

South East United FC Partnership Proposal



2018

Go the Journey!



The fastest
growing region.

The fastest
growing sport.

The perfect
match.



President's Welcome

Football has long been one of Tasmania's most popular sports. In 2017, Football Federation Tasmania (FFT) sanctioned 77 official junior, youth and senior competitions, comprising 7 associations and more than 50 clubs.

From our beautiful headquarters at Pembroke Park, South East United provides football development services to a vast area, from Cambridge to Campania, Sorell to Swansea, Dodges Ferry to Dunalley. Within that area, we are the only provider of youth (age 13-18) and senior women's football.

SEUFC has grown from four teams in 2016, to seven in 2017, and we're looking at growing by at least another 2-3 teams this year. We've also been enjoying onfield success, with our Under 15 winning the FFT U15A championship in 2017, and the team's skipper, Kasper Hallam, gaining selection in the Tasmania State team.

Our popular *Sorell Summer Sixes* tournament has also doubled in size this year alone, to 28 teams and more than 200 players, requiring four pitches.

Sustainable growth has its challenges, and we are looking for new partners to help maintain and develop our playing and training resources, which allow us to continue to do what we do, and continue to grow to meet our rising demand.

It is with pleasure that I present to you our 2018 partnership proposals. We believe that our club delivers a great deal of value to our supporters, and I hope you find within these pages an opportunity of mutual benefit to your organisation and ours.

Sincerely

Andy Rhodes
President, SEUFC

LEFT: New SEUFC President, Andy Rhodes (left) receives the 2017 Community Award from outgoing president, Antony Appleby.

Football

The World Game

Football is one of the world's oldest games. In fact, its origins date back almost 3,000 years.

Today it stands unrivalled as the world's most popular sport. More than 240 million people from over 200 countries regularly take part in some form of organised football, and millions more participate as officials, administrators, coaches, and volunteers. On the television and in the stands, it is watched by billions.

And it is continuing to grow, faster in Australia than anywhere else.

Football in Australia has come a long way in a short time. Prior to 2006, we hadn't graced a World Cup in more than 30 years, and the game was notorious for its ineffectual administration, from the national league down to the grassroots.

Since John Aloisi's immortal penalty against Uruguay at the MCG in November 2005, it has become an unstoppable juggernaut.

We have qualified for every World Cup since, while the Socceroos and Matildas have both been crowned Asian champions.

The A-League has grown into a national institution, the West Sydney Wanderers gave us our first Asian club champions, and our games are broadcast to at least 54 countries. Our players and coaches are coveted the world over.

Tasmania reflects this growth in every way. In children under 16 years, football is the highest participation sport, with more registered players than the traditional powerhouse sports of Australian Rules Football and cricket combined.

In Tasmania, just as on the mainland, in Asia and in the rest of the world, a spark has been ignited that will continue to change the face of sport forever.

Our journey is only just beginning.

*"I learned all about life
with a ball at my feet"*

Ronaldinho (Brazil)
Ballon d'Or 2005, World Cup Winner 2002.

Location, Location, Location

First settled in 1808, Sorell is one of Tasmania's oldest cities, with a rich farming history. In those early years, Sorell played a great role in feeding the colony. It is also the last major centre on the way to the Tasman Peninsula and the east coast.

Set amongst sprawling fields and farmland, yet within minutes of some of the state's best surf, Sorell sits in an enviable position, barely 5 minutes past the airport, and little more than 20 to the main city of Hobart.

Sorell's population is growing fast, passing 15,000 at the last census (22k in extended regions) and, as the infrastructure develops to support the expanding commuter belt, it is only going to rise.

The region is host to many junior football clubs however, before South East United came along in 2013, there was nowhere for children to graduate to once they had completed Year 6. Consequently, youth players faced the difficult logistical and financial prospect of having to travel to the clubs in or around Hobart to play.

SEUFC was born to fill this gap. In the process, we found a similarly frustrated market of senior male and female footballers, and our numbers soared.

Our home at Pembroke Park is frequently referred to by visiting teams as one of the most beautiful venues to play, with rural and water views quite like no other.





