



2016

Sponsorship Packages

CUMBERLAND UNITED FOOTBALL CLUB



**CUMBERLAND
UNITED**
EST 1943

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2015 SEASON SUMMARY

Tom Schoen - Club President

It was a season that as club we were very excited about. We had set some very high goals for where we wanted to be at the end of the season and our senior team's performance during the season was outstanding. After holding top spot on the State League ladder for many weeks The Foxes were the frontrunners for the State League Title and 2016 Promotion into the Premier League. A win in our final game was all that was needed, but unfortunately a 2-2 draw against The Hawks shattered that dream. It wasn't the result the club wanted but we are still very proud of the effort and performance given by our players and coaching staff during 2015.

At the FFSA 2015 Celebration of Football awards our senior coach – Billy Graves was named Coach of the Year and Jace Cummins named State League Player of the Year. This is fantastic recognition for the commitment and effort our club, coaching staff and players made during the 2015 season.

The Club would like to thank all our sponsors for their incredible support during 2015.

Work is about to commence on the new pitch lighting at AA Bailey Reserve. These improvement will make our grounds one of the best lit grounds in the state and allow night games to be played there. We will also continue with planned works in and around the club during 2016 as part of our ongoing facility improvements program.



JUNIOR FOOTBALL SUMMARY

Adrian Lamont - Junior Football Manager

Season 2015 was another successful year for the Cumberland United junior teams. As a club we had three teams win division championships and two teams division runners up. Two teams also made it to the FFSA Cup Final in their age groups producing one Cup Champions and a Cup runner up. Additionally as a club we made the decision to promote two age group teams to play at a higher level for player development and their results justified our decision. For 2016 the club will again give consideration to promoting teams to assist player development.

The trial period for the 2016 junior team selections was very successful with large player numbers. This is a credit to the club and our Junior Football Director, Neil Young, for the enhancement of our reputation as a club that attracts and retains players due to the strength of our junior football program. The club will be fielding around 30 teams playing across the age groups in 2016.



U17 Cup Champions



U13 Cup Runners Up

BUSINESS PARTNERS - PACKAGES

As a community based sporting club it would be impossible to operate without the generous support of sponsors. For that very reason the club endeavors to give our sponsors brands and messages as much coverage as we possibly can. With improved ground signage on both the senior and junior pitches in 2015 our sponsors brands received huge exposure to our players, members, families and all visitors to AA Bailey Reserve.

For 2016 we will again be offering a variety of sponsorship packages tailored to keep our existing partners onboard, but also attract new sponsors with workable packages to suit individual requirements. The club will continue to explore all options and work closely with all our business partners to ensure that sponsors are receiving value for their investment.

As part of our ongoing improvement programs, the club is currently exploring new electronic scoreboard options. The plan is to install an LED scoreboard that would allow digital media advertising as well as improved scoreboard functions. If all goes to plan this will be in operation during the 2016 season.

The Mighty Foxes

BUSINESS PARTNERS - PACKAGES

- ❑ Major Business Partner - PREMIER
- ❑ Major Sponsorship - GOLD
- ❑ Major Sponsorship - SILVER
- ❑ Major Sponsorship - BRONZE
- ❑ Jersey Sponsorship - Junior Premier League & Super League
- ❑ Jersey Sponsorship - Juniors
- ❑ Player Sponsorship
- ❑ A.A. Bailey Reserve Ground Signage - Pitch Advertising
- ❑ Junior Football Academy and Holiday Community Programs

MAJOR PARTNER - PREMIUM

This is regarded as our ultimate sponsorship offering. It is aimed at the sponsor that is looking for the best coverage and club association. The PREMIER sponsorship gives the highest profile for you and your brand. Your logo will take pride of place on the front of the seniors teams playing strips.

- Jersey FRONT - Senior Teams (Seniors, Reserves & U18's)
* Sleeve on all Junior jerseys
- Ground Signage - Main Pitch Fences and Behind Goals plus Junior Pitches
- Signage - Inside change rooms and club rooms
- CUFC Website - Logos, website links and advertising options
- Fox Trot Magazine - Recognition and Promotional (All home games)
- Club Newsletter - Recognition and Promotional
- Corporate Networking at Sponsors days including Game Day Hospitality (Selected home games)

SPONSORSHIP INVESTMENT FOR 2016 SEASON - \$20,000.00

MULTI YEAR & GROUND NAMING OPTIONS Available

MAJOR PARTNER - GOLD

- ❑ Jersey BACK (Lower)- Senior Teams (Seniors, Reserves & U18's)
- ❑ Ground Signage - Main Pitch Fences plus Junior Pitches
- ❑ Signage - Inside change rooms and club rooms
- ❑ CUFC Website - Logos, website links and advertising options
- ❑ Fox Trot Magazine - Recognition and Promotional (All home games)
- ❑ Club Newsletter - Recognition and Promotional
- ❑ Corporate Networking at Sponsors days including Game Day Hospitality (Selected home games)

