

# GEELONG WEST GIANTS

CLUB PARTNERSHIP PACKAGES 2021





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 2019 SEASON

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

## SOCIAL MEDIA REACH



**PAGE REACH 6200+**  
**PAGE VIEWS 1800+**

## 2,500+ MEMBERS & SUPPORTERS



**COLES COACHES AND ADROIT INSURANCE ARE TWO OF OUR SPONSORS WHO HAVE BEEN BROUGHT TOGETHER BECAUSE OF THE BUSINESS TO BUSINESS OPPORTUNITIES AT THE GIANTS.**

# YOUR SPONSORSHIP

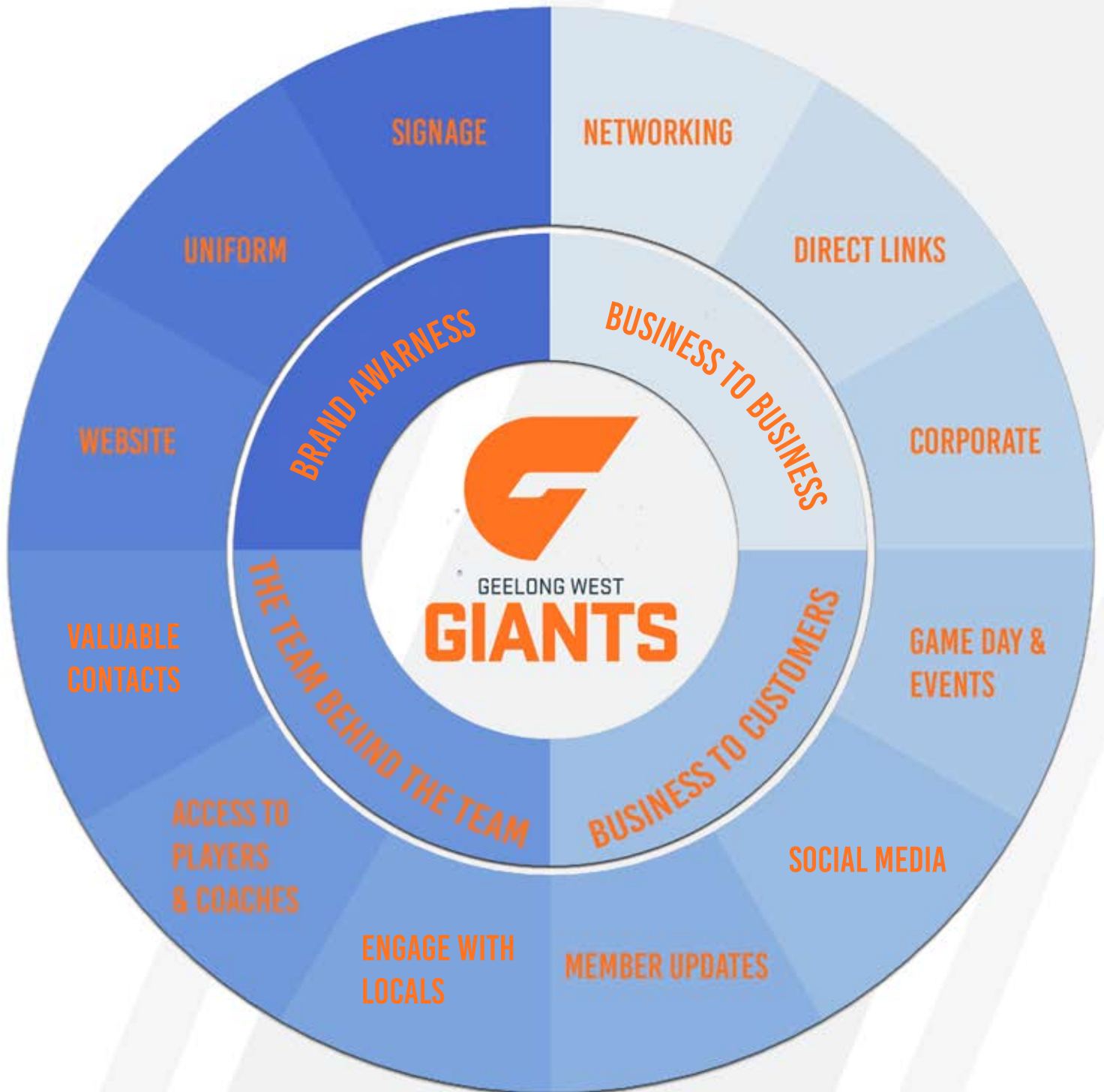
## WHY WE WANT YOU-

- OUR CLUB THRIVES WITH LOCAL SUPPORT
- A TRUSTWORTHY AND RELIABLE SERVICE PROVIDER OUR MEMBERS CAN USE WHEN NEEDED
- MORE OPPORTUNITIES FOR OUR PLAYERS
- OUR SPONSORS ARE RECOGNISED AS IMPERATIVE TO KEEPING OUR CLUB VIABLE

## BENEFITS FOR YOUR BUSINESS-

- OPPORTUNITY TO INCREASE BRAND AWARENESS AND EXPOSURE IN GEELONG WHILST CONTRIBUTING TO THE LOCAL COMMUNITY AND BUILDING SPORTS PARTICIPATION FOR KIDS AND YOUNG ADULTS ON THE COURT AND FIELD
- EXPOSE YOUR ORGANISATION TO A TARGET MARKET OF 2500+ PLAYERS, MEMBERS AND SUPPORTERS
- BE THE FIRST INVOLVED IN THE REDEVELOPED WEST OVAL AS A REGIONAL COMMUNITY FACILITY
- WE ARE THE BIGGEST LOCAL FOOTBALL CLUB IN GEELONG, WITH SENIOR TEAMS IN BOTH GFL AND GDFL. THIS MEANS HOME GAMES EVERY WEEK AT OUR OVAL TO PROMOTE YOUR BUSINESS THROUGH EXPOSURE
