



SPONSORSHIP PROSPECTUS

2012 SEASON



Great Northern Football League Local footy 50 years strong!



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GNFL HISTORY

THE moment of conception for the Great Northern Football League (GNFL) or to be precise, the Great Northern National Football League (GNNFL) as it was originally known, cannot be exactly determined. But the Great Northern's birth is easily pinpointed – it was Wednesday, March 29, 1961.

In 1960, the year before amalgamation, there were several leagues in the Mid West. These were the Geraldton National Football Association, which that year had five teams (but four prior to 1960), the four team Northampton-Upper Chapman Football Association (NUC) and the three-team Mullewa Football Association (with another one or two sides previously). An Irwin Football League existed in the '50s with four teams but died when the two Mingenew teams joined another league leaving Dongara and Walkaway with no choice but to join forces and enter the Geraldton competition as Irwin in 1960.

By 1961, the time was right to embrace the future and on that evening of March 29 1961, representatives from the Northampton-Upper Chapman Football Association (NUCFA) and the Geraldton National Football Association (GNFA) ironed out the final terms for amalgamation. What we know as the GNFL was born that night.

The first season of the new GNNFL featured seven teams, which as it turns out has generally been the case. From Geraldton there were Railways, Rovers, Brigades, Towns and Irwin while a Northampton side was formed from Northampton Towns and Northampton Rovers with Chapman Valley beginning with a fusing of teams from Nabawa and Yuna.

There were other notable moments of development during the gestation. On March 1 1961, NUC officials met one last time to discuss the amalgamation and decided to retain a separate identity for a two-year trial period. It was also agreed that 30 percent of profits from finals matches would be placed in NUC coffers.

Jerry Clune, president of the Geraldton association, was elected president of the new league. Popular and respected, Clune ensured the new competition made a sound start and that its first years were the foundation of many more. He remains one of the GNFL's greatest leaders and the league's highest individual honour, the JJ Clune Medal, carries his name.



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The opening round of the inaugural competition was April 30. There were two general byes programmed in the first season with the first on June 4 for the Annual Geraldton Football Carnival and the other on July 27 for the Northampton Football Carnival, later referred to as the Great Northern Football Carnival. Walster released the official draw on April 5.

Much has changed since 1961. Irwin was unable to continue after the 1964 season but Mullewa's admission in 1963, after the Mullewa Football Association was wound up, made up for that. Mullewa were an immediate success, playing a Grand Final in their debut season and winning one in their fourth year. Their only regret was not joining the GNNFL earlier.

It's worth noting, that with the inclusion of the Saints, the competition in 1963 and 1964 featured eight teams. That did not happen again until 1995 when Dongara entered after a good run in the North Midlands Football League. Though unconnected with the Irwin team of the '60s by anything more than geography, Dongara's five years in the GNFL were generally unsuccessful. Unlike Irwin, the club did not fold but rather returned to the North Midlands.

The other teams have remained constant fixtures though there have been moments of concern. Mullewa nominated for the North Midlands Football League in 1972 but were rejected because of distance. The Saints had not won a game that season and only two games in both 1969 and 1970. But they endured, as did others and are here today – 50 years later.

Over the past fifty years the GNFL has developed a special place in the Mid West. Today, as like yesteryear, the GNFL is a part of our community and relies heavily on community involvement to ensure its continued success.

The Leagues history is rich and exciting and the GNFL can claim to help foster the talents on some great footballers. But history itself is not enough to sustain the league. We must look forward to the bigger picture to ensure the sustainability and success of this great game in our region.



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INTRODUCTION

The Great Northern Football League (GNFL) is one of the State's most vibrant and supported Aussie Rules leagues attracting between 1,500 to 4,000 spectators to Finals matches.

The seven clubs in the League include Brigades Football Club, Chapman Valley Football Club, Mullewa Football Club, Northampton Football Club, Railways Football Club, Rovers Football Club and Towns Football Club all of which enter teams in the League, Reserves and Colts (19&Under) competitions each year.

Currently the GNFL has approximately 1100 registered players and of these around 300 players are aged 18 years and under.

The Great Northern Junior Football League has a total of over 800 players (8X16's 10X14's 12X12's and 10X10's) with approximately 2,500 associated family and friends.

