



# BALLAJURA JUNIOR FOOTBALL CLUB INC

PO Box 2231 Malaga WA 6944

Email: [president@ballajurajfc.org.au](mailto:president@ballajurajfc.org.au) WEB SITE: [www.ballajurajfc.org.au](http://www.ballajurajfc.org.au)

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Dear Valued Prospective Sponsor

I thank you for taking the time and showing possible interest in sponsoring Ballajura Junior Football Club.

## **About Ballajura Royals Junior Football Club**

**We are an AFL football club** catering for more than 300 children and youths, plus their families, in the Ballajura and Alexander Heights communities. Our players range in age from 5-17 years. Our home games are held on Friday nights (occasional), Saturdays and Sundays at Ballajura Lions Oval (Parkview), Ballajura.

Last year our club won two premierships – Year 10 and Year 7. We had many players representing the East Perth and Subiaco football development programs, and had players awarded Association Fairest & Best, and Runner Up Fairest & Best awards. Our players also give back to the sport, through umpiring and mentoring.

## **Exposure**

Our club is also involved in a cross districts competition (East Perth, Swans and Perth Districts) for our Year 7 to Year 11/12 teams. Often teams and parents visit our grounds from as far away as Muchea in the north to Thornlie in the southeast all the way up to Mundaring in the hills. This means in addition to home games, our sponsors are showcased in a range of locations, as well as our website and popular Facebook page (more than 1000 followers).

## **The importance of sponsorship**

Like all community-based sport, we rely heavily on fundraising efforts and sponsorship in order to survive. In return for financial and in-kind assistance, we aim to maximise our sponsors' exposure. Our sponsorship packages are on the pages following. **We are open for negotiation and ideas** to suit our valued sponsor's requirements.

Eligible businesses may be able to secure a tax deduction for sponsorship.

Please feel free to phone or email our club if you have any questions or to arrange to meet a Club representative for further discussion.

Once again, our junior players thank you for taking the time to peruse this information.

Kind regards

Annette Morrissey  
Sponsorship Officer  
0418 594 274  
C/- [president@ballajurajfc.org.au](mailto:president@ballajurajfc.org.au)

**“WE ARE ONE”**



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## Main sponsorship packages

### Option 1 Primary sponsor (three-year sponsorship)

**\$3000 (negotiable)**

We are seeking two companies to join our major sponsor, Fletchers Smash Repairs as our main playing jumper sponsors. In return for your investment, you will receive:

- Your logo would be displayed on our reversible team jumpers for 3 years.
- Your business will be regularly promoted on our Facebook page.
- Advertising on the home page of our website with a company profile feature in our sponsorship section.
- 2 x invitations to our end of year appreciation evening.
- Opportunity to provide flyers to display at our canteen and on tables prior to the start of functions and presentation evenings.
- Note: We are currently seeking sponsors for our open rules jumpers in 2025. Modified sponsorship is also available for 2026.



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## Option 2 Training jersey sponsor (three-year sponsorship)

**\$1000**

Season 2025 will see Ballajura Junior Football Club release new training shirts. All registered players will receive them to wear to training and to other club functions – from pre-primary to Year 12. In return for your investment, you will receive:

- Small logo on player's training shirts.
- Regular social media promotion on our Facebook.
- Advertising on the home page of our website.
- Opportunity to provide flyers to display at our canteen and on tables prior to the start of functions and presentation evenings.



## Option 3 Banner sponsorship

**\$1000 (\$600 for return sponsors)**

In return for your investment:

- 2 printed feather banners on display, at each of our home games
- Regular social media promotion on our Facebook.
- Advertising on the home page of our website.

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## Other sponsorships – donations and in-kind discounts

### Team player of the game vouchers

### In kind voucher donations

Awards are given to players from each team every game and we are seeking businesses who can provide the club with vouchers for products and/or services.

In return for your provision of enough vouchers for all registered players, you will receive:

- Regular social media promotion on our Facebook.
- Advertising on the home page of our website.

### Sponsorship In Kind

### Discounts and donations

Support our club through discounts on goods and services or donations:

- Are you a restaurant that could offer discounts on team functions or percentage off vouchers for club members and their families when they purchase food over a certain value?
- A sporting goods shop that can offer discounts on footy boots?
- Or could your business provide donations that we could raffle as part of our fundraising?

Talk to our sponsorship coordinator about any ideas you have that might work for you and your business and our Club.

## FURTHER EXPLANATION

### Website & Facebook:

Automatically all sponsors will be listed on our sponsors page on our website. Our members, other clubs as well as general public visit our website on a regular basis. All sponsorship deals will be announced on our Facebook page, our Facebook posts are regularly seen by over 1000 people and our following continues to grow.

### Specials and flyers:

Please supply the club with brochures and flyers to be displayed at the canteens at our ovals. In addition flyers and brochures can be placed on tables prior to the start of club functions and presentation evenings.

### Feather Banners:

Feather banners are becoming extremely popular in advertising all industries. Largely because the constant movement draws attention to the product or company printed on it. These are placed in strategic positions close to the pavilion in order to maximise the exposure for our sponsors.

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## Year 10, 2024 Premiers



## Year 7, 2024 Premiers



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