



# Adelaide Lutheran Sports Club

February 2021

To Whom It May Concern,

Adelaide Lutheran is entering its 8<sup>th</sup> year as a combined sporting club and we'd like you to be part of our future success. In October 2013 all 3 sporting codes (football, netball and cricket) amalgamated into a single Adelaide Lutheran Sports Club (ALSC). More recently we have added Junior & Women's Football and Women's Cricket and the new ALSC has plans for further growth.

ALSC has a good track record of supporting and promoting our sponsors and partners. With growing membership, an increasing number of past players, volunteers and sporting codes, we fully expect this to continue. Your support is extremely valuable and helps us to provide a friendly and supportive community environment for members to stay active and healthy.

Your sponsorship costs are tax deductible and will benefit not only yourself or your business (through exposure of your brand and reciprocal business) but also the ALSC and its players, coaches, volunteers and supporters.

## **Club Sponsorship (see table attached)**

In return for your club sponsorship you will receive the following benefits:

- Your company name and logo prominently displayed in the ALSC clubrooms and on the Adelaide Lutheran Sports Club website [www.alsportsclub.com.au](http://www.alsportsclub.com.au).
- Your company listed on ALSC printed material including newsletters and flyers (sent to approximately 1,000 people every week).
- Invitation/s to attend Sponsors Day with a complimentary BBQ and drink.
- Club members and associates will be encouraged to utilise your goods or services through weekly club presentations, email correspondence and social media.

## **Player Sponsorship (\$120)**

In return for your individual player sponsorship you will receive the following benefits:

- Your company name and logo displayed in the ALSC clubrooms, on the Adelaide Lutheran Sports Club website [www.alsportsclub.com.au](http://www.alsportsclub.com.au) and on the sponsored player's training top.
- Invitation to attend Sponsors Day with a complimentary BBQ and drink.

To become a club sponsor or player sponsor, simply fill out the relevant form below and email to [info@alsportsclub.com.au](mailto:info@alsportsclub.com.au). Should you have any further questions please do not hesitate to contact any of the ALSC Code Presidents.

Your support is greatly appreciated. Go Bulldogs in 2021!

Kind Regards,

Mick Emmett  
Adelaide Lutheran Football  
President  
0427 686 193

Imogen Gray  
Adelaide Lutheran Netball  
President  
0417 808 632

Jeremy Borgas  
Adelaide Lutheran Cricket  
President  
0431 695 874

[www.alsportsclub.com.au](http://www.alsportsclub.com.au)

## CLUB SPONSORSHIP

### Sponsorship Amount (including cash and in kind)

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### Company/Organisation Sponsoring:

(Please ensure correct spelling, as this name will appear on all published material)

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### Contact Details of Sponsor:

Company Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
Email: \_\_\_\_\_  
Website: \_\_\_\_\_

Please return this form together with a .jpg file of your company logo to: [info@alsportsclub.com.au](mailto:info@alsportsclub.com.au).  
Please then make payment of the club sponsorship amount via direct deposit to:

**Account Name:** Adelaide Lutheran Sports Club Inc

**BSB:** 085 005

**Account No:** 397 622 659 (ALSC Main Account)

**Description:** Company Name – Club Sponsorship

## PLAYER SPONSORSHIP

**Name of the ALSC Player or Team to be sponsored:**

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**Training Top Size/s: (Netball Only)**

(Please refer to <http://www.alsportsclub.com.au/merchandise> for further details)

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**Name of Company/Organisation/Individual Sponsoring:**

(Please ensure correct spelling, as this name will appear on all published material)

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**Contact Details of Sponsor:**

Company Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
Email: \_\_\_\_\_  
Website: \_\_\_\_\_

Please return this form together with a .jpg file of your company logo to: [info@alsportsclub.com.au](mailto:info@alsportsclub.com.au).  
Please then make payment of the player sponsorship amount of \$120 (inc GST) via direct deposit to the relevant sports code account below:

**Account Name:** Adelaide Lutheran Sports Club Inc

**BSB:** 085 005

**Account No:** 397 622 675 (ALSC Football Account)

397 622 683 (ALSC Netball Account)

397 622 691 (ALSC Cricket Account)

**Description:** Company/Organisation Name – Sponsored Player Name

# Adelaide Lutheran Sports Club

## ALSC Sponsorship and Membership Structure

Name	Number	Type	Target	Value C=Cash K=In Kind	Code incentive/ reward	Player Incentive for new partners	Benefits Provided
Premier Bulldog Partner	1-3	S/ship	Business	Over \$5k  C,K	No	10% of sponsorship value to be applied against subs or over bar	Premium advertising sites: - on website/Facebook - in clubrooms - on merchandise/other collateral Multiple sponsors day invites Reciprocal business
Major Partner	< 10	S/ship	Business	\$1-\$5k  C,K	No	10% of sponsorship value to be applied against subs or over bar	Significant advertising sites: - on website/Facebook - in clubrooms - on merchandise/other collateral Multiple sponsors day invites Reciprocal business
Other sponsors (including team sponsors)	Unlimited	S/ship	Business	\$500-\$1,000  C,K	Yes (if vouchers) No (if cash)	10% of sponsorship value to be applied against subs or over bar	Advertising sites: - on website/Facebook - in clubrooms - on merchandise/other collateral Sponsors day invite Reciprocal business <i>Note – reduced exposure if just supporting a team</i>
Captains Club	Unlimited	M/ship	Individual	Non Players/Life Members \$200/indiv, \$300/couple. Players (incl subs): Football: \$330 students \$380 non students Netball: \$300/player Cricket: \$250 students \$280 for non students	Yes	No	Discounted and/or free bar/meals Membership rights Gift (to be determined)
Player sponsor	# players	S/ship	Business/ Individual	\$120  C	Yes	Yes (eg shirt, discounted subs – code specific)	Name on list in club rooms, website Sponsors day invite
ALSC Member	Unlimited	M/ship	Individual	\$50  C	No	No	Membership rights Gift: stubby holder.