

OFFICER



KANGAROOS
JUNIOR FOOTBALL CLUB

Officer Kangaroos Junior Football Club

Sponsorship Packages for 2024



"Hop on board with the Kangaroos"

About the Officer Kangaroos Junior Football Club

How it all Started

Commencing in the 1999 football season the Rythdale-Officer-Cardinia (ROC) Senior Football Club began exploring options to expand its junior teams (it had at the time U13, U15 & U17 teams in the West Gippsland FL) as there was population growth expected in Officer and its surrounds, plus its neighboring clubs were already running junior teams in the DDJFL.

The Officer Kangaroos JFC were formed in 2001 with the help of the ROC FC committee, past players plus parents and players from the Brentwood Park Auskick Committee who were looking for a pathway for their boys and girls that had outgrown their Auskick years.

In 2001 the first two teams which were Under 10 and Under 12 took the field at the Starling Road ground under inaugural coaches were David Wing and Angelo Colosimo (see pic below).



The Club's first premiership team (below), the Under 11's in 2003 coached by Tony Ellett.



Today, the Club plays its home games at the Officer Recreation Reserve (Starling Rd) and has its training base at the Heatherbrae Recreation Reserve Officer



About the Officer Kangaroos Junior Football Club

Today at Officer

Population growth in the district has seen an increase in participation numbers in our football and Auskick over the last four-five years.

Officer Kangaroos JFC & Auskick Key Statistics	
Registrations	550 (2023), 580-600 (estimated in 2024)
Teams	26
Age Groups	Under 8, 9, 10, 11, 12, 13, 14, 15, 16 ,17, 18
Mixed/Boys/Girls	13 mixed (boys and girls)/8 boys teams/5 girls teams
Auskick	180 registrations in 2023 (5 years to 8 years of age, boys and girls)

The Club runs a number of innovative programs, the **Parklea Officer Junior Football Academy** (pre-season and in season player and coaching development), **Jump Start** (Auskickers introduction to Under 8 and 9 footy), **Not on My Watch** (In conjunction with Beyond Blue) and the Club is a **Good Sports Club** (Gold Accredited).

In 2021 the Club started its own Basketball Club to run hand in glove with football. Called Officer Basketball this entity sits inside the P&L of the junior football club and is run by a sub committee.

Officer Basketball Key Statistics	
Registrations	240
Teams	25 (junior) 3 (Senior/Open Age)
Age Groups	Under 8's through to Under 16 (junior) plus Open Age
Mixed, Boys, Girls	6 mixed (boys and girls)/16 boys teams/6 girls teams



About the Officer Kangaroos Junior Football Club

Today at Officer

The Officer Kangaroos Junior Football Club plays its home games at the Officer Recreation Reserve (Starling Rd) and trains at the Heatherbrae Recreation Reserve. Match days on Sunday during the season run from 8:30am all the way through to 5pm. Auskick also runs at the Reserve 9am-10:30am.



Western Oval under Lights



New Social Rooms

Officer Kangaroos Junior Football Club

Sponsorship Packages

Match Day Awards

To provide encouragement and to reward our players, each week each team will present match day awards (between four and six). This can be a great way to give your business exposure to our players, families and supporters.

Advertising & Promotion of Your Business

Website

- A link to your business is set up through our dedicated website.

Social Media

- Your business is mentioned across our Facebook Page which has 800+ followers.

<i>Your Investment with the Officer Kangaroos</i>	
The value and number of awards you would like to provide.	



Officer Kangaroos Junior Football Club

Sponsorship Packages

Digital Scoreboard Signage

Our new Electronic Digital Scoreboard is situated on the recently reconfigured Western Oval at the Starling Road Reserve. This new offering is much sought after providing another vehicle for our sponsors to be noticed, promoted and acknowledged.



Match Day

With our club now having twenty six teams along with a floating fixturing system, we cannot personalise our scoreboard rotations by each team. What we are able to do is as follows:

During Auskick and Non Competitive (Under 8, Under 9 and Under 10) Matches

On Sundays between approximately 8:30am and 10:00am (subject to match scheduling) we will cycle through this period:

- Major Sponsors on a 3x rotation;
- Club Sponsors on a 2x rotation;
- Team Sponsors 1x rotation.