- BUSINESS TO BUSINESS OPPORTUNITIES WITHIN THE CLUB BY MEETING LIKE-MINDED PEOPLE IN THE FAST GROWING GEELONG REGION
- CONNECT WITH GEELONG WEST GIANT MEMBERS BY ATTENDING MANY OF THE CLUB'S GREAT EVENTS

# GEELONG WEST GIANTS CAN DELIVER-



# REDEVELOPMENT

EARLY 2021 WILL SEE THE FIRST STAGE OF THE WEST OVAL REDEVELOPMENT COMPLETED WITH OUR NEW FACILITY AND CLUBROOMS.

THE CITY OF GREATER GEELONG AND AFL BARWON HAVE TOGETHER EXPRESSED A DESIRE FOR WEST OVAL TO BECOME A REGIONAL FACILITY HOSTING MANY SPORTING INTERESTS INTO THE FUTURE.

THE INVESTMENT FROM STATE AND LOCAL GOVERNMENTS MEANS THAT THE GEELONG WEST GIANTS ARE COMMITTED TO OPENING THE DOORS OF THE FACILITIES TO AN INCREASED NUMBER OF COMMUNITY EVENTS AND GROUPS, INCREASING THE VISITATION TO THE CENTRE AND THE PROMINENCE OF THE SPONSORS WHO HAVE SIGNAGE AROUND THE GROUND.

THE REDEVELOPMENT WILL SIGNIFICANTLY ENHANCE TRAINING AND MATCH-DAY PLAYER FACILITIES, PROVIDE DEDICATED FACILITIES FOR MEN'S AND WOMEN'S COMPETITIONS, AND IMPROVE SOCIAL AND ADMINISTRATION FACILITIES THAT WILL HELP ENSURE THE LONG TERM SUSTAINABILITY OF THE CLUB.

THE NEW ROOMS WILL BE EQUIPPED WITH A RANGE OF ROOMS AND FACILITIES THAT ALLOW FOR CORPORATE, SCHOOL AGED AND SPORTS ORGANISATIONS TO EXPERIENCE AND ENJOY THE ENVIRONMENT.