South East United FC

Our Vision

“To be recognised as an elite provider of football development services, where people from the south-east region of Tasmania look for opportunity, excellence, unity and success.”

To our **players**, we are the club of choice to develop their skills, their enjoyment of the game, and help to fulfil their potential, through first-rate coaching, organisation and support.

To our **coaches**, we are the club of choice for opportunity, development, leadership, challenge and success.

To our **community**, we are their club, we are their family, we share the same values, the same aspirations, the same passion.

To our **volunteers**, we are the club of choice for personal empowerment, fulfilment and unity.

And, to our **partners**, we are the club of choice for strong community engagement, commercial growth and potential.

Our Mission

To:

- 🌟 Provide a safe and inclusive, community-focussed environment for footballers and coaches of all ages, abilities, genders and aspirations, to participate and develop; and
 - 🌟 Provide a pathway for young footballers to make the transition into senior football, coaching and/or officiating; and
 - 🌟 Promote our core club vales of Teamwork, Respect, Integrity and Passion (**TRIP**).
-

Our core values may be defined as the TRIP which forms the journey:

TEAMWORK – friendship, reliability, trust, encouragement, supportiveness, selflessness, all for one, sharing, belief, patience, inclusiveness, empowering others

RESPECT – equality, appreciation, understanding, tolerance, acceptance, responsibility, empathy, sportsmanship, loyalty

INTEGRITY – fairness, professionalism, stability, honour, honesty, leadership, consistency, strength

PASSION – enthusiasm, commitment, allegiance, pride, energy, hunger, perseverance, dedication, determination to improve



Go the Journey!

Partnership Opportunities

As with any sporting organisation, mutually beneficial partnerships with a sound commercial basis are a key element of South East United's success and for the prospects of continued sustainable growth.



A range of commercial opportunities are available to our strategic partners, including:

NAMING
RIGHTS

CLOTHING

EQUIPMENT

EVENTS &
MEDIA





FOOD &
BEVERAGES

Why should I get involved?

South East United Football Club welcomes involvement at all levels, providing a unique platform to showcase your brand to a wide audience, while simultaneously demonstrating your commitment to the broader south-east community.

When you elect to sponsor South East United FC, you show your support for the entire community.

You can come on board as a major sponsor of the club as whole, or you may choose to channel your support by focussing directly on a particular group or team:

-  Junior footballers (U12s)
-  Youth footballers (U13-U18)
-  Women's footballers
-  Senior Men's footballers

You may choose to target your support into a particular event (e.g. by sponsoring a ground in the off-season *Sorell Summer Sixes*, or an award at the end-of-season club dinner, etc).

You are also able to channel that support into a valuable *contra* arrangement (e.g. becoming an exclusive provider of food or beverages to the mobile canteen, or providing design, printing or media services, etc).

You can also become a project sponsor, helping us to reach one of our major long-term goals (e.g. building clubrooms, perimeter fencing, a storage container for our *Summer Sixes* goals, a security cage for our mobile canteen, etc). Get in touch to discuss ways in which you could get involved with any of our major projects.

In whatever way you choose to sponsor SEUFC, you demonstrate your commitment to a progressive and rapidly expanding sporting club. It is a great way of giving something to the community, and reaping the benefits of this positive exposure.

"I think the emotion factor is precisely what makes sports sponsorship so powerful. There's nothing that gets people as involved as sport."

Lynne Anderson
Chair, Canterbury Bulldogs (NRL)



Packages

Please note that there are more sponsorship and funding opportunities than detailed in these packages. Get in touch with the club if you wish to find out how else you can get involved.

MAJOR CLUB SPONSOR

Your investment includes:

- ⊗ Prominent logo on all player's shirts (example shown top right)
- ⊗ Pitch naming rights for *Sorell Summer Sixes*
- ⊗ Signage around Pembroke Park football ground
- ⊗ Social media recognition through our Facebook page, and our website (middle right), including logos and links to your own website
- ⊗ Logos on every page and a half-page advert in *SEU News*, our quarterly club newsletter (bottom right)



SEUFC shirt showing sponsor's logo



SEUFC Website
www.southeastunitedfc.org.au



SEU NEWS - the club's quarterly newsletter

Cost and Term

\$20,000 for 3 years*

SOLD!

