



# 2024 SPONSORSHIP PROSPECTUS





# CELEBRATING 60 YEARS

The Langwarrin soccer club was formed in 1964 by a man called Ted Thornton, Ted's idea was to form a soccer club for those kids in the Langwarrin area who weren't interested in playing Australian rules. The original name was The Langwarrin All Stars. They played their first games at the local Primary school, and thanks to the help of a local wealthy industrialist by the name of Wally Lawton, soon moved to the current site of the Frankston golf driving range on Cranbourne Road. The All Stars made history almost immediately because the first pitch they had was made of sand. Permission was granted by the then South of the Yarra Soccer League for the game to be played and the All Stars were off and running.

Their first game was against Melbourne, who soundly beat the young All Stars 20-1. But it didn't matter, the boys were off and running and playing soccer. The All Stars stayed at that ground for four years, until they moved to their current home in Barretts Road Baxter. The land was donated to the club by Wally Lawton and became known as Lawton Park. Back in those days, Lawton Park looked very different, we had an old clubroom, a canteen building, a changing room and shower block. The facilities were pretty ordinary but they were ours and we made the most of them. As we celebrate 60 years, we thank visionaries like Ted and Wally and all those who built the club up to be the powerhouse it is today.





5,000+ AVERAGE LIVE STREAM VIEWERS

5,300 FACEBOOK FOLLOWERS

1,000 MEMBERS

500+ PLAYERS

320+ FAMILIES

38 TEAMS

7 FEMALE TEAMS

## 2024 - THE DAWN OF A NEW ERA

2024 awakens the dawn of a new era at Langwarrin Soccer Club.

We have announced the appointment of Jamie Skelly as Senior Coach for the 2024 season. Jamie brings a wealth of experience to the role, having served as Assistant Coach alongside Scott Miller since 2019. Prior to his assistant appointment in 2019, Jamie has held senior head coach positions at Peninsula Strikers, Noble Park and Casey Comets.

Jamie has had a long history with the club, a Langy person through and through. Keeping Jamie at the club with his experience, knowledge and passion is a huge asset. Jamie embraces and drives our values as well as providing a great vision for the future of our club. Ben Caffery and Adam Poole have also been retained to help the development of the Under 23 team and will also be stepping up to help as senior assistant coaches.

Langwarrin Soccer Club also announces the appointment of our new President, James Bretnall. James takes on the role from Tanya Wallace who has stepped down. Tanya first took the reigns of the club in 2014 becoming the first ever female along with youngest president in our history. Tanya has been a keen advocate for furthering the development of the club, overseeing our growth and infrastructure improvements at our home, Lawton Park Reserve.



# 2024 - PRESIDENTS VISION

## A word from our President, James Bretnall

First and foremost I would like to thank you for taking the time to consider becoming a financial partner with the Langwarrin Soccer club. 2024 begins a new era in our club and also holds significant meaning in that it is our 60th anniversary.

Langwarrin SC has been close to my heart for the last 8 years in which I returned to this club as a player, throughout the last eight years my role has progressed through from a player to a volunteer, to a committee member and into my current role as president. I have seen and understood the challenges of operating a constant growing club like ours and I have put together a robust group of people to now lead this club into its next stage of evolution.



A lot has changed in 60 years at Lawton Park, we have grown from a one single men's team in 1964 to now having over 500 registered players from 5 year old girls right through to our VPL1 Mens team, becoming the premier club on the Mornington peninsula and competing in the highest league of football for our locality. One thing that has yet to change in our long history is our Culture, this is something I am extremely proud of and so are our members and associated families. The club was built on the visions, love and passion for the game of football by volunteers from our local community but without the support from our partners, stake-holders and the community we can only progress so far.

Our vision will never change for the Langwarrin Soccer Club, it will always be to provide the best football experience for our members and to provide a pathway for our players to achieve their sporting goals. Langwarrin soccer club is more than a local sporting club, it's a family, a family I hope you can be a pivotal part of and experience for many years to come.





# SPONSORSHIP - OUR LIFE BLOOD



Sponsorship is vital to the sustainability of our great club and not only offers a wonderful opportunity to promote your business as well as providing a positive way to get involved and give back to our community.

The club has now been positioned with 12 month a year coverage due to the inclusion of Junior Super League competitions attracting 1,000+ visitors to the club over 2 separate days. Training programs throughout the off season have been developed to help keep families engaged with the club during the offseason.

There are a number of fixed packages available that offer outstanding exposure for your investment or feel free to talk to us about catering a package specifically to suit your business and budget.





