



OLD IGNATIANS SOCCER CLUB

EST 1982



SPONSORSHIP PROSPECTUS 2012



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1. INTRODUCTION

The Old Ignatians Soccer Club (**OISC**), founded in 1982, currently fields six teams to compete on Saturday afternoons in Divisions 1A and 1B, Divisions 4A and 4B, and social teams in Divisions 5 and 6 of the South Australian Amateur Soccer League.

Our squad is comprised of both old scholars of the St Ignatius College community, and members of the public who wish to continue their football career at an amateur or social level. We are not bound by an ethnic history and proudly embrace multiculturalism. In recent years we have fielded players from Japan, England, Italy, Egypt, El Salvador, Croatia, Bulgaria and many others.

OISC had a successful 2011. The A grade returned to the top flight after promotion from Division 2 and ultimately finished 6th and the B grade finished 5th. The C grade and D grade will compete in Division 4 in 2012 where both teams were champions in 2010. It is anticipated the E & F grades will continue to develop and provide football to players new to the game.

The primary aim of OISC in season 2011 was to stay in Division 1. For 2012, and beyond we have faith that our new senior coaching panel of Con Kapnistis (A grade) and Rocco D'Onofrio (B grade) will continue our success at these levels and return a Division One title.

We hope that our lower grade teams can remain competitive in their respective divisions and keep pressure on players in our higher grade teams to perform at their best level.

Your sponsorship is vital to the continued success of OISC. Sponsorship funds assist in providing the best opportunities for our players to improve and achieve our goals. Your business is exposed to over 120 playing members and their families, as well as a strong and loyal supporter base which regularly attends Saturday fixtures. The club also offers exposure through the greater St Ignatius College community (over 1300 students). Our sponsors include the Robin Hood Hotel (major sponsor), Miller Apartments, Chickens2Go and Paint Planet.

Your business will benefit from exposure to this large market through numerous mediums including match day advertising, the club website (10000 hits per year), Facebook page (180 members) and marketing at official club functions such as quiz night. With the overwhelming success of football in the Asian Football Confederations and the burgeoning growth of football within Australia we believe that now is the time to consider investing in local football, and in particular the Old Ignatians' Soccer Club.



2. LEVELS OF SPONSORSHIP

Major Sponsor

\$3,000, or \$8,000 over 3 years

As a major sponsor, your business will be promoted through advertising of your business logo on the front of players' shirts and official club documents, primary website advertising, sponsor naming rights to trophy, website links to your own business, flyers/advertising distributed at events, access to club email list.



Blue Sponsor

\$1,000, or \$2,600 over 3 years

The blue sponsorship package offers your business exposure through advertising of your business logo on the front of players' shirts (breast) and primary website advertising and advertising at events.



Red Sponsors

\$750, or \$2,000 over 3 years

The red sponsorship package offers your business exposure through a logo on the back of players shirts, a secondary website advertisement, advertising at events.



Yellow Sponsors

\$500, or \$1,350 over 3 years

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



3. SPONSORSHIP VALUE



	Major Sponsor	Blue Sponsor	Red Sponsor	Yellow Sponsor
Business Logo on playing jersey	Front*	Front (breast)*	Back	Sleeve
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^	2	1	1	
Naming rights to one 'Sponsor's Trophy'	✓			
Direct links to own website from OISC website	✓	✓	✓	✓
Framed personalised club photo	✓	✓	✓	
Framed Guernsey with Sponsorship Logo	✓	✓		
Access to club email list	✓	✓	✓	
Promotion and Exposure Opportunities at all club functions	✓	✓	✓	✓
Complementary invitations to club functions	2 tickets	1 tickets	1 tickets	1 ticket
Exposure to all club members (and their family and friends)	✓	✓	✓	✓
Exposure to Saint Ignatius College community	✓	✓	✓	✓
Choice of 2 items of Club Apparel	✓	✓	✓ (Polo Only)	✓ (Polo Only)
Minimum Annual Sponsorship Investment	\$3,000	\$1,000	\$750	\$500

* Minimum 3 year commitment

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





4. CLUB EVENTS 2012

- Captain's Armband Presentation/30th Anniversary: March
- A-League Grand Final: April
- Poker Night: June
- Quiz Night: July/August
- End of Season Drinks: September
- Presentation Night: October
- Annual General Meeting: November
- Christmas Drinks: December





5. OISC CONTACTS

For any further information relating to sponsorship enquiries, please contact the Sponsorship Manager, Adrian Caeran:

Mobile: 0405 684 400
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Club Contact Details

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