



Season 2020

Partnership Opportunities





Est. 1949



Junior Boys
& Girls
Teams



One of the
Largest
Hockey Clubs
in SA



Social Media
Reach of
1000+



Senior Men's
& Women's
Teams



Database of
1000+

300 Playing
Members





Est. 1949

Who are we?



Having played hockey since before I can remember, the Burnside Hockey Club has been a big part of my life for many years. Reaching the later stages of my career I have decided to focus my energy to the administrative aspects of the Club, having joined the committee and the Sponsorship Committee as a way to give back to the Club. I have worked in retail for 12 years having managed my own Book Stores and Newsagencies. I intend to bring the same philosophies of establishing strong relations with our Sponsor Community.



I have been involved with the Burnside Hockey Club for the past five years through the involvement of my four children. I recognised the great environment of the Club and the balance that was instilled into the players of having fun whilst striving for success. I have previously worked for National Companies such as the NAB as a Marketing Co-Ordinator. We have identified the promotion of our Sponsors as a key component in our presentation and we will work hard to ensure we are able to support those supporting the Burnside Hockey Club.



Having played school hockey for Pembroke, the demands of the hospitality industry took me away from the game until returning in my mid 30's. In this time I managed the Peter Hurley & Mark Ricciuto owned, Alma Tavern & Hackney Hotel. I was instrumental in changing the way sponsorships there were handled, leveraging partnerships through closer relationships, KPI's & better communication to get the best possible results for both parties. I thoroughly enjoy being part of Burnside Hockey Club & am committed to its success both on-field and off.

What can we do for you?

- Add Value
- ROI
- KPI's & Goals
- Work Together

At Burnside Hockey Club, we are dedicated to creating long-lasting and mutually beneficial partnerships. We want to add value and contribute to the strength of your business which will in turn assist the club in securing a stable financial base

We work with our partners to establish Return on Investment KPI's & goals that are specific, realistic, achievable and measurable. We understand that your ROI expectations may be different to others, so will work with you as an individual to achieve best outcomes for your business.