During Competitive Matches (Under 11's through to Under 19 Girls)

During the breaks between the games we will cycle through this period:

- Major Sponsors on a 3x rotation;
- Club Sponsors on a 2x rotation;
- Team Sponsors 1x rotation.

Officer Kangaroos Junior Football Club

Sponsorship Packages

Individual Team Sponsor

You may wish to sponsor a team that can include your child or someone you know. This can be a great way to give your business exposure to players, families and supporters in your team and also across the Club.

Advertising & Promotion of Your Business

Website

- Your business name gets listed on the Club website as an individual team sponsor.

Social Media

- Your business is mentioned across our Facebook Page which has 1,000+ followers.

<i>Your Investment with the Officer Kangaroos</i>	Ex GST
Individual Team Sponsor	\$250 PA



Officer Kangaroos Junior Football Club

Sponsorship Packages

Club Sponsor - Digital

Our Business Digital Package provides for a more modern-day approach – digital only. Which includes, web, socials, email and new digital scoreboard.

Advertising & Promotion of Your Business

Website

- Your logo placed strategically on our web site with information about your business and links to your own website.

Social Media

- Your business is on high rotation across our Facebook Page which has 1,200+ followers.

Email Marketing

- Your business name will be incorporated in our regular emails out to our members.

Slide Show & Big Screen TV

- Your logo can be seen on a slide show running during events held at the social rooms: Awards Nights (selected Sundays).

Digital Scoreboard

- Your logo will be shown at intervals during matches played on the Starling Road Western Oval (see “Digital Scoreboard” section).

<i>Your Investment with the Officer Kangaroos</i>	Ex GST
Business Digital	\$500 PA

Why not add some Ground Signage?

Traditional ground signage is still a great way to advertise your business. The signs are placed inward facing and can be seen from a number of vantage points away from the oval. The other great feature is they are there for twelve months of the year gaining huge exposure to other sports that utilize the reserve.

Ground Signage

- We can place on the fence at the Western Oval Starling Rd (Officer Recreation Reserve) a 3,600 x 900 ground sign customised with your business information.

<i>Ground Signage</i>	Ex GST
A once only fee for design, construct and install on the fence	\$600

Officer Kangaroos Junior Football Club

Sponsorship Packages

Club Sponsor (Silver & Gold)

Our Business Digital Package provides for a more modern-day approach – digital only. Which includes, web, socials, email and new digital scoreboard.

Advertising & Promotion of Your Business

Website

- Your logo placed strategically on our web site with information about your business and links to your own website.

Social Media

- Your business is on high rotation across our Facebook Page which has 1,250+ followers.

Email Marketing

- Your business name will be incorporated in our regular emails out to our members.

Slide Show & Big Screen TV

- Your logo can be seen on a slide show running during events held at the social rooms: Awards Nights (selected Sundays).

Digital Scoreboard

- Your logo will be shown at intervals during matches played on the Starling Road Western Oval (see “Digital Scoreboard” section).

<i>Your Investment with the Officer Kangaroos</i>	Ex GST
Club Sponsor (Silver Level)	\$1,000 PA
Club Sponsor (Gold Level) <i>Two times (2x) the social media posts, scoreboard rotations, Big TV slides, emails out of Club Sponsor plus more.</i>	\$2,500 PA

Why not add some Ground Signage?

Traditional ground signage is still a great way to advertise your business. The signs are placed inward facing and can be seen from a number of points away from the oval. The other great feature is they are there for twelve months of the year gaining huge exposure to other sports that utilize the reserve.

<i>Ground Signage</i>	Ex GST
A once only fee for design, construct and install on the fence 3,600 x 900 ground sign customised	\$600

Officer Kangaroos Junior Football Club

Sponsorship Packages

Warm Up Tops - Individual Team

If you are looking to do more with your team, you can advertise your business on our newly designed “Warm Up Tops”.

As an Individual Team Warm Up Top Sponsor, you will have sole exclusive rights to advertise your business on a particular team’s apparel.

