

GEELONG WEST GIANTS

CLUB PARTNERSHIP PACKAGES 2023





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 2021/22 SEASON

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

SOCIAL MEDIA REACH



1780+



3150+

PAGE REACH 11,300+

PAGE VIEWS 2000+

2500+ MEMBERS & SUPPORTERS

6

U/18s, SENIOR GFNL & GDFNL MEN'S FOOTBALL TEAMS

2

SENIOR WOMEN'S FOOTBALL TEAMS

10

SENIOR GFNL & GDFNL NETBALL TEAMS

7

JUNIOR BOYS FOOTBALL TEAMS

1

U18S WOMENS FOOTBALL TEAM

1

JUNIOR GIRLS FOOTBALL TEAM

9

JUNIOR NETBALL TEAMS

1

ALL ABILITIES NETBALL TEAM & FOOTBALL TEAM (in 2023)

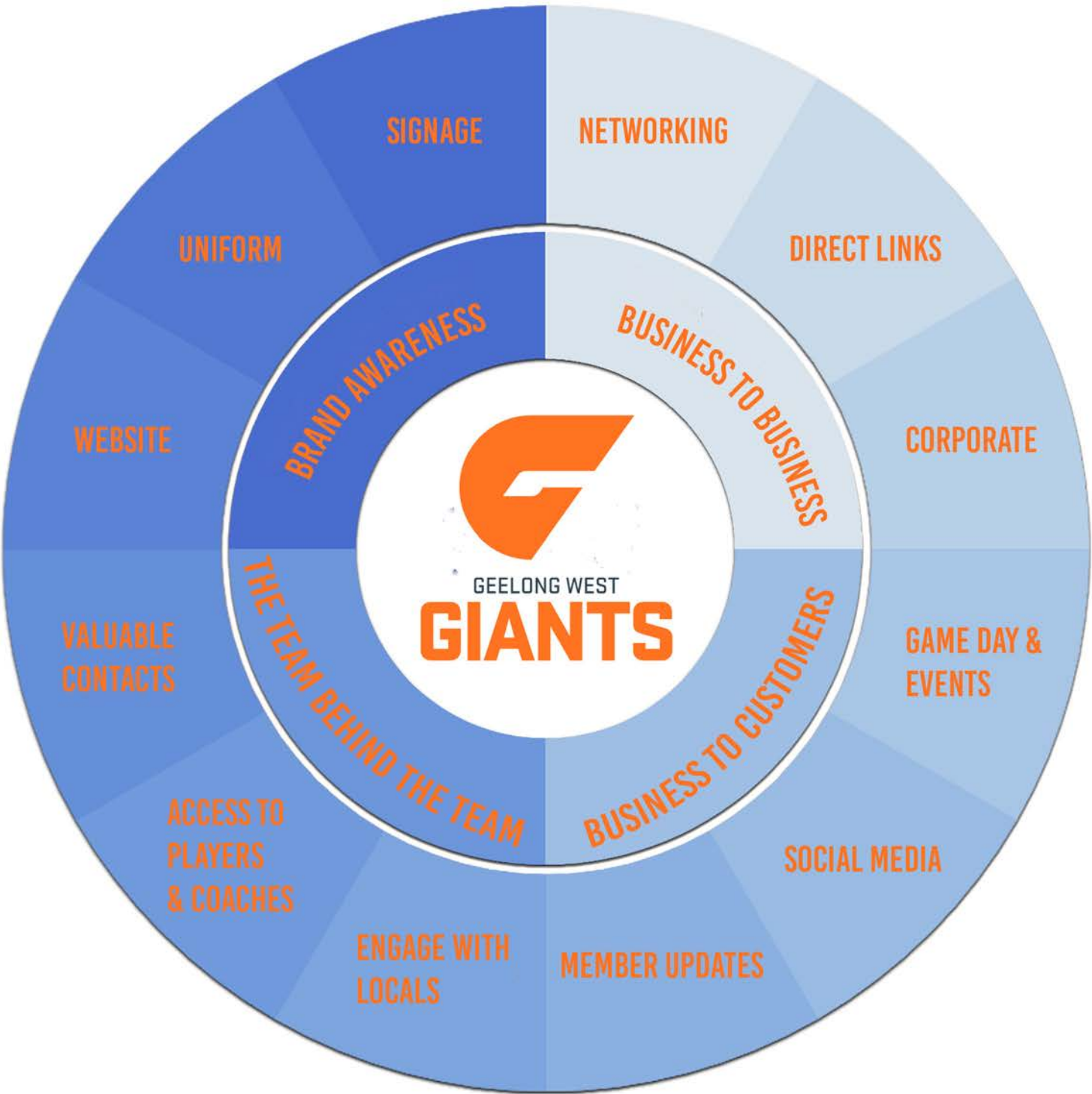
+ NETSETGO NETBALL & AUSKICK CLINICS

+ 2022 SAW GFNL FINALS PLAYED AT WEST OVAL AND WAS A GREAT SUCCESS FOR THE CLUB. WE ARE LOOKING FORWARD TO HOSTING FINALS AGAIN IN 2023



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

GEELONG WEST GIANTS CAN DELIVER-





PARTNERSHIP PACKAGE SUMMARY 2023

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) | >\$10,000 | \$10,000 | \$5,000 | \$2,500 | \$1,250 |
| Facebook posts | | 10/term | 10/term | | |
| Business name and logo on club website with link to your nominated site | | ✓ | ✓ | ✓ | ✓ |
| Social Membership Packages | | x4 | x2 | x2 | x2 |
| Invitation to attend Sponsors Day | | 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 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 | | ✓ | ✓ | ✓ | |
| Logo on member cards | | ✓ | | | |
| Logo on polos and/or hoodies | | ✓ | | | |
| Option to speak at Sponsors Day | | ✓ | ✓ | | |
| Invitation to attend Club Presentation | | x2 | x2 | | |
| Event naming rights | | ✓ | | | |
| Match day Corporate experience at West oval* | | x1 (10 people) | | | |
| GMHBA Stadium Corporate Box Ticket at Geelong vs GWS (GMHBA Stadium) Saturday May 27, 2023 OR additional Match day Corporate experience at West oval | | ✓ | | | |

*CONDITIONS APPLY

[^]MAJOR SPONSORSHIP PACKAGES >\$10K ARE AVAILABLE AND CAN BE NEGOTIATED AND TAILORED TO YOUR NEEDS



PLAYING APPAREL PARTNERSHIP PACKAGES 2023

APPAREL (2 YEAR LIFE MINIMUM)

| ITEM | SMALL LOGO (ONE OFF COST) | LARGE LOGO (ONE OFF COST) |
|------|---------------------------|---------------------------|
|------|---------------------------|---------------------------|

| | | |
|--------------------------------------|--------|--------|
| 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 |
|----------------------------|-------|--------|

OTHER

| ITEM | INCLUSION | COST |
|------|-----------|------|
|------|-----------|------|

| | | |
|-----------------|---|--|
| Outdoor Signage | 3m x 1m panel at West Oval including social membership(s) | \$350 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



NETBALL DRESS



**CONTACT THE GEELONG WEST GIANTS SPONSORSHIP TEAM
TO FIND OUT HOW YOU CAN BE INVOLVED AND INVESTED
FOR THE 2023 SEASON**



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