


GEELONG WEST GIANTS CLUB PARTNERSHIP PACKAGES 2024





+ WE ARE THE ONLY CLUB IN THE GEELONG REGION THAT COMPETES IN BOTH GEELONG FOOTBALL & NETBALL LEAGUE (GFNL) AND GEELONG AND DISTRICT FOOTBALL & NETBALL (GDFNL)

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

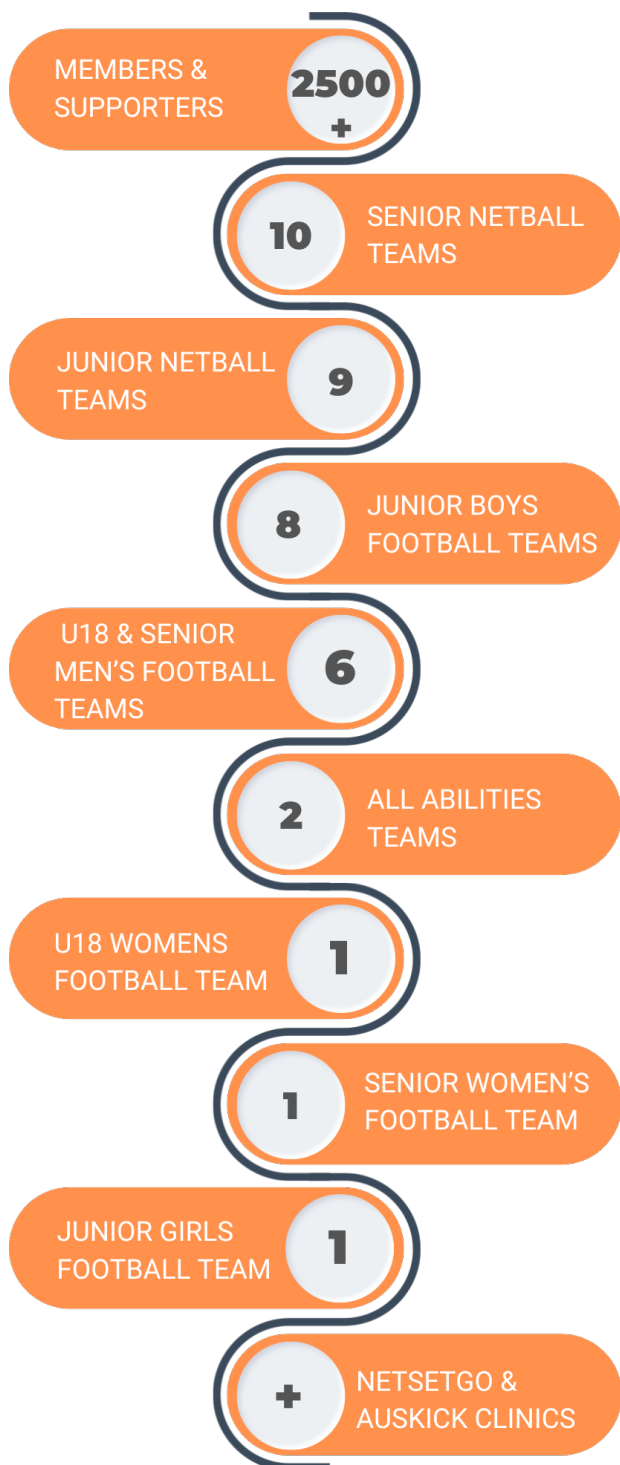
+ TWO HOME GROUNDS LOCATED IN ONE OF GEELONG'S MOST VIBRANT SUBURBS, GEELONG WEST

+ 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 ACCESS 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).