# PACKAGE OVERVIEW

	Principal Sponsor	Premier Sponsor	Presidents Sponsor	Club Sponsor	Community Team	Ground Signage Sponsor	NPL Senior Team Player
Naming Rights	✓	✓					
Ground Sinage	3 Signs	2 Signs	2 Signs	1 Sign		1 Sign	
Kit & Apparel Sinage	✓	✓			Front Of Shirt		
Langy TV Placement	✓	✓	✓				
Database Promotion	Two Promos	One Promo					
Season Passes	6	4	4	1	1	1	1
Digital Match Day Program Advert	✓	✓	✓	✓			
Club Website	✓	✓	✓	✓	✓	✓	✓
Home Game Day Refreshments	6	4	4	4	1		
Club Polo Shirt	✓	✓					
Presentation Night Tickets	2	2	2				
Social Event Tickets	6	4	2	2	2	1	
Sponsors Events	✓	✓	✓	✓	✓	✓	✓
Tax Invoice	✓	✓	✓	✓	✓	✓	✓
Certificate of Appreciation	✓	✓	✓	✓	✓	✓	✓
	\$22,000 +GST	\$11,000 +GST	\$5,500 +GST	\$2,500 +GST	\$2,000 +GST	\$1,500 +GST Minimum 2 Years	\$550 Inc GST







# PACKAGE DETAILS



## GROUND SIGNAGE

Signage position to expose and promote your business to the local community and all visiting players and supporters. The placement of the signage is on a priority basis. The higher the sponsorship the more central the placement.

## PLAYER & COACH APPAREL SIGNAGE

Based on the level of sponsorship, there are limited opportunities to represent your companies brand on the NPL Senior and Junior home and away playing kits, training kits along with the senior coaching shirts and community players shirts.

## LANGY TV

Sponsors will have their logo featured on the interview backdrop used for "Langy TV" post match interviews

## SOCIAL MEDIA & DATABASE PROMOTION

Sponsors will have specific promotions to our membership database featuring your business through our email and social media platforms.

## SEASON PASSES

Based on your level of sponsorship, you will receive a certain number of season passes to allow free entry for you along with family or work colleagues to attend Langwarrin Soccer Club home games. (Please refer to table on previous page for quantity of passes provided)

## DIGITAL MATCH DAY PROGRAM ADS

Your business will be advertised in the Langwarrin Soccer Club digital match day program that will be circulated to our entire database electronically before each home game. The size of the advert will be dependant on the level of sponsorship.

## CLUB WEBSITE

Your business name, logo and a link to your company website will be included on the club website [www.langwarrinsoccerclub.org.au](http://www.langwarrinsoccerclub.org.au) underneath the sponsor link.

## SPORTS PLUS

Sponsors will have their business name, logo and a link to your company website included in the Sportsplus App which is the main source for all the clubs parent and player communications.

## SPONSOR EVENTS

You will be invited to take advantage of the clubs hospitality throughout the year including a pre-season sponsors function, where you will get the opportunity to meet the senior players, coaches and committee



# PACKAGE DETAILS



## REFRESHMENTS

Depending on your level of sponsorship, you will be entitled to a certain amount of free drinks at senior home game matches compliments of the bar in appreciation of your support. (Please refer to table in overview for quantity)

## CLUB POLO SHIRT

Principal and Premier Sponsors will receive a Langwarrin Soccer Club polo shirt.

## NAMING RIGHTS

Sponsors will be promoted as "Sponsor Of The Week" during a home game. They will also be entitled to promote their business during home games with pre-match and on-ground promotional activities and hand out promotional material at the entrance gate

## PRESENTATION NIGHT TICKETS

Principal, Premier, Presidents and Club Sponsors will receive two tickets to the Langwarrin Soccer Club Presentation Night, our gala event for the year.

## SOCIAL EVENT TICKETS

Principal, Premier, Presidents and Club Sponsors will receive two tickets to select club events

## CERTIFICATE OF APPRECIATION

All sponsors will receive a certificate of appreciation acknowledging your contribution to the club.

## TAX INVOICE

A GST compliant tax invoice will be issued in your business name

## PLAYER SPONSORSHIP

Sponsor a senior player of your choice and / or under 23 player of your choice

## COMMUNITY TEAM SPONSORSHIP

Shirt sponsor for one of our Under 6 to Under 18 boys and / or girls Community Football Victoria or Senior Bayside Teams.

IF YOU HAVE ANY QUESTIONS OR REQUIRE MORE INFORMATION PLEASE CONTACT

[treasurer@langwarrinsoccerclub.org.au](mailto:treasurer@langwarrinsoccerclub.org.au)