But wait...

This sponsorship package is already taken, and will be available again in 2020.

However, our current major sponsors, Rainbow Building Solutions, have very generously indicated that they may be receptive to other parties who may wish to come on board as a major partner.

PLEASE GET IN TOUCH WITH US IF YOU WOULD LIKE TO DISCUSS THIS OPTION.

* Installments negotiable

TEAM SPONSOR

Your investment includes:

- ⚡ Prominent logo on all player's shirts and/or shorts for the team(s) sponsored
- ⚡ Signage around Pembroke Park football ground
- ⚡ Social media recognition through our Facebook page (including a mention during every post specific to that team), and our website, including logos and links to your own website
- ⚡ A quarter-page advert in *SEU News*, our quarterly club newsletter

Cost and Term
\$5,000 for 2 years*

Available!

This opportunity is currently available for all our teams and is essential for our ability to continue to provide our players with the best coaching support, facilities and equipment, and to help keep our registration fees as low as we possibly can.

Things change so please get in touch to discuss which opportunities are available.

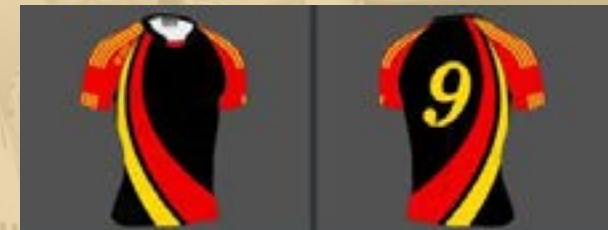
* Installments negotiable

Women's Team Sponsor

South East United runs teams in the U12, Youth (U13-18), Women's and Social Men's divisions.

In 2017, we proudly introduced our Women's team, playing in the FFT's Women's Championship 1. Their inspirational performances caught the local public's imagination to the extent that, in 2018, we are adding a second team.

Our ladies, having got their heads together and selected the brand names SEU Rubies and SEU Diamonds, have also been busy designing their own kit. And here it is.



We think it looks great, and it will allow the women's teams to have a greater identity of their own.

We urgently need a women's team sponsor to help with the costs incorporated in acquiring these kits, as well as associated coaching and training equipment costs.

SEUFC is also promoting this wonderful initiative by subsidising \$100 off the costs of women's memberships, to encourage women of all ages and abilities to sign up to play this great game.

Having a women's team sponsor would be a great help to both the club and our players, and what better advert for your business?

SUMMER SIXES SPONSOR

Your investment includes:

- ☀️ Signage around your named pitch at Pembroke Park
- ☀️ Social media recognition through our Facebook page
- ☀️ Your brand included on all promotional and administrative material featuring the *Sorell Summer Sixes*.

Cost and Term
**\$2,000 per ground,
per season**



Available!

PLEASE NOTE THAT THE *SORELL SUMMER SIXES* IS AN OFF-SEASON TOURNAMENT WHICH USUALLY RUNS FOR 12 WEEKS BETWEEN NOVEMBER AND FEBRUARY. THE PRECISE DETAILS OF THE TOURNAMENT ARE SUBJECT TO CHANGE. [GET IN TOUCH WITH US TO DISCUSS FUTURE OPPORTUNITIES.](#)



OTHER DEALS

Get in touch!



We have plenty of other opportunities available to suit the budget of any prospective partner.

We urgently require partners to help us on a number of fronts, besides kits and training equipment. For example, we need a storage container for our collapsable goals, a security cage for our mobile canteen, a defibrillator to fulfil our health and safety requirements. There are so many things a growing club needs, all of which cost money, and all of which we can accept sponsorship to help fund. In return, we can offer exceptional commercial value.

So, whatever you are able to contribute, get in touch and we will discuss a package to fit your needs and ours.

Andrew Rhodes
President

South East United Football Club

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South East

United

