

# NORTH PINE SPORTS CLUB



2017

Partnership  
PROPOSAL

## WHO ARE WE?

North Pine Sports Club is a local Football and Netball club which services the ever growing Moreton Bay region. Our club and playing facilities are located at Bob Brock Park, Marsden Road, Dakabin.

Our club has been operating since 1974, firstly as a Football club and then incorporating the netball club to give everyone an avenue to participate in sport.



We are a grass roots club with both Senior and Junior teams currently playing in Football Brisbane and Pine Rivers Netball competitions. In 2017 our Senior Ladies football team been promoted to play in the Football Brisbane Capital League.

In 2012, we introduced our Warriors Program which provides the ability for children with special needs to also enjoy and participate in the sport of football.

2016 was a very successful year in both Football and Netball with a variety of teams playing and winning Grand Finals. In combination with use of the Internet, our senior football teams will have more opportunities to promote your business via FB TV and games replayed weekly on various football websites.

2016 saw our club have over 450 members with 300 of these being juniors which provides us we a great local support network including players, parents, coaches, volunteers and committee members.



## WHAT DOES THAT MEAN FOR YOU?

We would like the opportunity to highlight how your organisation could benefit from a partnership with the North Pine Sports Club;

- Introduction of new customers to your organisation
- Increased loyalty of a solid customer base to your organisation
- Promote your business to increase your sales through our club
- Increase your brand awareness in the local community

In addition, all North Pine Sports Club partner will also receive the following benefits:

- Invitation to our sign-on day, end of season Break up celebrations and any other fundraising events throughout the season
- Exposure at any events or carnivals held at the club throughout 2017 through delivery of your promotional material (ie pamphlets handed out to all in attendance)

We have attached a detailed list of partnership options which we hope you can help us out with for the 2017 season and beyond. However, if there is something that has not been mentioned that you would be able to offer, no matter how small, we would be happy to discuss this with you further.

As you would appreciate we are a local community club run by the community for the community and therefore we see the importance in building strategic relationships with community business

We look forward to speaking to you about how we might establish a mutually beneficial working relationship for 2017 and the future.

Brent Wright  
President  
0435 441 463



## PLATINUM PARTNERSHIP – \$15000

### 1 Available

### As a Platinum partner your organisation will receive:

- Business name/logo on Club Playing Strip for all team players.  
(Prominent position front of shirt)
- Business name/logo on Club Polo Shirts for Capital League Coaches.
- Business name/logo on signs displayed on main playing field.  
Club will supply sign and install. (Partner to provide artwork)
- Business name/logo displayed on Partners Banner used for Football Brisbane video interviews after League games. (Partner to provide artwork)
- Business name/logo displayed on the club new website and Partners directory with a direct link to your website
- Business name/logo printed on all club Newsletters
- Full page Business advert in the League Match Program
- Business name/logo on a team photo used in print and social media advertising.
- Invitation to 2 Partner days at home all year 6 with catering and refreshments including reserved carpark
- Advertising on in house entertainment system and P.A. system during League games.
- Direct access to club members to promote products or services. (Flyers, Newsletters, Promotions on game days, Sign On Days, Special Presentations etc)
- Two Club Polo Shirts with club logo
- Club plaque presented on presentation night in recognition of our partnership. Includes 4 x VIP tickets to the Presentation Night Dinner. A representative will present various team awards and individual winners.
- Free use of club function room during the year, seats up to 110 guests in air conditioned comfort with access to Foxtel/Internet. Full Canteen/Bar facilities can also be provided at additional cost



## GOLD PARTNERSHIP – \$7000

### 2 Available

#### As a Gold partner your organisation will receive:

- Business name/logo on Club Playing Strip for all team players.  
(Prominent position front of shirt)
- Business name/logo on signs displayed on main playing field.  
Club will supply sign and install. (Partner to provide artwork)
- Business name/logo displayed on Partners Program used for Football Brisbane video interviews after League games. (Partner to provide artwork)
- Business name/logo displayed on the Club website and Partners directory with a direct link to your website
- Business name/logo printed on Club Newsletters
- ½ page Business advertisement in the League Match Day Program
- Invitation to Club events at home games with catering and refreshments
- Advertising on in house TV Entertainment system and PA system during Premier League games.
- Direct access to club members to promote your products or services. (Flyers, details, promotions on game days, signage for social events, presentations etc)
- Club plaque presented in Senior Presentation night in recognition of our partnership. Includes 4 x VIP tickets to the Presentation Night Dinner. A representative will present various team awards.



