

GEELONG WEST GIANTS

CLUB PARTNERSHIP PACKAGES 2022





1878-1988



1926-2016



1957-1988



1989-2016



2017-

COMBINED 250+ YEARS OF HISTORY

THE GEELONG WEST GIANTS WERE FORMED IN 2017 AND BROUGHT TWO OF GEELONG'S OLDEST CLUBS TOGETHER.

WE ARE THE ONLY CLUB IN THE GEELONG REGION THAT COMPETES IN BOTH GEELONG FOOTBALL & NETBALL LEAGUE (GFNL) AND, GEELONG AND DISTRICT FOOTBALL & NETBALL LEAGUES (GDFL).

WITH A COMBINED 250+ YEARS OF HISTORY, GEELONG WEST GIANTS HAVE BUILT A STRONG COMMUNITY AND SPIRIT OVER TIME.

FOCUSED ON BEING AN INTEGRAL PART OF THE GROWING GEELONG WEST COMMUNITY, OUR CLUB CULTURE IS BUILT ON MUTUAL RESPECT, A SENSE OF DEEP HISTORY, INCLUSION AND PARTICIPATION.

OUR MISSION IS TO ENRICH THE GEELONG WEST COMMUNITY BY PROVIDING HIGH QUALITY FOOTBALL AND NETBALL OPPORTUNITIES WITHIN AN ENVIRONMENT THAT INSPIRES PLAYERS AND TEAMS TO REACH THEIR INDIVIDUAL AND COLLECTIVE POTENTIAL.

LOCATION

WE HAVE TWO HOME GROUNDS LOCATED IN ONE OF GEELONG'S MOST VIBRANT SUBURBS, GEELONG WEST.

GEELONG WEST GIANTS OFFER AN EXCELLENT OPPORTUNITY FOR BRAND EXPOSURE TO A BROAD RANGE OF POTENTIAL CUSTOMERS WITHIN GEELONG WEST AS WELL AS THROUGHOUT THE GEELONG REGION.

DURING THE SEASON WE OFFER A UNIQUE OPPORTUNITY TO HAVE ACCESS TO 18 HOME GAMES (APPROX. 10,000 VISITORS DURING THE YEAR). WE OFFER PARTICIPATION AND EXPOSURE IN NIGHT GAMES AND DOUBLE HEADERS (GFNL AND GDFNL PLAYING ON THE SAME DAY).