The GNFL aims to provide our partners with sponsorship packages that capitalize on this following and that offer high level exposure through advertising and promotion as well as creating a solid association between our sponsors brand and our league.

The following sponsorship packages have been specifically designed to align your brand with the GNFL and with your support we look forward to continuing to promote our great game in our region.



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SPONSORSHIP INVESTMENT OVERVIEW

Year-Round Partners

- Platinum (Naming Rights) Partnership - investment from \$30,000.00 (ex GST)
- Gold Sponsorship – investment \$10,000.00 - \$30,000.00 (ex GST) or contra to the value there-of
- Silver Sponsorship – investment \$5,000.00 - \$10,000.00 (ex GST) or contra to the value there-of
- Bronze Sponsorship – investment \$2,500.00 - \$5,000.00 (ex GST) or contra to the value there-of

Round, Umpire & Budget Partners

- Umpire Sponsorship – investment \$4,000.00 (ex GST) or contra to the value there-of
- Round Sponsor- investment \$1,000.00 (ex GST) or contra to the value there-of
- Player Profile Sponsor – investment \$150.00 (ex GST) or contra to the value there-of

Special Event& Season Partners

- JJ Clune Medal Presentation & Gala Dinner Sponsorship – investment \$5,000.00 (ex GST)
- Country- Week Sponsor – investment \$2,500.00 (ex GST) or contra to the value there-of



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Year-Round Partners

PLATINUM PARTNER

Exclusively available to one business only

This package offers the maximum level of exposure and benefits for an exclusive business wishing to align itself with the GNFL through naming-rights to the competition.

Total Investment: from \$30, 000.00 (ex GST)

In return for their investment, Our Platinum Partner will receive the following benefits:

- Naming –rights to the Great Northern Football League competition for the 2011 Season
- Inclusion of company logo/name in all GNFL advertising and promotional material including:
 - Letterhead
 - Fixtures cards
 - Print advertising
 - TV advertising
 - Schedule/game- day budgets
 - Fliers and posters
 - Banner/Signage at all GNFL hosted events
- Complimentary VIP package to all games in the 2011 season (including finals) including:
 - Reserved seating for ten guests
 - 10 x drink vouchers
 - 10 x meal vouchers



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- JJ Clune Medal Presentation and Gala Dinner tickets including:
 - 1 x table of ten at the event
 - Opportunity to make a speech at event
 - Acknowledgment as the GNFL's platinum partner the event
 - Acknowledgment as an event sponsor in all JJ Clune Medal Presentation and Gala Dinner promotional and advertising material
 - Opportunity to distribute promotional gifts at the event

- Opportunity to host the 'Country Week' breakfast at your (or one of your key suppliers/clients) place of business plus four places at the event

- Weekly advert in the GNFL budget (value \$4,000.00)

- Acknowledgment as 'Platinum Partner' during each GNFL Footy Show on 98.1 Spirit radio

- Acknowledgment as 'Platinum Partner' during each GNFL match of the round broadcast on 98.1 Spirit radio

- Logo and banner advertisement to appear prominently on the GNFL website home page

- Acknowledgment as 'Platinum Partner' on GNFL website with link to your web page

- Acknowledgment as 'Platinum Partner' in all GNFL media releases

- Two complimentary tickets to the GNFL Sponsors luncheon

- Invitation for two guests to attend each GNFL Club's Jumper Presentation and/or Player auction events



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GOLD SPONSOR

Restricted to two non-competing businesses

This package offers a high level of exposure and benefits for businesses wishing to align themselves with the GNFL through joint naming-rights to the GNFL colts competition.

Total Investment: \$10,000.00 - \$30,000.00 (ex GST)

In return for their investment, Our Gold Sponsors will receive the following benefits:

- Joint naming –rights to the GNFL colts competition for the 2011 Season

- Inclusion of company logo/name in all GNFL advertising and promotional material including:
 - Letterhead
 - Fixtures cards
 - Print advertising
 - TV advertising
 - Schedule/game- day budgets
 - Fliers and posters
 - Banner/signage at all GNFL hosted events

- Complimentary VIP package to all games in the 2011 season (including finals) including:
 - Reserved seating for five guests
 - 5 x drink vouchers
 - 5 x meal vouchers

- Table for ten at the JJ Clune Medal Presentation & Gala Dinner (value \$350)

