



SPONSORSHIP PROPOSAL

Faraway Tennis Club x Smith Bakery



SPONSORSHIP PROPOSAL

John Smith
Smith Bakery
1 Swan Street
Richmond 3121

Dear Mr Smith

RE: SPONSORSHIP OPPORTUNITY WITH LOCAL TENNIS CLUB

We wish to extend the opportunity for Smith Bakery to sponsor the Faraway Tennis Club. . This partnership would allow us both to continue supporting our local Richmond community, as we have done for years.

We are striving to be the tennis club of choice within our community and it is only fitting to help you become the bakery of choice within the same community.

Our club has been providing the opportunity for people in the area to play tennis for nearly 50 years – something we are extremely proud of. Sponsoring our club is a great way for you to further embed yourself in our community, with marketing opportunities available and the potential to extend your business to our players.

This proposal includes a brief overview of our proud history, the benefits to your business if you do decide to sponsor our club, and outlines relevant packages, timelines and costings to sponsor us.

We are so grateful for what our sponsors (like you) have helped us accomplish over the years and our 300 members appreciate the support to ensure they can keep playing the sport they love.

If you would like to discuss this opportunity more, please do not hesitate to contact us.

Sincerely,

David Brown
President, Faraway Tennis Club
0400 000 000
david.brown@farawaytennisclub.com
farawaytennisclub@tennisclub.com.au



About Us

- Formed in 1980
- Celebrating our 50th anniversary in 2020
- Located in inner city Melbourne
- Part of the Faraway Tennis Association, entering 10 senior teams and 12 junior teams
- Offer a range of programs including ANZ Tennis Hot Shots, Match Play and Open Court Sessions
- Eight en-tout-cas court facility
- Offer professional coaching provided by Jane Brown Coaching
- Have over 300 registered members



Our vision, mission & values

Vision	To be the tennis club of choice within our local community for all people.
Mission	To provide high quality tennis experiences for players of all ages and abilities.
Values	<ul style="list-style-type: none">• Quality of service and experience provided• Juniors have fun while learning the game• Provide a welcoming environment at our club for all people regardless of age, ethnic background, religion, gender or sexual orientation.

Our club fosters an inclusive culture and encourages participation from the whole community. Our coach provides programs to suit all ages and levels of ability.

We are in partnership with our local primary school and promote our club and coach through their channels. The primary school uses our courts at lunchtime one day per week.

Why you should partner with our club

- 300 strong membership base
- Four Pennant teams in Tennis Victoria Pennant – Australia's largest inter-club competition
- Faraway Tennis Association Open Age Singles/Doubles A Grade Champions 2019
- Current investment in our facilities, installing LED lights on four of our courts
- Strong relationship with our local council
- Host several successful events and fundraisers throughout the year with the assistance of our current sponsors
- Recently started hosting Open Court Sessions - a new, national initiative getting more adults to play tennis

Benefits to Smith's Bakery

- Brand awareness to 300+ members, along with hundreds of visiting players and families each year
- Promotion on our website, social media and e-communications
- Complimentary club membership
- Advertisement around club and online
- Preferred food and catering supplier for our club, club events and competition days



Sponsorship Opportunities

Our sponsorship packages are structured as follows:

Ace	Rally	Serve
\$2500+	\$1500+	\$500
Year 1: \$1500 Year 2+: \$1000	Year 1: \$1000 Year 2+: \$500	\$500

Timeline

Our membership year runs based on the financial year 1 July – 30 June.

Ace and Rally sponsorships are a 2+ year arrangement, based on your business needs, while Serve sponsorships are for the duration of one year.

All sponsors receive a complimentary adult membership, and a table at our trivia night.

Sponsorship Package Opportunities

	Sponsorship Asset	Description	ACE	RALLY	SERVE
			\$2500	\$1500	\$500
Signage	Windbreak signage	Custom printed windbreak featuring your business logo and contact information.	✓	✗	✗
	Clubhouse signage	A2 size sign inside the bar area of our clubhouse.	✓	✗	✗
	Fence signage	Permanent corflute fence sign or banner (600mm x 900mm) for the period of sponsorship. Club located on busy main road, with many passerbys.	✓	✓	✗
Marketing	Court number signage	Metal court number sign (150mm x 300mm) featuring your business name and logo underneath the court number.	✓	✓	✗
	Logo on apparel	Your business logo will feature on club apparel for sale and Faraway TC's team uniforms.	✓	✓	✗
	Logo on Open Day Flyer	Logo featured in flyer. Letterbox dropped around the local area to 500+ properties.	✓	✓	✓
	Feature in club newsletter	Opportunity for two feature items per year.	✓	✓	✓
	Promotional email to membership database	Two emails to members per year promoting your business.	✓	✓	✓
	Social media posts	Opportunity to feature in periodic social media posts. Business logo displayed on our Facebook page	✓	✓	✓
	Logo featured on website	Business logo prominently displayed on our club website.	✓	✓	✓
	Event Sponsor	Your business promoted at our club events, e.g. trivia night, club tournaments, Open Day	✓	✓	✓

**All sponsorship assets will be displayed / conducted for the duration of your sponsorship.*