“ALIGN(S) WITH THE STRATEGIC DIRECTION OF AFL BARWON BY PROVIDING FACILITIES THAT POSITION WEST OVAL AS THE FUTURE FINALS HOST FOR THE GEELONG FOOTBALL LEAGUE, THE MOST SUCCESSFUL FOOTBALL LEAGUE IN VICTORIA OUTSIDE OF THE AFL.”  
-CR ANTHONY AITKEN, CO-CHAIR, SOCIAL AND INFRASTRUCTURE PLANNING PORTFOLIO

“IT'S PROBABLY THE GROUND WITH THE MOST HISTORY IN GEELONG OUTSIDE OF KARDINIA PARK, SO ALTHOUGH THE \$10 MILLION ESTIMATED COST MADE IT SEEM LIKE A PIPE DREAM, WITH AN ELECTION COMMITMENT FROM LABOR WE NOW HAVE A REAL CHANCE TO SEE IT COME TO FRUITION.”  
-DEPUTY MAYOR PETER MURRIHY, CO-CHAIR SOCIAL AND INFRASTRUCTURE PLANNING PORTFOLIO

- THE FACILITY UPGRADE INCLUDES:
  - NEW, TWO-STOREY MULTI-USE CLUB AND COMMUNITY BUILDING
  - NEW ENTRANCE FROM WEDDELL RD INCLUDING A PEDESTRIAN PLAZA
  - ENHANCED SEATING FOR SPECTATORS
  - SUPPORTING INFRASTRUCTURE AND UPGRADE OF ALL FACILITIES TO MEET AFL REGIONAL STANDARD

- THE NEW ROOMS WILL BE EQUIPPED WITH A RANGE OF ROOMS AND FACILITIES THAT ALLOW FOR GUESTS FOR CORPORATE, SCHOOL AGED AND SPORTS ORGANISATIONS TO EXPERIENCE AND ENJOY THE ENVIRONMENT.



# PARTNERSHIP PACKAGE SUMMARY

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

	MAJOR	PREMIUM	GOLD	SILVER	BRONZE	OUTDOOR SIGNAGE	PLAYER SPONSOR
<b>COST (GST Exclusive)</b>	\$15,000	\$10,000	\$5,000	\$2,500	\$1,250	\$300 + initial set up fee	\$110-\$220
Facebook posts	15/term	10/term	10/term				
Business name and logo on club website with link to your nominated site	✓	✓	✓	✓	✓		
Social Membership Packages	x6	x4	x2	x2	x2	x2	x1 or 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)		Ground or Court (annual fee only)	
Signage on game day digital scoreboard	✓	✓	✓				
Promotional opportunities at events	✓	✓	✓	✓			
Banner at home game ¼ and ¾ time huddles	✓	✓					
Logo on member cards	✓	✓					
Logo on club emails	✓	✓	✓				
Option to speak at Season Launch	✓	✓	✓				
Option to speak at Sponsors Day	✓	✓	✓				
Invitation to attend Club Presentation	x4	x2	x2				
Match Day Corporate Experience at West Oval*	x2 (10 people)	x1 (10 people)					
Framed football jumper or netball dress	✓	✓					
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

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<b>APPAREL</b>							
Logo on polos and hoodies	✓	✓					
Logo on senior men's and women's training shirts	✓						
<b>EVENTS &amp; ADD-ONS</b>							
Please contact the Geelong West Giants Sponsorship Team to discuss							
Logo on senior men's football team jumpers							
Logo on senior women's football team jumpers							
Logo on senior netball dresses							
Logo on junior football team jumpers							
Logo on junior netball team jumpers							
Naming rights for junior Giants teams							
Naming rights for senior female Giants teams							
Naming rights for events							
Post pads and light pole logos							
Club room sponsorship and signage							
Coaches box sponsorship and signage (includes exterior)							
Other Options Available							

\* PLEASE NOTE THAT PACKAGES CAN BE TAILORED TO YOUR BUSINESSES NEEDS





# CONTACT THE GEELONG WEST SPONSORSHIP TEAM TO FIND OUT HOW YOU CAN BE INVOLVED AND INVESTED FOR THE 2021 FOOTBALL/NETBALL SEASON



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