- Weekly advert in the GNFL budget (value \$4,000)



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- Acknowledgment as 'Gold Sponsor' during each GNFL Footy Show on 98.1 Spirit radio
- Acknowledgment as 'Gold Sponsor' during each GNFL match of the round broadcast on 98.1 Spirit radio
- Logo to appear prominently on the GNFL website home page
- Acknowledgment as 'Gold Sponsor' on GNFL website with link to your web page
- Acknowledgment as 'Gold Sponsor' in all GNFL media releases
- Two complimentary tickets to the GNFL Sponsors luncheon
- Invitation for two guests to attend each GNFL Club's Jumper Presentation and/or Player auction events



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SILVER SPONSOR

This package offers a good level of exposure and benefits for businesses wishing to align themselves with the GNFL.

Total Investment: \$5,000.00 - \$10,000.00 (ex GST)

In return for their investment, Our Silver Sponsors will receive the following benefits:

- Inclusion of company logo/name in all GNFL advertising and promotional material including:
 - Letterhead
 - Fixtures cards
 - Print advertising
 - TV advertising
 - Schedule/game- day budgets
 - Fliers and posters
 - Banner/signage at all GNFL hosted events
- Complimentary VIP package to all games in the 2010/11 season (including finals) including:
 - Reserved seating for two guests
 - 2 x drink vouchers
 - 2 x meal vouchers
- Five complimentary tickets to the JJ CLune Medal Presentation & Gala Dinner (value \$175.00)
- Weekly advert in the GNFL budget (value \$4,000)
- Acknowledgment as 'Silver Sponsor' during each GNFL Footy Show on 98.1 Spirit radio
- Acknowledgment as 'Silver Sponsor' during each GNFL match of the round broadcast on 98.1 Spirit radio
- Logo to appear prominently on the GNFL website home page



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- Acknowledgment as 'Silver Sponsor' on GNFL website with link to your web page
- Acknowledgment as 'Silver Sponsor' in all GNFL media releases
- Two complimentary tickets to the GNFL Sponsors luncheon
- Invitation for two guests to attend each GNFL Club's Jumper Presentation and/or Player auction events



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BRONZE SPONSOR

This is an affordable package for businesses wishing to support and align themselves with the GNFL.

Total Investment: from \$2,500.00 - \$5,000.00 (ex GST)

In return for their investment, Our Bronze Sponsors will receive the following benefits:

- Inclusion of company logo/name in the majority of GNFL's advertising and promotional material including:
 - Fixtures cards
 - Print advertising
 - Schedule/game- day budgets
 - Fliers and posters
 - Banner/signage at all GNFL hosted events
- Complimentary VIP package to all games in the 2011 season (including finals) including:
 - Reserved seating for two guests
 - 2 x drink vouchers
 - 2 x meal vouchers
- Two complimentary tickets to the JJ Clune Medal Presentation & Gala Dinner (value \$75.00)
- Fortnightly advert in the GNLF budget (value \$2,000.00)
- Acknowledgment as 'Bronze Sponsor' during each GNFL Footy Show on 98.1 Spirit radio
- Acknowledgment as 'Bronze Sponsor' during each GNFL match of the round broadcast on 98.1 Spirit radio
- Acknowledgment as 'Bronze Sponsor' on GNFL website with link to your web page
- Acknowledgment as 'Bronze Sponsor' in all GNFL media releases
- Two complimentary tickets to the GNFL Sponsors luncheon
- Invitation for two guests to attend each GNFL Club's Jumper Presentation and/or Player auction events



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Fixture & Umpire Partners

UMPIRE SPONSORSHIP

This package offers exposure at each GNFL match during the 2010/11 season through inclusion of your company logo on the umpire's uniforms.

Total Investment: \$4, 000.00 (ex GST)

In return for their investment, our partners sponsoring the umpires will receive the following benefits:

- Company logo/name to appear on each of the umpires (excluding the goal umpires) uniforms at all GNFL league matches during the 2011 season
- 2 tickets to the JJ Clune Medal count night
- 2 tickets to all GNFL promotional events
- Complimentary VIP package to all games in the 2011 season (including finals) including:
 - Reserved seating for two guests
 - 2 x drink vouchers
 - 2 x meal vouchers



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ROUND SPONSORSHIP

Restricted to one business per round

This is an affordable package for businesses wishing to support and align themselves with the GNFL.