## SILVER PARTNERSHIP – \$4000

### 2 Available

### As a Silver partner your organisation will receive:

- Business name/logo on Club Playing Strip for Senior Capital League team. (Sleeve position on shirt)
- Business name/logo sign/s displayed on main playing field. Club will supply sign and install. (Partner to provide artwork)
- Business name/logo displayed on Partners Banner for Football Brisbane video interviews after League games. (Partner to provide artwork)
- Business name/logo displayed on the club website and Partners directory with a direct link to your website
- Business name/logo printed on all club newsletters and E-Flashes
- ¼ page Business advert in the Club Match Day Program
- Invitation to Partner table at home games for 4 people including refreshments
- Advertising on the Club TV Entertainment system and PA system during Premier League games.
- Direct access to club membership to promote your products or services. (Flyers, details, promotions on game days, sign of the club, gifts, presentations etc)
- Club plaque presented on Partner Presentation night in recognition of our partnership.



## **BRONZE PARTNERSHIP – \$3000**

### **1 Available**

#### **As a Bronze partner your organisation will receive:**

- Business name/logo on Club Playing Strip for Senior Capital League team. (position on shorts)
- Business name/logo sign displayed on main playing field. Business can supply the sign or the club can invoice the business the total cost of sign. (Partner to provide artwork and adhere to club sizing standards)
- Business name/logo displayed on Partners Banner used for Football Brisbane video interviews after Premier League games. (Partner to provide artwork)
- Business name/logo displayed on the club new website and Partners directory with a direct link to your website
- Business name/logo printed on all club Newsletters and Flyers
- Business name/logo in the Premier League Match Day Program
- Invitation to Partner days at home games for 2 with catering and refreshments
- Business name/logo on in house TV Entertainment system and PA system during Premier League games.
- Direct access to club members to promote your products or services. (Flyers, details, promotions on game days, sign ons, special events, presentations etc)
- Club plaque presented on Senior Presentation night in recognition of our partnership.



Example Only

## **BANNER PARTNER – \$2500**

### **2 Available**

#### **As a Banner partner organisation will receive:**

- Business name/logo on 60m Banner situated behind goals on playing field. This will provide large exposure not only from the field but also passing traffic.
- Business name/logo displayed on the club website and Partners directory with a direct link to your website
- Business name/logo on in house TV Entertainment system and PA system during Premier League games.
- Direct access to club members to promote your products or services. (Flyers, details, promotions on game days, sign ons, special events, presentations etc)



## **SIGN PARTNER - \$1000**

#### **As a Sign Partner your organisation will receive:**

- Business name/logo on sign displayed on Premier League playing field. Club will supply sign and install. (Partner to provide artwork)
- Business name/logo displayed on the club website and Partners directory with a direct link to your website
- Business name/logo on in house TV Entertainment system and PA system during Premier League games.
- Direct access to club members to promote your products or services. (Flyers, details, promotions on game days, sign ons, special events, presentations etc)







## 2017 PARTNERSHIP AGREEMENT

<b>Date</b>	
<b>Parties</b>	Between  <b>North Pine Sports Club</b>  and  _____ (Known as “the Partner”)

### TERMS AND CONDITIONS

#### 1. TERM OF CONTRACT

- The term of this contract shall commence on the date of signing and continue until 31<sup>st</sup> December 2017 or where either parties terminates pursuant to the terms and conditions of this contract.