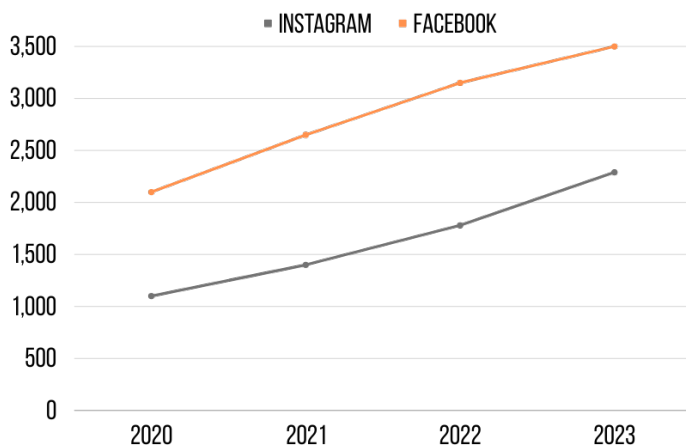
A YEAR AT OUR CLUB

BASED ON THE 2023 SEASON



SOCIAL MEDIA REACH

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



2024



2290+



3510+

PAGE REACH 20,000+

PAGE VIEWS 2000+



**SUPPORT A
COMMUNITY
WITHIN A
COMMUNITY**



**PROVIDE A SAFE
ENVIRONMENT FOR
OUR 1,500 PLAYERS TO
CONNECT, GROW AND
IMPROVE THEIR SKILLS**



**IT'S A WIN WIN
FOR YOU AND ALL
OF US AT GEELONG
WEST GIANTS**



SPONSORSHIP PACKAGE SUMMARY 2024

THERE ARE MULTIPLE TIERS OF SPONSORSHIP AND PRICE POINTS AVAILABLE WITH THE GEELONG WEST GIANTS.

| | MAJOR+ | PREMIUM | GOLD | SILVER | BRONZE |
|--|----------------------|--------------------------|------------------------|---|---------|
| COST (GST Exclusive) | \$ amount negotiable | \$10,000 | \$5,000 | \$2,500 | \$1,250 |
| Facebook posts | Unlimited | Up to 10 | Up to 10 | Up to 5 | Up to 2 |
| Linked name and logo on website | | ✓ | ✓ | ✓ | ✓ |
| Social membership packages | | x4 | x2 | x2 | x2 |
| Invitations to major club events | | ✓ | ✓ | ✓ | ✓ |
| Individually tailored promotional content opportunities, as agreed | | ✓ | ✓ | ✓ | ✓ |
| 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/ fixture | | ✓ | | | |
| Sponsor logo on apparel | | ✓ | | | |
| Options to speak/present at events | | ✓ | | | |
| Event naming rights | | ✓ | | | |
| Match day corporate experience at West oval | | x1 (10 people) | | | |

*CONDITIONS APPLY

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

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OTHER

| Item | Inclusion | Cost |
|--------------------|---|---|
| Outdoor signage | 3m x 1m panel at West Oval including social membership(s) | \$400 per annum + \$300 initial set up fee (6m x 1m double the cost) |
| Player sponsorship | Social membership(s) | \$220 Senior Football and A Grade Netball \$110 All other players |



DONATION

If you would like to donate but are unable to commit to any of the sponsorship categories listed in this proposal please feel free to contact the club and discuss ways in which you or your business can assist.

For further information about any of the sponsorship packages listed in this proposal please contact the sponsorship team.



COMMUNITY | CULTURE | PATHWAYS



SPONSORSHIP ACCEPTANCE FORM

SPONSORSHIP CATEGORIES

- EXCLUSIVE MAJOR SPONSOR
- PREMIUM SPONSOR
- GOLD SPONSOR PACKAGE
- SILVER SPONSOR PACKAGE
- BRONZE SPONSOR PACKAGE
- IN KIND SPONSORSHIP (PLEASE STATE TYPE OF SPONSORSHIP/DONATION)
- PRIVATE DONATION
- PLAYER SPONSOR

I commit to provide sponsorship of the Geelong West Giants, 2024 in the following sponsorship category:

Sponsorship Category: _____

Sponsorship Value: \$ _____

Organisation / Business Name: _____

Signature: _____ Date: _____

Contact Name: _____ Position Title: _____

Address: _____

Tel: () _____

E-mail: _____

Additional comments:

Please note: Payment is requested within 2 weeks of acceptance.

Electronic Funds Transfer:

Geelong West Giants
Bank: Bendigo Bank
BSB: 633 000
Account Number: 110271863



**CONTACT THE GEELONG WEST GIANTS SPONSORSHIP TEAM
TO FIND OUT HOW YOU CAN BE INVOLVED AND INVESTED
FOR THE 2024 SEASON**



SPONSORSHIP@GEELONGWESTGIANTS.COM.AU

