

CARLISLE



AMATEUR FOOTBALL CLUB



2020

SPONSORSHIP PROPOSAL



HONNORS PREMIERSHIPS

1963

A-GRADE (COLTS)

1964

D-GRADE

1965

C-GRADE

1970

A-GRADE (COLTS)

1972

A-GRADE (COLTS)

1973

A-GRADE (COLTS)

1973

A-GRADE (RESERVES)

1978

A-GRADE (COLTS)

1983

C-GRADE UNDEFEATED

1988

L-GRADE

2000

E-GRADE

2009

WCE-COLTS

2013

C2-GRADE

2014

C2-GRADE MINOR

2019

E-GRADE

Carlisle Amateur Football Club was originally formed in 1962 to provide the communities youth an avenue to continue their participation in competitive football once they were too old for the junior leagues. Carlisle AFC's founding principles were to create an inclusive club where all members were welcome to develop personally and physically through competing, socialising, and sharing the love of football in a safe environment. Carlisle AFC prides itself on playing in the spirit of the game and seeks to instill the values of teamwork, accountability, and pride in all its members, so they can grow to be valued contributors in the community.

Carlisle's guiding principles and constant pursuit for improvement have delivered success both on and off the field. The reinstatement of a colt's program in 2007 through partnerships with Victoria Park and Redcliffe Junior clubs provided an avenue for younger players to become part of the "Cougar Family". The addition of a third senior team in 2019 brought ex-players back to the club while also providing an opportunity for those unfamiliar with Australian rules football to have a go. This was a great success reinvigorating the culture and atmosphere around the club and producing a top of the table finish, and Premiership in the inaugural season.

Carlisle AFC focus for the future is to further development players both on and off field while increasing community engagement by nurturing our current relationships and building new ones. This will be achieved through continuing to host events like the Town of Victoria Park tree planting initiative aimed to improve green spaces in the area, as well as holding information sessions and fund-raising events for mental health and prostate cancer. The Carlisle juniors program headed by ex AFL and WAFL players with assistance by current Perth Demons coaching staff will provide mentorships for senior Carlisle players who will be assuming coaching positions at Victoria Park and Redcliffe juniors. This initiative will be enhanced from 2020 through our collaboration with the Wirrpanda Foundation and their indigenous youth programs. This partnership aims to provide a streamlined route for junior players through WAAFL, WAFL and potentially AFL in a supportive community club atmosphere. 2020 also marks the beginning of a mutually beneficial relationship with the new Eagles women's side with the intention of Carlisle introducing an amateur women's team in the coming years.

Through football Carlisle AFC seeks to support the community's youth in their personal development from children to active and positive contributors in the community. Teaching leadership, perseverance, accountability, teamwork, and the benefits of a healthy lifestyle. We cannot do this alone and need your help to support us in our endeavours. Enclosed are the sponsorship packages for the 2020 season, all packages can be tailored to create a valuable partnership between Carlisle AFC and your business.

So, jump on board the "Cougar Train" as we charge toward another successful year on and off the field.

Amber Hazell – Club President



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SPONSORSHIP PACKAGES



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GOLD JUNIORS
\$5,000



MEDIA PARTNER
\$3,000



HERITAGE MEMBER
\$2,000

CLUBMAN
\$1,000



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WHY CARLISLE?

THE BENEFITS OF SPONSORSHIP

- Access and exposure to over 200 registered players, 500 non-playing members, and hundreds more family, friends through, opposition players, and supporters of amateur football.
- Implicit recognition marketing of business increasing brand awareness in the community.
- Building goodwill through developing trust in the local community by building a perception as a caring and supportive brand directly involved in the betterment of the community by being seen to embrace worthy causes.
- Carlisle AFC is a not for profit organisation focused and all money goes back in to the community this means that your support is tax deductible.
- Have a sense of ownership in seeing your investment directly influencing people in the community and making real difference in the lives of locals.

WHERE YOUR BRAND WILL BE SEEN

- Signage with your brand will be seen facing Orrong Road for all training sessions, games, and club events. This is a major thoroughfare with exposure to over 60,000 vehicles every day.
- Signage placed at entry points to Carlisle Reserve, in home and away change rooms, in the club rooms, also wet and dry spectator areas.
- Branding on playing guernseys, club polo, and warm up shirts worn by all players at training and before games.
- Step and repeat board used for all official club photography, events, and community activities.
- On all official Carlisle digital media and correspondence to our members and partners.

HOW WE PROMOTE YOUR BRAND

- Your brand's logo will be promoted on the official Carlisle AFC webpage and all social media with links to direct traffic to your digital media assets.
- Promotion as a supporter of Carlisle prior to games, during awards, and at official club events and fundraising.
- Branding will be present on all official internal and external correspondence and promoted as a proud supporter of Carlisle AFC.
- Carlisle will actively support the causes you care about through hosting events and sharing content via our digital and physical channels to increase awareness.
- Creating and sharing content marketing on digital channels to celebrate successes and promote your brand to our member base and the wider community.
- Through member initiative schemes that promote preference for supporter businesses.

BECAUSE WE APPRECIATE YOUR SUPPORT

- Members pack which includes polo shirt, hat, licence plate cover, and members card.
- Tickets to official club events, fundraisers, education and training sessions.



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- Invitation to marquee supporters round networking event and other supporter events throughout year.
- Naming rights on player awards for specialty rounds like prostate awareness, mental health, indigenous, and supporters' round.
- Framed Carlisle heritage guernsey with logo and appreciation plaque (only for commitment of 3 years)

WHAT YOUR SUPPORT PROVIDES

- Upgrading, maintenance, and repairs on the club's facilities utilised by the community
- Game day player guernseys
- Gameday administration costs
- Amateur league and association competition registration costs
- Player and league insurances
- Payment of required professional staff
- Costs associated with fundraising, social, and education events held throughout the year
- Education and training programs for players, coaches, support staff, and the community
- Marketing of club, partners, events, and sponsors
- Player awards and support services

****All sponsorship packages will be tailored to suit your business requirements and preferences to provide the most valuable partnership between your business and Carlisle AFC. Priority on naming, brand visibility, and marketing will be based on sponsorship contribution and length of commitment.**

For details on how to be involved with Carlisle AFC and how we can promote your brand please contact us:

Sponsorship Coordinator

Ben Powell

PH# 0451 147 477

Email: Sponsorship.CAFC@outlook.com

President

Amber Hazell

PH# 0467 615 214

Email: President.CAFC@outlook.com

Vice President

Glen Burton

PH# 0412 910 166

Email: VP.CAFC.outlook.com



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