



## INTERNAL CLUB GUIDELINES

### Sponsorship/Merchandise/Fundraising

## Kanwal Warnervale Rovers FOOTBALL CLUB

### INTRODUCTION

Our desire is to 'bring football to the community' providing players, officials, volunteers and families with a safe, enjoyable team sport environment with the best facilities we can deliver.

Each year thousands of dollars are needed to pay for things such as; lighting, training grounds, amenities and leasing of various ovals. There are also insurances, maintenance of equipment, playing strips, balls and training kits.

The cost involved in providing these necessary items is a constant challenge and whilst Registrations and Canteen Sales cover a large part of our costs, we still require additional income. As such, SPONSORSHIP is an important part of our Club revenue.

### SPONSORSHIP FOCUS

In relation to sponsorship our desire is to see a '**Club-wide**' focus and not on individual teams. As such, we ask all players, officials, volunteers and families to support these guidelines so we share the benefits of sponsorship revenue as well as providing our sponsors with a dedicated, community-based Club to be involved with.

### WHAT'S ON OFFER?



Each year KWRFC provides **sponsorship options** which, we hope, will bring financial, social and advertising benefits for the Club and sponsors alike. These packages include advertising components such as flags, banners and signage as well as website and social media (Facebook) exposure. These are great, cost-effective options for sponsors.

We also provide options for sponsorship by providing team merchandise such as; Training Shirts, Club Polo's, Hoodies or other branded items, which can be negotiated.

Additionally, there are opportunities to sponsor attendance at Junior Gala Days, our Skills Academy or other Events as well as specifically supporting the Junior and Senior Football Programs and Major Club Sponsorship.

***To get a look at the latest 'Sponsorship Packages' contact the Sponsorship Coordinator and we can email you a PDF copy.***





## HOW CAN YOU HELP?

We all have 'networks', be it business, social or family. If you feel it appropriate, we're asking you to pass on a copy of the **Sponsorship Packages** to anyone who you feel might enjoy partnering with our Club. If you know of anyone interested in sponsorship, feel free to send them a copy of the Sponsorship Packages or give their details to the Club Sponsorship Coordinator and we'll follow them up for you!

Importantly, if you're aligned with a particular team either as a player, official or family member, **please don't organise your own sponsorship!** We're aware that there are cheaper versions of merchandise out there or that you 'know someone' who can embroider or screen print cheaper, but that's missing the point of Club sponsorship.

By arranging your own sponsorship or team merchandise such as team shirts, you take valuable revenue away from the Club as a whole and the opportunity to provide much needed funds to help pay our bills. If you have your own team idea as part of a KWRFC side, just contact the Sponsorship Coordinator to discuss it and we'll see what we can do to help make it a reality for you.

## THE KANWAL EXPERIENCE

Since 1976 we have been developing as a Club with many years of success both on and off the field. Our **community focus**, as well as development pathways, across all age groups, men's and women's, juniors and seniors remains as strong as ever – We are now one of the largest Clubs in the Northern area of the Coast and the first to provide for Special Needs Teams.

We want our sponsors and families to feel **welcome** whenever they come into contact with us and have a pleasant experience. This experience should be consistent across all areas of the Club.

Part of this consistency is ensuring that we all use **approved team merchandise** formally sanctioned by the Club. If you have something you'd like to place the official logo on, just run it by us first to get it approved.

## FUNDRAISING

Throughout the season we target various fixtures to hold raffles and other fundraising activities. We are cautious not to overdo these with our families and crowds, so if you want to do any fundraising yourselves, please run it by the Club first.

We've got some new fundraising activities coming throughout the year so **please support them** throughout the season. We are always looking for assistance in the area of fundraising, please contact the Sponsorship Coordinator if you'd like to help out.

## TEAM AND CLUB MERCHANDISE

KWRFC encourages all teams to only purchase **official Club merchandise** including team and 'end of year' shirts. Please don't place the Kanwal logo or use any Club name reference, including names such as Kanwal Bulls, on any non-approved merchandise. Under no circumstances are they to be worn to games as team shirts or to any official Club event/function.

*Thank you for your assistance in following these guidelines ...*

