



**BULLEEN TEMPLESTOWE
JUNIOR FOOTBALL CLUB**

Sponsorship Partner Program **2024**

#beabullant

WWW.THEBULLANTS.COM



ABOUT BULLEEN TEMPLESTOWE JUNIOR FOOTBALL CLUB

The Bullants were formed in 1990 when the Bulleen JFC merged with the Bulleen Templestowe JFC. Over the years the Club has developed a strong membership base where local boys & girls can learn & play AFL footy in a fun and safe environment. Our focus is to educate our players about the game of AFL footy & good sportsmanship.

Our Club operates within the YJFL, which is considered one of the strongest junior footy leagues in Australia. Our Clubs' aim is to provide support pathways for our players to reach their full footy potential, by helping them take the next step to try out and play in representative sides for the Yarra Magpies. Many of our players (boys & girls) take this even further & have been invited to train and play with various NAB League U18 teams.

Recent past Bullants players who have continued their AFL footy career at an elite level include West Coast Eagles Premiership player and now Captain, Luke Shuey, as well as Collingwood players Josh Daicos and Callum Brown.

Our Club has grown substantially over the past ten years with:

- The introduction of a separate girls' footy competition (the club being an early champion of this competition) with 7 Premierships since 2015 across several of our girls' teams
- An Auskick program that has gone from strength to strength. Receiving both nominations & awarded best centre in 2017 and 2018 respectively. Striving for an excellent Auskick program and being used as an example of a high-quality program by the AFL to other clubs – see link here:

<https://www.facebook.com/watch/?v=607234713103315>

WHY THE BULLANTS

Sunday Family Nights held at the Ted Ajani clubrooms during the footy season have become a Bullants tradition as families gather at the Club. Over 100 people regularly attend these nights with the numbers swelling to up to 300 people on our special event nights such as the:

- Jumper Presentation Night
- Anzac Day Ted Kelly Medal Presentation
- FightMND Coaches Ice Bucket Challenge Fundraising Night
- U8s and U9s Round Robin Night / U10s Lightning Premiership

We continue to invite our sponsors to a nominated night where they are able to speak to the members about their business.

In 2024 the club will field at least 16 teams across all age groups in boys & girls. Your business will have exposure to over 300 local families, 400 with the inclusion of our busy Auskick program on Saturday mornings & our families come from various areas of Manningham.

Across the season our Club hosts several unique events at Bulleen Park that further increases the reach for your business:

- U8 and U9 Round Robin Tournament (around May)
- YJFL finals series

We have various opportunities that your business can connect specifically with our players and coaches. These include:

- Coaches training sessions
- Team training sessions
- Leadership & wellbeing workshops
- Auskick

Our social media platforms are used to actively connect & engage with our Club members and local footy community.

In 2019 & 2021, our Youth Girls featured in several Toyota ads focusing on junior footy for girls:

<https://www.thebullants.com/toyota-good-for-footy/>

All of these aspects contribute to an attractive audience reach for our potential sponsor partners.

We are keen to attract businesses within the wider Manningham community to develop a strong supportive relationship that is beneficial to both the Club and the business & are happy to discuss options to suit the needs of your business & your budget

GIRLS IN FOOTY PARTNER - ALL PARTNERS

This is a unique opportunity to sponsor and support our girls' teams and their development.

The Bullants have a long-standing focus on getting girls into footy and following on from the success of our 3-Peat team and the pathways many of these girls have taken (into the AFLW and VFLW), we want to continue to provide those opportunities for our players and girls within the wider community.

In conjunction with the AFL and other footy partners, we offer clinics in:

- Primary Schools
- High Schools
- Girls-in-footy development programs with a focus on offering opportunities for girls to try the game for the first time

Having a female focussed sponsor in this area offers a unique opportunity to show your support for this initiative, and provides exposure to people not only within our club but also well into the broader community.

We would be happy to discuss options that are workable for your business

BASE PACKAGE - ALL PARTNERS (Except Event Partner)

This is the base for every full season package.

- Website logo and business website link
- Company Logo on Sponsor Board at Clubroom (used in weekly club photos for social platforms)
- Company Logo featured on external Sponsor board at Bulleen Park
- Company Logo featured at Brucey's Bar throughout the season
- Company Logo featured at Jumper Presentation night
- Company Promotion on all social platforms – including dedicated posts
- Certificate of Appreciation

PLATINUM PARTNERS - \$2000

Three-year commitment with any uniform/clothing sponsorship

Options:

- Playing Jumper Sponsor from a determined future season
- Merchandise Sponsor (Polo or Training Tops)
- Scoreboard Sponsor at Bulleen Park East or West ovals

Includes:

- Round/Family Night sponsor (2 rounds) designated dates (includes Meal/Bar tab) (first option on Ted Kelly ANZAC round OR Fight MND Round)
- Presidents Dinner 2 x tickets
- Club major fundraising night 2 x tickets

GOLD PARTNER - \$1500

Three-year commitment with any uniform/clothing sponsorship

Options:

- Exposure to weekly training sessions Youth Girls & Colts
- Exposure to Coaches Training nights (2 times a year)
- Sponsor Club Polos issued to Coaches/Team Managers & logo added to TM emails/comms
- Playing dressing gown (interchange players) sponsor for all club teams

Includes:

- Round/Family Night Sponsor (second option on Ted Kelly ANZAC round OR FightMND round)
- Club major fundraising night 2 x tickets

*Exposure to Coaches & older player training sessions targeted to health professional services

SILVER PARTNER - \$1000

Options:

- Weekly Results sponsor – website & socials results wrap up report
- Round/Family Night sponsor (1 rounds) designated dates

BRONZE PARTNER - \$500

Options:

- Cash or In-Kind Sponsor
- Round/Family Night sponsor (1 rounds) designated dates

SOCIAL EVENT PARTNER

- This is a unique opportunity to sponsor our major fundraising event in 2023
- Your business can get involved in a number of ways.
- In previous social events, we had businesses sponsor the Bar, sponsor games on the night or provide prizes.

We are open to discussion on how to make this work for your business. Call us now.

Please let us know if you are interested and we would be happy to discuss the above sponsorship packages with you or can modify options to suit.

Get in touch now:

Email bullantssponsorship@gmail.com

or 0414 885 563