A YEAR AT OUR CLUB

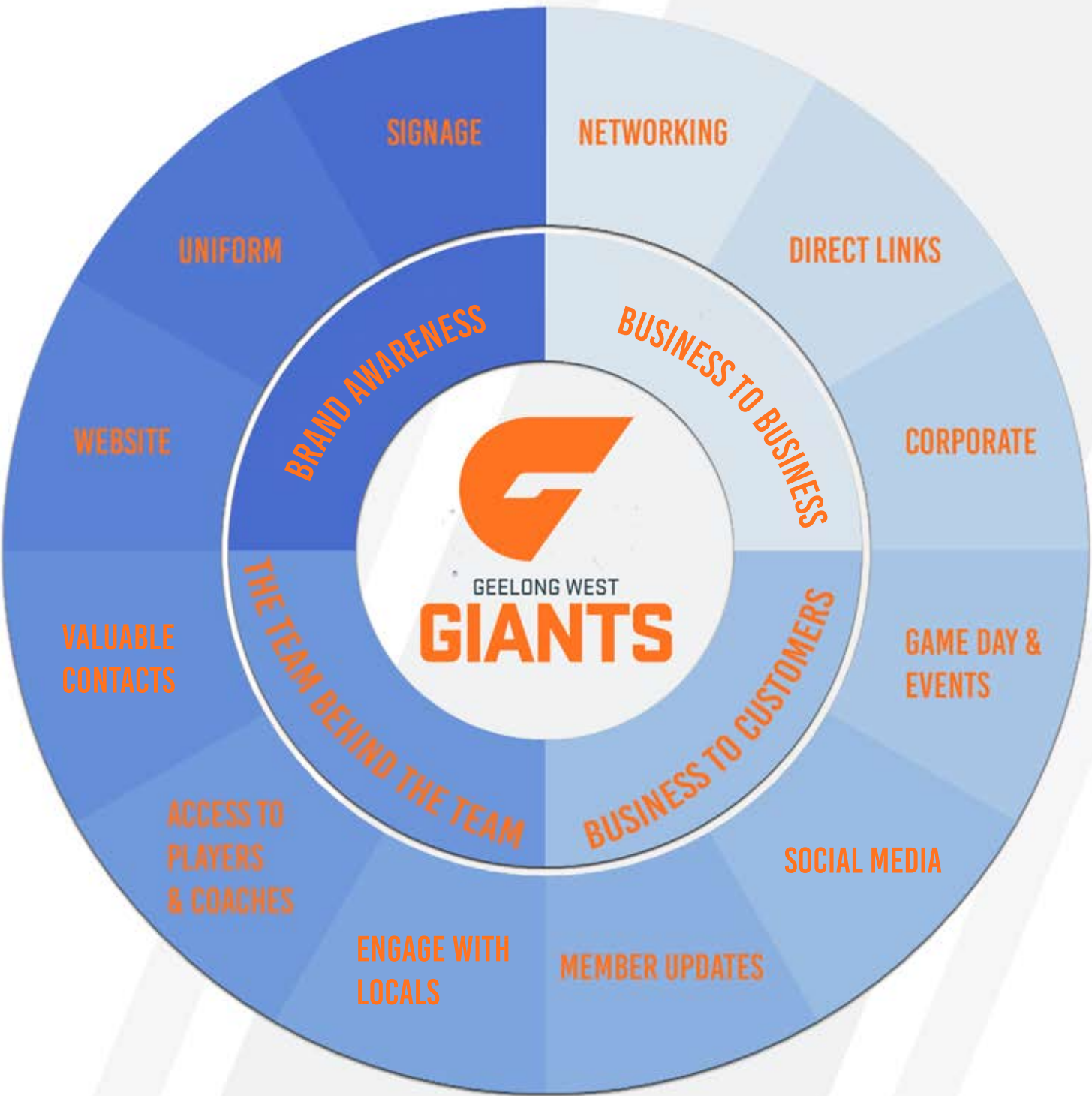
BASED ON THE 2021 SEASON

SOCIAL MEDIA CONTINUES TO DELIVER STRONG AND EVER GROWING FOLLOWING AND ENGAGEMENT LEVELS



TWO OF OUR SPONSORS WHO HAVE BEEN BROUGHT TOGETHER BECAUSE OF THE BUSINESS TO BUSINESS OPPORTUNITIES AT THE GIANTS.

GEELONG WEST GIANTS CAN DELIVER-



REDEVELOPMENT

THE 2021 SEASON SAW THE OFFICIAL OPENING OF OUR UPGRADED PAVILION AND REGIONAL COMMUNITY PRECINCT. THE NEW FACILITY IS EQUIPPED WITH A RANGE OF ROOMS AND FACILITIES THAT ALLOW FOR CORPORATE, SCHOOL AND SPORTS ORGANISATIONS TO EXPERIENCE AND ENJOY THE COMMUNITY ENVIRONMENT.

THE NEW FACILITY AND CLUBROOMS CONSIST OF A TWO-STOREY MULTI-PURPOSE PAVILION. THERE IS VIEWING FROM UPSTAIRS ON THE BALCONY, AS WELL AS THE HERITAGE LISTED FLOWERS FAMILY GRANDSTAND. THE GEELONG WEST GIANTS COMMUNITY HAVE UTILISED THE NEW ROOMS IN 2021, HOSTING TWO DOUBLE HEADERS, CLUB AND COMMUNITY FUNCTIONS, MEET AND GREET FOR AFL PLAYERS AND MORE.

FOR THE FIRST TIME SINCE 1998, WEST OVAL WAS CHOSEN TO HOST ALL 2021 GFL FINALS INCLUDING THE GRAND FINAL. AFL BARWON ACTING REGIONAL MANAGER SEAN ATKINSON SAID WEST OVAL PROVIDED A WONDERFUL ALTERNATIVE:

“WE ARE EXCITED TO SEE THE 2021 GFNL GRAND FINAL IN ACTION AT THE RECENTLY REDEVELOPED WEST OVAL. THESE FIRST-CLASS FACILITIES AND SUPPORT FROM THE GEELONG WEST GIANTS WILL ENSURE AN EXCELLENT EXPERIENCE FOR FINALS TEAMS,” ATKINSON SAID.