#### 2. PARTNERSHIP AGREEMENT

##### Select Agreement Value

- |   |          |   |         |
|---|----------|---|---------|
| <input type="checkbox"/> Platinum Partner | \$15,000 | <input type="checkbox"/> Gold Partner   | \$7,000 |
| <input type="checkbox"/> Silver Partner   | \$4,000  | <input type="checkbox"/> Bronze Partner | \$3,000 |
| <input type="checkbox"/> Banner Partner   | \$2,500  | <input type="checkbox"/> Sign Partner   | \$1000  |
| <input type="checkbox"/> Other            | \$_____  |   |         |

#### 3. COOPERATION

- Both North Pine Sports Club and the Partner will endeavor to conduct themselves in a manner so as to present a professional and high quality promotion and image of the sport and Partner.

#### 4. ADVERTISING AND PROMOTIONAL MATERIAL

- For the purposes of fulfilling its obligations under this agreement and delivering to the Partner the benefits associated with Partnership, North Pine Sports club shall be permitted to use the Partner logo or trademark submitted to North Pine Sports Club by



the Partner, in accordance with this agreement and, if applicable within the Partners published trademark guidelines. Such logo or trademark may be emailed to [secretary@northpinesportsclub.com.au](mailto:secretary@northpinesportsclub.com.au). Nothing herein shall grant to North Pine Sports Club any right, title or interest in the Partner's logo or trademarks.

## 5. SIGNAGE AND EQUIPMENT

- a. North Pine Sports Club will endeavor to ensure that signage is best positioned in prime locations for maximum exposure at events and for any media coverage.

## 6. PARTNERSHIP MONIES

### Invoicing of Partnership Monies

- a. Upon signing this agreement, a tax invoice will be issued to the Partner. This tax invoice will be payable within 14 days. Cheques should be made payable to North Pine Sports Club, and sent to the attention of The Treasurer, PO Box 64, PETRIE Q 4502. Alternatively, monies may be electronically transferred to the following account: North Pine Sports Club - BSB: 034 073 ACCOUNT NO: 286121. We ask that you please advise the Treasurer via email at [treasurer@northpinesportsclub.com.au](mailto:treasurer@northpinesportsclub.com.au) once payment has been transferred. Partnership is not confirmed until payment has been received and the Partner receives written confirmation from North Pine Sports Club.

## 7. TERMINATION

- a. In the event of a dispute arising that the parties themselves cannot resolve, the parties agree to refer the matter to an independent mediator appointed by mutual agreement.
- b. If the parties cannot agree on a mediator, or both parties do not agree with the decision of the mediator appointed, the agreement may be terminated in the following manner:
  - i. If the breach is one that can be rectified, then the non-breaching party can request in writing that the breach be rectified within 14 days. If the breach is not rectified within this timeframe, the non-breaching party may terminate this agreement immediately.
  - ii. If the breach is one that cannot be rectified, the non-breaching party may terminate this agreement by giving 14 days written notice of their intention to terminate.
  - iii. If either party goes into liquidation, is wound-up, dissolved (except for the purpose of reconstruction or amalgamation), enters into a scheme of arrangement or is placed under official management or in receivership, the other party may terminate this agreement by giving 14 days written notice of their intention to terminate under this clause.
- c. In the event of a termination under this Agreement, all Partner rights and privileges are revoked and any fees paid are not refundable.
- d. Where one party is unable to carry out its obligations under this agreement due to circumstances beyond its control or which it could have prevented, those obligations are suspended whilst those circumstances continue, provided the other party is notified



and the first party uses its best endeavors to overcome the circumstances preventing its obligations from being carried out.

- e. Each party shall indemnify the other against any claims arising from any breach of the agreement by either party.

## 8. AUTHORITY OF REPRESENTATIVE

- a. The representative accepting and agreeing to this agreement on behalf of the Partner hereby warrants and represents that he or she has full authority to accept and agree to this agreement on the Partner's behalf and to bind the Partner to the terms herein.

The terms and conditions of this agreement shall not be disclosed to any third parties without the prior written consent of both parties.

Signed:

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Signed:

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Brent Wright  
President  
North Pine Sports Club

Date:

Date

