

KUFC Sponsorship Packages- 2021

Knox United FC is looking for sponsors who share the Club's vision and drive – we aim to create a community environment that supports all players at the lowest cost. We encourage anyone interested in supporting to please take their time to read through our vision and sponsorship offerings below. Please consider our offerings below and contact us at knoxunited@hotmail.com.

About the Club



Founded in 1995, Knox United has steadily grown to consist of over 120 playing members who compete within the Northern Suburbs Football Association (NSFA).

As a club we pride ourselves on offering footballing within the local community for all ability levels and at all ages. Founded as integral members of the Old Knox Grammarian's Association, Knox United celebrates and fosters strong connections with Knox Grammar School, offering more than just an opportunity to play the beautiful game. Although Knox United provides a means of bringing together students past and present, we importantly welcome players from all backgrounds and abilities. Our teams for 2020 included our Premier League squad, All Age Social team, Over 35s team and three Junior teams.

In 2019 Knox United took a major step towards expansion with great success by fielding a championship winning juniors team, the first junior team in the Club's history. This expansion project continued in the 2020 season with the Club fielding U13, U14 and U15 teams. The Club eagerly anticipates the further development and continued expansion of our Junior Football program, and looks forward to the success it will bring. As the Club eagerly moves forward into this growth phase of our history, we look to our partners, both current and emerging, to help support us in our pursuit of sustainable growth. All junior football will be supported by qualified coaches under supervision of our club coach coordinator, Vince Cali.

The club is additionally looking to expand our current All Age football offerings with the short-term goal of expanding our social team to a squad next year. This, in combination with our

projected junior expansion and current All Age and O35 teams, would bring the Club's footprint to approximately 300 players making the Club the biggest sporting team under the Old Knox Grammarian's Association and a key member of the NSFA.

Knox United offers a range of sponsorship alternatives – as a club we look to accommodate any potential partnership by offering 3 different sponsorship packages – major, sporting and business. The club invites any interested parties to be in contact – we look forward to hearing from all further partners of the club.

Major Sponsor

Current Positions Available: 3

Major Sponsors for 2021 will need to be confirmed by November 2020.

Offerings: Knox United will offer the following to Major Sponsors:

- **Jersey Sponsorship:** Major sponsors will have access to one of three jersey sponsorship positions; front of shirt, rear of shirt above the playing number and left-hand sleeve. Pepper Money currently occupies the front of shirt position. Jersey sponsorship will be club wide with the same jerseys worn across all age groups.
- **Polo Shirt:** All Major Sponsors receive advertisement on the official Club polos. Polos are worn by all senior players to and from games.
- **Jumpers:** All Major Sponsors receive sponsorship on jumpers. Jumpers are given to all senior players at the club to wear at training and on game day.
- **Website:** Our newly redesigned website has a designated page for sponsors to promote their business through an image and paragraph description. Banners and Promotion will also be utilised on our website.
- **Social Media:** Major sponsors will receive exposure to the wider Knox United community through posts on our social media accounts via both Facebook and Instagram.
- **Signs/banners:** The Club can also display signs and banners at all home games – in particular, for all premier league games where banners will be displayed from 12.30-5pm for fortnightly home game fixtures.

Benefits:

The Major Sponsor package seeks to facilitate a sponsor's exposure across the entire Knox United Football Club community from our juniors right through to our O35s. Knox United has 3 Major Sponsorship positions available. Major sponsors are considered an integral part of the Club and the broader KUFC family.

Major partners receive physical exposure on playing shirts, polos, jumpers and banners, and an online presence through the Club's social media accounts and website. All partners are encouraged to add a short description, logo and links on our sponsorship page.

Sporting Partners

Offerings:

- **Polo Shirt:** All Sporting Partners receive advertisement on our official Club polos. Polos are worn by all senior players to and from games.
- **Jumpers:** All Sporting Partners receive sponsorship on jumpers. Jumpers are given to all senior players at the club to wear at training and on game day.
- **Website:** Our newly redesigned website has a designated page for sponsors to promote their business through an image and paragraph description. Banners and Promotion will also be utilised on the website.
- **Social Media:** Sporting Partners will receive exposure to the wider Knox United community through posts on our social media accounts via both Facebook and Instagram.
- **Signs/banners:** The Club can also display signs and banners at all home games – in particular, for all premier league games where banners will be displayed from 12.30-5pm for fortnightly home game fixtures.

Benefits:

Knox United's Sporting Partners receive promotion to the broader Knox United community on all match days primarily through physical exposure on polos, jumpers, and banners. The Club will utilise the support of our Sporting Partners to further our aim of improving the footballing ability of all club players at the lowest plausible fees. Backed by motivated and qualified coaches and with the support of our Sporting Partners, the Club eagerly anticipates a period of significant yet sustainable growth.

In particular, the Club is working towards creating a pathway for all players who want to compete at the highest level possible for a local club. Our Premier League squad have competed in the top local division since 2016, achieving results as high as 5th in recent seasons. Moreover, in 2020 the Club has had both our U14 and U15 teams compete in the Super League competition (Division 1) for the first time in our history. Moving forward Knox United will look to the support of our Sporting Partners to help facilitate long-term momentum in this vision, in an attempt to break the dominance over the top divisions held by the more established NSFA clubs.

Sporting Partners receive exposure through polo shirts and jumpers worn by all premier league players to and from games. Additional exposure is available for sponsorship on warm up shirts worn during mid-week training and prior to the game. Lastly, our Sporting Partners are offered the unique opportunity to sponsor our first-grade player of the round award, which will be posted on our social media accounts and website weekly.

Business Partners

Offerings:

- **Website:** Our newly redesigned website has a designated page for sponsors to promote their business through an image and paragraph description. Banners and Promotion will also be utilised on the website.
- **Social Media** – Business Sponsors will receive regular exposure to the wider Knox United community through posts on our social media accounts via Facebook and Instagram.
- **Signs/banners/Marquee:** The Club can also display signs and banners at all home games – in particular, for all premier league games where banners will be displayed from 12.30-5pm for fortnightly home game fixtures.

Benefits:

Knox United will look to our Business Partners to support the long-term vision of the Club. As we continue through this growth phase, we seek business partners who are excited and eager to help facilitate the Club reaching 300+ playing members and to assist in establishing ourselves as powerhouses in All Age Premier League and Junior Super League competitions. We additionally seek to further our connections with Knox Grammar School, the Old Knox Grammarian Association and the Northern Suburbs Football Association communities. All business partners of the club will support the club in providing the highest quality footballing experience to all players at the lowest fees. Business partners will allow the club to utilise the unique position of the club – being an old boys' club competing in the northern suburbs competition, the club's audience exceeds that of any of our competitors.