THE TRANSFORMATION OF GEELONG WEST OVAL ALIGNS WITH THE G21 GEELONG REGIONAL ALLIANCE AFL BARWON REGIONAL STRATEGY WHICH IDENTIFIED GEELONG WEST OVAL AS A PREFERRED LOCATION FOR HOSTING REGIONAL FOOTBALL FINALS, AFLW, TAC CUP AND VFL MATCHES.

THE GEELONG WEST GIANTS ARE COMMITTED TO OPENING THE DOORS OF THE FACILITY TO AN INCREASED NUMBER OF COMMUNITY EVENTS AND GROUPS AND INCREASING THE VISITATION TO THE REGIONAL COMMUNITY CENTRE.



PARTNERSHIP PACKAGE SUMMARY 2022

THERE ARE MULTIPLE TIERS OF SPONSORSHIP AND PRICE POINTS AVAILABLE WITH THE GEELONG WEST GIANTS. EACH TIER HAS A VARIED RANGE OF INCLUSIONS WHICH ARE OUTLINED BELOW:

	MAJOR	PREMIUM	GOLD	SILVER	BRONZE
COST (GST Exclusive)	\$15,000	\$10,000	\$5,000	\$2,500	\$1,250
Facebook posts	15/term	10/term	10/term	3/term	1/term
Business name and logo on club website with link to your nominated site	✓	✓	✓	✓	✓
Social Membership Packages	x6	x4	x2	x2	x2
Invitation to attend Sponsors Day	x6	x4	x2	x2	x2
Happy Hour Drinks @ West Oval*	✓	✓	✓	✓	✓
Inclusion in video loop at West Oval function room	✓	✓	✓	✓	✓
Business to business networking opportunities	✓	✓	✓	✓	✓
Outdoor Signage (West Oval and/or Bakers Oval)	Ground (West x2 & Bakers) & Court	Ground x2 & Court (West)	Ground or Court (West)	Ground or Court (annual fee only at West)	
Signage on game day digital scoreboard	✓	✓	✓		
Promotional opportunities at events	✓	✓	✓	✓	
Banner at home game ¼ and ¾ time huddles	✓	✓			
Logo on member cards / fixture	✓	✓			
Logo on polos and/or hoodies	✓	✓			
Option to speak at Sponsors Day	✓	✓			
Invitation to attend Club Presentation	x4	x2			
Match Day Corporate Experience at West Oval*	x2 (10 people)	x1 (10 people)			
Event naming rights	✓	✓			
Greater Western Sydney Coaches Box Experience	✓				
GMHBA Stadium Corporate Box Ticket (x2): Geelong vs GWS OR Additional Match Day Corporate Experience at West Oval	✓	✓			

* CONDITIONS APPLY



PLAYING APPAREL PARTNERSHIP PACKAGES 2022

APPAREL (2 YEAR LIFE MINIMUM) * PLEASE NOTE THAT PACKAGES CAN BE TAILORED TO YOUR NEEDS

ITEM	SMALL LOGO (ONE OFF COST)	LARGE LOGO (ONE OFF COST)
GFNL & GDFL Senior Men's Playing Jumper including U/18's	\$3000	\$5000
Senior Women's Playing Jumper including U/18's	\$1800	\$3000
Senior & Junior GFNL Netball Dresses	\$3000	\$5000
Senior & Junior GDFNL Netball Dresses	\$2500	\$4000
Junior Football (Two Teams)	\$1500	\$2500
Junior Football (One Team)	\$850	\$1500
Junior Warm Up / Training Tops	\$1000	\$2000

OTHER

ITEM	INCLUSION	COST
Outdoor Signage	3m x 1m panel at West Oval including social membership(s)	\$300 per annum + \$300 initial set up fee (6m x 1m - double the cost)
Player Sponsorship	Social Membership(s)	\$220 Senior Football & A Grade Netball \$110 All Other Players

FOOTBALL JUMPER



WARM UP TOP



**CONTACT THE GEELONG WEST SPONSORSHIP TEAM TO FIND OUT
HOW YOU CAN BE INVOLVED AND INVESTED FOR THE 2022
FOOTBALL/NETBALL SEASON**



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