

Eastern Lions Soccer Club

Bringing the World Game to the Local Community

Sponsors' Handbook



EASTERN LIONS
SOCCER CLUB
EST 1963



About the Club

Eastern Lions Soccer Club was established in 1963, and for over 55 years has been the home for soccer players in Melbourne's east. Today, the Club has over 250 registered players, and competes in the Victorian National Premier Leagues (NPL) competition against the best teams across the state.

The Club's junior program includes its Little Rookie development squad, the FFV MiniRoos teams with over 100 primary school aged children, as well as a further 100 players competing in the NPL junior competition.



The Eastern Lions prides itself on being a professional "community club", with a commitment to providing a path-way to the Club's senior ranks for its home-grown talent. In 2018 the Club won the Under 20's NPL2 title, with many of the playing group having come up through the Club's junior ranks. The Seniors had their best ever NPL season, finishing 3rd in NPL2.

The Club Community

Beyond its senior and junior playing group, the Club's reach extends to over 2,000 followers and supporters, with a direct mail reach of over 600 people. Through its supporter group the Club has access to an extensive business community network, with

a prominence in Melbourne's eastern suburbs. An estimated 25% of the Club's followers are small business owners, whilst its supporter base is actively engaged in the financial/professional services industry (35%) as well as industrial-related sectors (25%).

3% Maroondah

4% Dandenong

4% Manningham

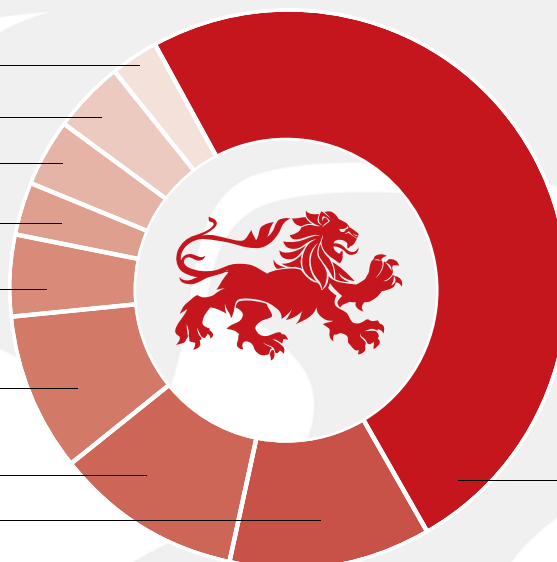
3% Knox

5% Stonnington

9% Whitehorse

11% Boroondara

12% Monash



2,000+



1,000+



600+

Other (incl. City) **50%**

Club Engagement Opportunities



**EASTERN LIONS
SOCCER CLUB**
EST 1963

Eastern Lions provides numerous avenues for Sponsors to engage with the Club's community. Whether it be social, business or competition related events, the Club strives to provide an inclusive environment for all its stakeholders. Such events include:

- Season Launch
- Home Game "President Lunch" Functions and Gala Days
- Presentation/Award Ceremonies
- Multiple Social Functions
- FFV and other Business Networking Events



Beyond the event calendar, the Eastern Lions strive to provide its Sponsors with exposure to the Club Community through regular Club newsletters, promotional mail outs, social media activity as well as team or program sponsorship arrangements. The Club maintains a flexible approach to meeting its Sponsors' needs, with a range of packages or sponsorship opportunities available.

Joining the Lion's Den

The table below shows a number of the sponsorship opportunities that are available and the associated benefits, however the Club is happy to work with prospective Sponsors to structure an arrangement that is mutually agreeable, including in-kind arrangements.

<p>Gold</p> <p>Investment \$10,000</p> <p>Signage: Yes</p> <p>Endorsed offers (EDM): 12 p/annum</p> <p>Clothing Logo Opportunities*:</p> <ul style="list-style-type: none"> • Committee Shirt • Goal Kick Shirt • First Team Shirt <p>Logo Placement*:</p> <ul style="list-style-type: none"> • Website banner & sponsor page • Facebook page • Letterhead & email signatures • Match-day video • Other subject to negotiation 	<p>Silver</p> <p>Investment \$5,000</p> <p>Signage: Yes</p> <p>Endorsed offers (EDM): 6 p/annum</p> <p>Clothing Logo Opportunities*:</p> <ul style="list-style-type: none"> • Committee Shirt • Goal Kick Shirt • U20's Team Shirt <p>Logo Placement*:</p> <ul style="list-style-type: none"> • Website banner & sponsor page • Letterhead & email signatures • Other subject to negotiation 	<p>Bronze</p> <p>Investment \$2,500</p> <p>Signage: Yes</p> <p>Endorsed offers (EDM): 4 p/annum</p> <p>Clothing Logo Opportunities*:</p> <ul style="list-style-type: none"> • Committee Shirt • 2 x Junior Team Shirt <p>Logo Placement*:</p> <ul style="list-style-type: none"> • Website sponsor page • Letterhead & email signatures 	<p>Corporate</p> <p>Investment \$1,200</p> <p>Signage: No</p> <p>Endorsed offers (EDM): 2 p/annum</p> <p>Clothing Logo Opportunities*:</p> <ul style="list-style-type: none"> • 1 x Junior Team Shirt <p>Logo Placement*:</p> <ul style="list-style-type: none"> • Website sponsor page 	<p>Senior Player Sponsor</p> <p>Investment \$500</p> <p>Signage: No</p> <p>Clothing Logo Opportunities*:</p> <ul style="list-style-type: none"> • Player's Shirt Sleeve • Player's Shorts <p>Logo Placement*:</p> <ul style="list-style-type: none"> • Players pages
--	--	---	---	---

* Subject to print deadlines. All sponsorship levels ex GST.

The Pride of the Lions



BOX HILL



Contact

For all sponsorship enquiries please contact:

Graeme Paterson
Tel: 0472 845 733
Email: graeme.elsc@gmail.com

Anthony Nicholls
Tel: 0407 585 775
Email: anthony@arwk.com.au



**EASTERN LIONS
SOCCER CLUB**
EST 1963

Eastern Lions Soccer Club Inc.
ABN: 60 553 612 933

Gardiners Reserve, Sixth Avenue, Burwood VIC 3125
www.easternlions.com.au
admin@easternlions.com.au