These new **Warm Up Tops** will be worn by players pre-game and can also be worn at regular training (if that team does not have a training top sponsor) plus we’re confident players will want to wear them around town like any other favorite top they may have!



Details

- Your business logo will appear on the back of all the team’s warm up tops;
- You can form a syndicate of businesses to spread the cost, however no more than four (4) sponsors logos will appear on the back of the shirt;
- The Club will, (on your behalf) design, order, buy and distribute these tops for season 2023. One per player and up to 26 tops;
- Your business(es) will also be the Team Sponsor(s) for the year.

To maximise the exposure and to provide consistency, we would like our Team Warm up Top Sponsors to commit to a minimum of two years with us. Year Two is at a reduced rate and will include up to eight additional tops for new to club or “fast-growing players”.

<i>Your Investment with the Officer Kangaroos</i>	Ex GST
Warm up Top Team Year 1	\$1,250 PA
Warm up Top Team Year 2	\$500 PA

Officer Kangaroos Junior Football Club

Sponsorship Packages

Major Sponsor

Our Major Sponsors Package can be tailored specifically to suit your requirements ensuring maximum exposure and capacity to generate a return for you and your business.

Advertising & Promotion of Your Business

Ground Signage

- We will place on the fence at the Western Oval Starling Rd (Officer Recreation Reserve) a 3,600 x 900 ground signs customised with your business information.

Website

- Your logo placed in a prominent position on our web site with information about your business and links to your own website.

Social Media

- Your business is mentioned across our Facebook Page which has 1,200+ followers. We will link your page into our news feed to help with brand awareness as you provide updates through your own social media.

Email Marketing

- Your business name will be incorporated in our regular emails out to our members;
- We will also include specific information about your products and services or special offers that you notify us about [optional].

Slide Show & Big Screen TV

- Your logo can be seen on a slide show running during events held at the social rooms: Awards Nights (selected Sundays) and all other social nights.

Letterhead

- Your business name and logo will be featured on our Club letterhead.

Digital Scoreboard

- You will receive Major Sponsor exposure (see Digital Scoreboard section).

<i>Your Investment with the Officer Kangaroos</i>	Ex GST
Major Sponsor Fully Customised	\$4,000 and above

Officer Kangaroos Junior Football Club

Sponsorship Packages

What happens to my Sponsorship money?

The funds we collect from our sponsors goes to helping with the operation of the Club. To be a little more specific, it more than often goes to:

- Purchasing equipment (jumpers, footballs, training equipment)
- Awards
- End of season trophies
- Programs run by the Club – Our Football Academy and components within it (health and fitness, skills, tacking, etc), female football programs, seminars and information sessions run by external organisations the Club invites in.
- Help build infrastructure to improve the Club where possible (kitchen equipment, renovations of existing facilities).

Are there other options or ways I can sponsor the Club?

Yes there are. Please talk to our sponsorship team and they will work closely with you to come up with a solution that best suits your needs.

At times we may have marquee opportunities become available like scoreboard signage or advertising spaces becoming available on new club merchandise like polo shirts and jackets.

Who do I contact?

Gareth Sheean on 0418 381 579

Email: admin@okjfc.com.au



Officer Kangaroos Junior Football Club

Sponsorship Packages

Please fill in the form below and email to admin@okjfc.com.au

Sponsorship Type	Amount Ex GST	Select
Match Day Awards		
Individual Team Sponsor	\$250	
Club Sponsor Digital	\$500	
Club Sponsor (Silver)	\$1,000	
Club Sponsor (Gold)	\$2,500	
Individual Team Warm Up Top	\$1,250	
Major Sponsor	\$4,000+	
Signage Costs	\$600	

Sponsor Details			
Business Name			
Business Address			
Town		Postcode	
Contact Phone	(Bus)	(M)	
Email Address			
Contact Person			
Payment Methods <small>(Mobile EFT is available at the Club)</small>	Bank Deposit Bendigo Bank: Officer Kangaroos JFC BSB: 633 000 Acct: 112641600		

An invoice and receipt can be provided upon request for tax purposes and effective 1 November 2017, the club must charge GST on all goods and services.