SPONSORSHIP INVESTMENT FOR 2016 SEASON - \$7,500.00

MAJOR PARTNER - SILVER

- ❑ Jersey BACK (Upper)- Senior Teams (Seniors, Reserves & U18's)
- ❑ Ground Signage - Main Pitch Fences plus Junior Pitches
- ❑ Signage - Inside change rooms and club rooms
- ❑ CUFC Website - Logos, website links and advertising options
- ❑ Fox Trot Magazine - Recognition and Promotional (All home games)
- ❑ Club Newsletter - Recognition and Promotional
- ❑ Corporate Networking at Sponsors days including Game Day Hospitality (Selected home games)

SPONSORSHIP INVESTMENT FOR 2016 SEASON - \$5,000.00

MAJOR PARTNER - BRONZE

- Jersey SLEEVES - Senior Teams (Seniors, Reserves & U18's)
- Ground Signage - Main Pitch Fences plus Junior Pitches
- Signage - Inside change rooms and club rooms
- CUFC Website - Logos, website links and advertising options
- Fox Trot Magazine - Recognition and Promotional (All home games)
- Club Newsletter - Recognition and Promotional
- Corporate Networking at Sponsors days including Game Day Hospitality (Selected home games)

SPONSORSHIP INVESTMENT FOR 2016 SEASON - \$2,500.00

JUNIOR SPONSORSHIP

Each year Cumberland United cements its place in the junior football ranks. In 2015 CUFC again showed it has the best junior teams winning three division championships and one FFSA Cup Championship.

Our Junior Teams need your support and this is a great introduction to junior sport sponsorship. Each age group has between 2 - 4 teams, so these packages really offer great value for your sponsorship dollars.

- Ground Signage - Main Pitch Fences (875mm x 2300mm max)
- Signage - Club rooms
- CUFC Website - Logos, website links & advertising options
- Fox Trot Magazine - Recognition and Promotion (All home games)
- Club Newsletter - Recognition and Promotional
- Corporate Networking at Sponsors days (Selected home games)
- Game Day Hospitality - 2 people (3 Selected home games)

JUNIOR SPONSORSHIP

This year we will be offering 2 options for Junior Sponsorship

Option 1. FULL AGE GROUP SPONSORSHIP - ALL TEAMS IN AN AGE GROUP

Option 2. INDIVIDUAL TEAM SPONSORSHIP - ONE TEAM IN AN AGE GROUP

UNDER 12's - UNDER 17's JPL & JSL TEAMS

- Jersey Front - \$2250.00 - \$3375.00 (ALL TEAMS in the Age Group)
- Jersey Rear - \$1465.00 - \$2195.00 (ALL TEAMS in the Age Group)

- Jersey Front - \$1500.00 (ONE TEAM in the Age Group)
- Jersey Rear - \$975.00 (ONE TEAM in the Age Group)

UNDER 8's - UNDER 11's TEAMS

- Jersey Front - \$2700.00 (ALL TEAMS in the Age Group)
- Jersey Rear - \$1755.00 (ALL TEAMS in the Age Group)

- Jersey Front - \$1200.00 (ONE TEAM in the Age Group)
- Jersey Rear - \$780.00 (ONE TEAM in the Age Group)

UNDER 6's - UNDER 7's TEAMS

- Jersey Front - \$650.00 (ALL TEAMS in the age group)
- Jersey Rear - \$425.00 (ALL TEAMS in the age group)

SPONSORSHIP ALTERNATIVES

These packages are designed as an introduction to Cumberland United sponsorship. The Player Sponsorship and Pitch Advertising are cost effective ways to become involved in supporting a local community based sporting club. These options can be tailored to suit your requirements. Player Sponsorship is aimed at the senior teams. Player Sponsors will be recognized with signage inside the club and in the Fox-TrotMagazine.

SENIOR PLAYERS - SPONSORSHIP

- \$350.00 - \$750.00 (Individual Player)
- Sponsors Logo - Added to Players Clothing (Casual)

PITCH ADVERTISING - 2015

- \$650.00 Fence Signage - approx. 875mm x 2300mm
(BONUS - Club Room signage included)
- \$300.00 Club Room signage

SPONSORSHIP - JERSEY SUMMARY

JS Sports
 98 Rundle Road Salisbury South SA 5106
 Ph: (08) 8281 7155 Fax: (08) 8281 5893
 sales@jssports.com.au
 www.jssports.com.au

LAYOUT #	4499	DATE CREATED:	5/2/15
CLIENT NAME:	Cumberland USC		
JOB NAME:	Cumberland USC P322A Senior Home Jersey 15		

Designer: Jessica

Note: Visual not to exact scale & for illustrative purposes only

CRITICAL INFORMATION:

- Artwork shown at 10% scale on pattern pieces (size L)
- Sleeve 10% shorter width reduced
- Numbers as 200mm H
- Front sponsor needs to be as high as possible
- Back logo need to be as close to the number as possible



