

Mitcham Football Club

Sponsorship Prospectus

2023



From the President

The Mitcham Football club prides itself on the community that it is building – a place for everyone. Fielding teams in almost every age bracket and demographic, this comes with families and friends supporting participation in our community-based club. The diverse and supportive community provide a great base to which you can highlight the services and products you offer. All the teams play at Price Memorial Oval together with opposition teams – imagine the exposure.

Do you want to promote your business to thousands of people every weekend as the following businesses do?

“Garden Master Sheds are a proud sponsor of the Mitcham Football Club. Our sponsorship supports local juniors through to seniors, and the support in return is amazing! It’s a great way for us to give back to the community that helps our business grow.”

Nick Hodgson – Garden Master Sheds

“SportsPower at Mitcham and Melrose Plaza is very pleased to have been a sponsor of the Mitcham Hawks for over 20 years. As a family owned business we understand the need to support local sporting clubs and we do this through direct support to the club and providing everyday discounts to help families of Mitcham Hawks members with the cost of sporting shoes and apparel.

This is a mutually beneficial arrangement as SportsPower Mitcham and Melrose Plaza relies on the support of local clubs and their families to provide a base of support for our business.

We look forward to continuing our association with the Mitcham Hawks and wish all the teams great success in the 2023 season.”

Poppy – SportsPower Mitcham and Melrose Plaza

As well as the physical presence on the field we have a thriving social media community that has great engagement and reach. Our oval is the centre of the community and is heavily used by locals during the week.

Long term sponsors have seen the benefit of supporting a community-based club, clearly recognising the role sport plays in the well-being of our youth and identifying how that association is an extension of the family values created in their lives.

We are inviting your business to participate and support us not only to ensure the longevity of our club, but also because we can envisage a strong connection between our supporter base and the services you provide. Their demographics, lifestyle and needs align directly with the services and products you offer.

The Mitcham Football Club strives to improve, we are looking forward to a huge year both on and off the field. We hope you can be a part of it and we thank you for considering our offer and trust that we can form a mutually beneficial relationship!

Mitcham Football Club

Mitcham Football Club's first game was against Unley Gents at Unley Oval on 12 July 1907. As a member of the Royal Association, Mitcham wore the double blue colours and were based at The Long Paddocks in Mitcham. In 1912 the club moved to Hawthorn Oval and were undefeated premiers in their inaugural year. Mitcham have played at Hawthorn Oval Football ever since, winning 13 premierships. Over the past decade, the club has established a strong junior presence and more recently developed a strong female football program.

Mitcham Football Club, without merger or loss of original identity, remains one of the most durable and historic clubs in the Adelaide metro area.

The club continually aims for on-field success through

- Effective development and transition pathway from Juniors to Seniors is our long term strategic goal;
- Ensuring our club provides good services and is sustainably run for future players & teams;
- Respectful, loyal, team minded players and supportive culture;
- Bringing players and people to our club at all levels for the long term;
- An environment which attracts everyone to be part of our club;
- Plentiful volunteers that support our club vision for seniors and juniors.



Four Senior Teams

Three Men's Teams
One Women's Team
120 Senior Players



Thirteen Junior Teams

Three Girls Teams
Ten Boys Teams
250 Junior Players

1,000+ Supporters and 400 Families



Investment (ex GST)	TBD	\$5,000	\$3,000	\$1,500	\$500
Oval/Pavilion/Bar signage	●				
Naming Rights for Special Occasion Days	●	●			
Oval signage	●	●	●	+ \$250	
Clubroom (Presentation)	●	●	●		
Website Logo	●	●	●	●	●
Hawk Talk Logo (Weekly)	●	●	●	●	
Instagram Promotions Reach: 800	●	●	●	●	
Facebook Promotions Followers: 2.1k	●	●	●	●	
Logo/Ad on screen in clubrooms	●	●	●	●	
Certificate of Appreciation	●	●	●	●	
Laminated photo of your sponsored player featuring your logo					●
Player Sponsorship (Cert)					●
Club Merchandise Gift	●	●	●		
Sponsors Day – Free drinks and Nibbles	●	●	●	●	●

NOTE: Major Sponsorship to be negotiated between Mitcham Football Club and prospective sponsor

2023 Sponsorship Application Form

Business Name:	
Business Address:	
Contact Name:	
Phone:	
Email:	
Website:	

2023 Sponsorship Package

Sponsorship Packages	Investment (ex GST)	# Years Committed	Please select one
Player Sponsor	\$ 500		
Blue	\$ 1,500		
Gold	\$ 3,000		
Platinum	\$ 5,000		
Major	TBD		

2023 Optional Extras

Optional Extras	Type of Optional Extra	Details
	Best Player Awards	
	Prize/ Raffle Donation	
	Event Sponsorship e.g. Ladies Day, Hawk Ball	
	Other	

NOTE: The more years committed, more benefits can be negotiated with the prospective sponsor. These may include name on Coaches Polo, additional signage etc

As a general rule, In Kind contributes 50% of cash amounts – for discussion

CONTACT

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