneficial relationship with you and your business.

2. HISTORY

Born from a five-a-side team that played at the Morialta High School in the 1970s, the Old Ignatians Soccer Club has grown into a well established and supported club, playing on Saturdays in the South Australian Amateur Soccer League since 1993.

An energetic band of old-scholars formed the club and played in the lower levels of the Sunday SAASL competition in 1978 and 1979. After a two year hiatus, Junior School Master Chris George, along with recent college graduates Frank and Marco Spinelli, entered a team in the Collegiate League for the 1982 season.

Success in the Collegiate League took time, and it was not until 1989 that the club won its first trophy, a 1-0 Cup Final victory against Grads Red. From then the club dominated the league winning the First Division in 1990, 1991 and 1992 before embarking upon its boldest move, switching to the much tougher SAASL for the start of the 1993 season.



Over the years, OISC has always benefited from its relationship with St Ignatius College. A number of former students have begun and progressed through the C team, which still remained a member of the Collegiate League until 2004, when it moved to SAASL Saturday Division 4.

2006 saw the introduction of a fourth side. The club experienced its first intra-club derbies, which made for some interesting tackling! That season the club celebrated its 25th Anniversary with a gala dinner.

2007 was an extremely successful year, with the both the A and B grade sides winning championships, earning promotion to Division 1. However, in 2008 the A grade side struggled for consistency and was theatrically relegated on the final day of the season.

2009 presents new challenges. The demographic of the club has certainly changed and we now welcome many more members of 'Generation Y' into its ranks. The club is steadily growing and is looking to meet the demands of its members, both on and off the pitch. The introduction of a fifth side is unprecedented in Saturday amateur football, and epitomises the growth, success, and appeal of the club to the wider sporting community.

3. LEVELS OF SPONSORSHIP



Major Sponsor \$3,000 inc GST, or \$7000 inc GST over 3 years

As a major sponsor, your business will be promoted through advertising of your business logo on the front of players' shirts, official club documents and prominent website advertising.



Blue Sponsor \$2,000 inc GST, or \$4500 inc GST over 3 years

The blue sponsorship package offers your business exposure through advertising of your business logo on the back of players' shirts and prominent website advertising.



Red Sponsors \$500 inc GST, or \$1250 inc GST over 3 years

The red sponsorship package offers your business exposure through a 'sponsors' trophy, primary website advertisement, and access to the Old Ignatians Soccer Club members and spectators through the club email distribution list.



Yellow Sponsors
years

\$250 inc GST, or \$700 inc GST over 3

The yellow sponsorship package offers your business exposure through a website advertisement and direct access to the Old Ignatians Soccer Club members and spectators through the club email distribution list.



4. SPONSORSHIP VALUE

	<i>Major Sponsor</i>	<i>Blue Sponsor</i>	<i>Red Sponsor</i>	<i>Yellow Sponsor</i>
Business Logo on playing jersey	Front*	Back*		
Matchday signage (provided by sponsor)	✓			
Business Logo on official club documents	✓			
Prominent advertisement on club website	✓	✓	✓	
Secondary advertisement on club website				✓
Matchday invite with complementary food and beverages^	3	2	1	
Naming rights to one "Sponsor's Trophy"	✓	✓	✓	
Direct links to own website from OISC website	✓	✓	✓	✓
Framed personalised club photo	✓	✓	✓	✓
Access to club email list	✓	✓	✓	✓
Promotion and Exposure Opportunities at all club functions	✓	✓	✓	✓
Complementary invitations to club functions	4 tickets	2 tickets	2 tickets	1 ticket
Exposure to all club members (and their family and	✓	✓	✓	✓



friends)				
Exposure to Saint Ignatius College community (over 1000 people)	✓	✓	✓	✓
Club Polo shirt	✓	✓	✓	✓
<i>Minimum Annual Sponsorship Investment</i>	<i>\$3,000</i>	<i>\$2,000</i>	<i>\$500</i>	<i>\$250</i>

* Minimum 3 year commitment

^ Allows 1 person to obtain 2 items of food and 2 items of drink of their choice for one matchday



5. OFFICIAL EVENTS

Captain's Armband Night – March 27th

FA Cup Night – May 30th

Quiz Night – June 13th

Pub Crawl – July TBA

Presentation Night – October 9th

*Annual General Meeting – November
25th*

Christmas Drinks – December 18th





6. CONTACTS

For any further information relating to sponsorship enquiries, please contact Dean Ciccarello:

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Club Contact Details



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