Total Investment: \$1,000.00 (ex GST)

In return for their investment, our partners sponsoring a round of fixtures will receive the following benefits:

- Complimentary VIP package to all games in the sponsored round including:
 - Reserved seating for four guests
 - 4 x drink vouchers
 - 4 x meal vouchers
- Advert in the budget for the round (value \$350.00)
- Acknowledgment as 'Round Sponsor' during the corresponding GNFL Footy Show on 98.1 Spirit radio
- Acknowledgment as 'Round Sponsor' during the GNFL match of the round broadcast on 98.1 Spirit radio

PLAYER - PROFILE SPONSORSHIP

Restricted to one business per round or one business per season

This is a very affordable sponsorship option for businesses wishing to support and align themselves with the GNFL while helping to promote the 'player of the round'.

Total Investment: \$150.00 (ex GST) one round or \$2,000.00 for all rounds

In return for their investment, our partners sponsoring a player profile will receive the following benefit:

- Acknowledgment as sponsor of the player profile in the budget



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Hospitality & Special Event Partners

JJ CLUNE MEDAL PRESENTATION & GALA DINNER SPONSOR

Restricted to four businesses

This sponsorship option is for businesses wishing to align themselves with this very auspicious event. A good option for sponsors wishing to attend the gala event and be recognised as supporting the regions footballers 'night of nights'.

Total Investment: \$5,000.00 (ex GST)

In return for their investment, our JJ Clune Medal Presentation & Gala Dinner Sponsors will receive the following benefit:

- 2 x tables of ten at the event
- Opportunity to make a speech at event
- Acknowledgment as a Sponsor the event
- Acknowledgment as an event sponsor in all JJ Clune Medal Presentation and Gala Dinner promotional material and advertising
- Opportunity to distribute promotional gifts at the event
- Acknowledgment as event sponsor in all GNFL media releases relating to the event



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COUNTRY WEEK TEAM SPONSOR

Restricted to four businesses

This sponsorship option is for businesses wishing to align themselves with the Country Week team and wanting a short period of high exposure across a large market.

Total Investment: \$2,500.00 (ex GST)

In return for their investment, our Country Week Sponsors will receive the following benefit:

- Logo/company names included on the country week team's uniforms
- Acknowledgement as Country Week team sponsor in all GNFL produced promotional material relating to Country Week
- Opportunity for five guests to attend the Country Week breakfast
- Merchandise (Jumper, ball or photo) signed by Country Week team
- Acknowledgment as Country Week team sponsor in the local radio broadcast/coverage of the Country Week Matches
- Two complimentary tickets for the JJ Clune Medal Presentation & Gala Dinner (value \$75.00)
- Two complimentary tickets to the GNFL Sponsors luncheon



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SPONSORS AGREEMENT

Thank you for your consideration of a sponsorship opportunity supporting the GNFL. To progress, please complete the following form and return via fax to (08) 9956 2199

I _____ being an authorized representative of _____ agree to sponsor the GNFL for the 2012 Season.

Our chosen level of sponsorship is (*please select*):

- *Naming Rights Sponsors – from \$30,000.00 (ex GST)*
- *Platinum Partner - \$10,000.00 - \$30,000.00 (ex GST)*
- *Gold Sponsor - \$5,000.00 - \$30,000.00 (ex GST)*
- *Silver Sponsor – \$5,000.00 - \$10,000.00 (ex GST) or contra to the value thereof*
- *Bronze Sponsor –\$2,500.00- \$5,000.00 (ex GST) or contra to the value thereof*
- *Umpire Sponsorship - \$4,000.00 (ex GST)*
- *Round Sponsorship - \$500.00 (ex GST)*
- *Player Profile Sponsorship - \$150.00 (ex GST)*
- *JJ Clune Medal Presentation & Gala Dinner Sponsorship - \$5,000.00 (ex GST)*
- *Country Week Team Sponsorship - \$2,500.00 (ex GST)*

If donating goods and services in-lieu of sponsorship please describe them here. Please include an estimate of their monetary value:

I agree to and acknowledge that on acceptance of this form, the GNFL will invoice our organisation for the full investment amount of sponsorship.

Signature: _____ Name: _____

Date: _____



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CONTACT US

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