

---

# ST KEVIN'S OLD BOYS FOOTBALL CLUB

Player Sponsorship



# INTRODUCTION

The St Kevin's Old Boys Football Club is more than a football club, it's a network that encompasses its players, their families, supporters and the greater St Kevin's Community.



## WELCOME

The St Kevin's Old Boys Football Club is affiliated with the Victorian Amateur Football Association. Formed in 1947 the Club continues to provide young men and women with the opportunity to play this great game at a variety of levels.

In 2016 the Club will field 8 teams, a girls/women's team and a masters team joining our six established senior sides.

The Club enters an exciting period as it returns to the Premier Division of the State's most competitive local football competition.

We would like you to join us on this exciting journey.



## 2016 CLUB PROFILE

Over 200 players will represent the St Kevin's Old Boys Football Club in 2016, with eight sides taking the field each Saturday throughout the season.

Our Senior Side led by Jon Edgar make the step up to Premier Division for the first time since 2005, whilst we welcome for the first time, a Masters Team and Girls / Women's Team.

Again, two Under 19 teams will compete alongside our two Thirds (Premier & Premier B) and Reserves teams.

Our home, TH King is the envy of the VAFA competition . Its state-of-the-art pavilion, changerooms, scoreboard and playing surface providing players, supporters and spectators with a unrivalled level of comfort and atmosphere.

Our loyal and passionate committee, volunteers and members will continue their hard work off the field to ensure our players are given every chance to succeed in 2016.

# OUR VISION & CORE VALUES



To be an open and inclusive club that seeks to develop all players on and off the field.



We strive to maintain a culture that fosters competition driven by the love of the game.



We aim to create a community that is responsible and respects the volunteers who drive the club.



We are Good Sports accredited

**goodSPORTS**





**Player Sponsorship?**

# PLAYER SPONSORSHIP

Benefits for player and sponsor include:



## Registration Fees & Playing Gear

2016 Player Registration Fees and Playing gear costs covered.



## Weeping Willows Membership

Network with fellow Weeping Willows & SKOB Community at our inaugural business breakfast with special guest.



## Business Breakfast & Member Discounts

Network with fellow Weeping Willows & SKOB Community at our inaugural business breakfast with special guest and Enjoy discounts at a range of SKOB Businesses, including the Glenferrie Hotel. More member discounts to follow.



## Business Promotion – Web & Social Media

Exposure for your business throughout the year on our various communication channels.



**Sponsoring a player of your  
choice is \$750**

**SPONSOR NOW**

# MARKETING & COMMUNICATION CHANNELS

06

Outlined below are the many and varied ways SKOB communicates to our large community. A multi-channel approach provides the Club with a tremendous platform to build awareness, promote products or services and to engage our supporters, players & members.



## SKOB Website

*skobfc.com.au*

A well designed and up-to-date website providing the SKOB Community with easy access to information.



## Social Media

*Facebook, Twitter*

With over 1300 likes on Facebook and 800 followers on Twitter, St Kevin's is an active user of social media to relay club messages and information.



## SKOB e-news

*Weekly e-newsletter*

Weekly communication to the SKOB Community highlighting the latest news from the Club.

Approx. 900 members receive the e-news with 46% open rate.



## Electronic Scoreboard

*TH King*

Interactive game day scoreboard providing promotional opportunities for sponsors.

The location of TH King provides exposure to the greater general public. On training & match days.

“ We’re up for the challenge of Premier Division. It’s going to be tough but we have a great core of experienced Senior players to complement our young talent. We’re not here to make up the numbers . We’d love for you to join us in our quest for glory in Premier Section”.

**Jon Edgar** - Senior Coach







# GET IN TOUCH



John Paul Whitbread



0419 880 434



[johnpaul@whitbread.com.au](mailto:johnpaul@whitbread.com.au)