RIGHT SLEEVE

LEFT SLEEVE



PLEASE CHECK THAT THE FOLLOWING DETAILS ARE CORRECT PRIOR TO APPROVAL

PRODUCT:

PRODUCT CODE: P332 A
 DESCRIPTION: CUMBY RAGLAN ADULT
 SUPPLIER: JS SPORTS
 SIZE RANGE: 4-16, S-5XL
 COLOUR(S): CUSTOM
 POCKET: N/A

ACCESSORIES:

COLLAR: ROUNDED V-NECK
 CORD COLOUR: N/A
 BUTTON COLOUR: N/A
 ZIP/COLOUR: N/A

FABRIC & TRIM:

FABRIC: DRI MID FABRIC
 TRIM: SELF TRIM

DECORATION COLOURS:

1235 C	102	117	368 C
627 C	98	3.78.100.15	088
WHITE	066	100.0.10.4	7.94.65.31
001	68	100.52.2.12	

PLEASE PROVIDE APPROVAL ON THIS ARTWORK BY NOTIFYING US ASAP AS PRODUCTION WILL NOT COMMENCE WITHOUT OFFICIAL APPROVAL

GARMENT APPROVAL: DESIGN APPROVAL:

Andrew Kuhl

 09/02/2105

Andrew Kuhl

 09/02/2015

FILE SAVED: \\A:\Artwork\VISUAL TEMPLATE\JESS NEW TEMPLATE\P199 FOOTBALL JUMPER V NECK.cd

IMPORTANT INFORMATION: Signing this artwork is accepting all responsibility for correct typesetting, spelling and spot colours on the above artwork. JS Sports reserves the right to have its JS company logo on all items unless specifically requested by the customer. Any requested changes to artwork after approval must be made within 72 hours of receipt of order. or penalties may be applied. Visual representation of product only. Design cannot be guaranteed to match exactly when continued through panel pieces eg. where sleeve joins front and side seams. We will illustrate this on our production layout. Sublimated colours have shade differences when printed on various fabrics eg polo shirt fabric compared to football jumper fabric. All designs, pattern pieces and specifications are the property of JS Sports. The information and designs contained in these documents remain the property of JS Sports, or their respective copyright holders and cannot be copied, reproduced or released without the authorisation of the Company. © JS Sports. All intellectual property rights remain with JS Sports.

JUNIOR ACADEMY

Neil Young is the Junior Football Director at Cumberland United. Neil played over 500 games for Bournemouth between 1994 - 2008. He brings great football understanding and coaching knowledge to all our Cumberland United junior players and coaches.

Each year Neil identifies the best talented players from selected age groups and conducts extra training sessions known as the Cumberland Academy. The academy's purpose is to further develop these junior's and help them gain greater skills and game awareness. This extra training and development is fundamental in the continued success of the junior football program at Cumberland United.

In addition to the Cumberland Academy, Neil is also responsible for Community Holiday Football Clinics.

The Community Holiday Football Clinics are heavily promoted throughout primary schools across Adelaide and welcome any boys and girls to participate. The program caters for people that have never played football before thru to the more experienced players that wish to improve their skills. The Holiday Clinics offer great teaching with a real fun element and the ever popular Friday World Cup tournaments.



COMMUNITY HOLIDAY CLINICS

With the popularity of the sport growing each year, it is a Cumberland United vision to help as many juniors as possible experience all the different aspects of the game. From the more experienced players wanting to play professionally thru to the first timers that just want to have fun kicking a ball. For these very reasons we are attempting to further establish both the Community Holiday Clinics and the Cumberland Junior Academy into desirable and successful programs.

For us to achieve this goal, we need to create strong long term partnerships with like minded community focused businesses and brands. People that understand the importance of giving something back to the community and encouraging young people to participate in a healthy and active lifestyle.

Whilst we haven't placed a dollar value on this partnership, it is our goal to make these programs as professional as possible. Having a vehicle, branded Academy training kits and extra financial assistance for coaches would allow us to further develop these programs.

We would welcome any discussion from interested parties that are like minded in supporting junior football and community participation.



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2015 SPONSORS

We thank all our business partners for getting involved and supporting our club, we look forward to your ongoing support in 2016.

MAJOR SPONSORS

PARTNER



TELSTRA STORE
CASTLE PLAZA

GOLD



SILVER



BRONZE



2015 SPONSORS

Excellence ~ Integrity ~ Potential

“Cumberland United is the club that continually strives for excellence with integrity to achieve the potential of all it’s players at all levels within the local community”



CONTACT INFORMATION

Thank-you for taking the time to read our 2016 sponsorship offers booklet. We welcome all sponsorship enquiries for the coming season. Please do not hesitate to contact me with any questions or sponsorship offers.

Sponsorship Coordinator

Andrew Kuhl

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The Mighty Foxes

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