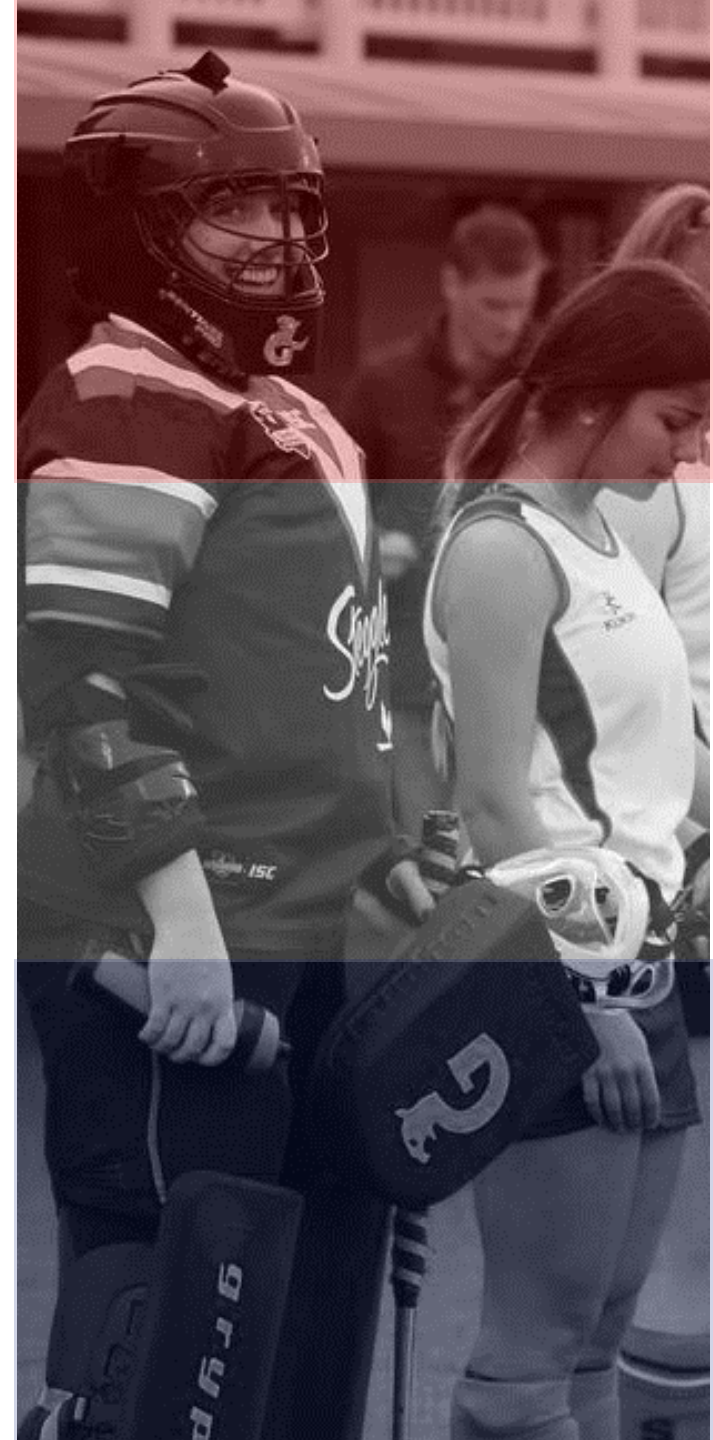


Levels of Sponsorship

Premier

Value: By Negotiation

- Invitation to sponsors event
- Invitation to Bowden/Bowley Cup and Finals Series
- Invitation to End of Season Dinner
- Recognition at all club events
- Promotion on Social Media Pages
- Ability to send EDM through database
- Logo on training/warmup tops
- Naming/Hosting Rights to specific social events
- Logo displayed on Website and Social Media Pages
- Provided with club merchandise at discretion for displaying purposes
- Promotion at training/games
- “Sponsor Recognition” BHC Merchandise





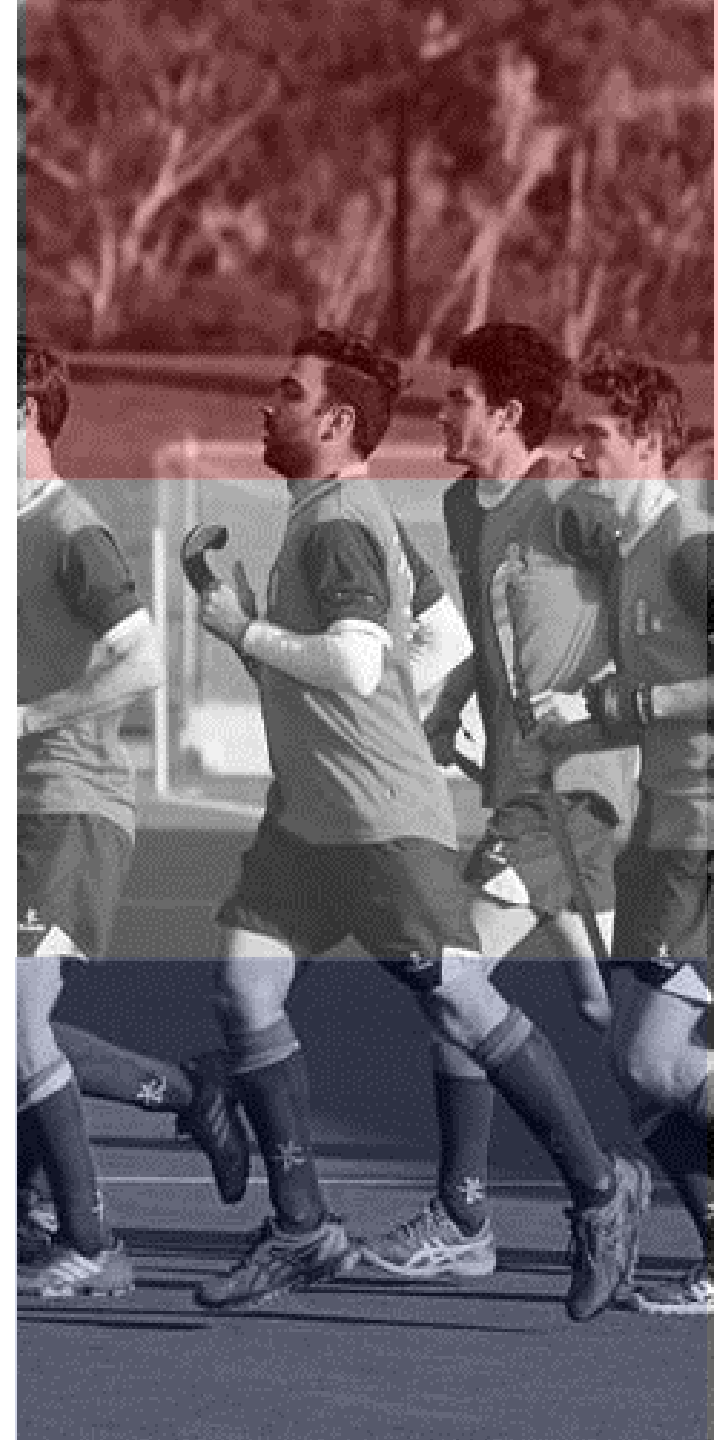
Est. 1949

Levels of Sponsorship

Gold

Value: \$2000

- Invitation to sponsors event
- Invitation to Bowden/Bowley Cup and Finals Series
- Invitation to End of Season Dinner
- Recognition at all club events
- Naming rights to Specific Team (negotiation)
- Naming Rights to Specific event (Negotiation)
- Ability to send EDM through database
- Logo on training/warmup tops
- Logo displayed on Website and Social Media Pages
- Promotion at training/games
- “Sponsor Recognition” BHC Merchandise





Levels of Sponsorship

Silver

Value: \$1000

- Invitation to sponsors event
- Invitation to Bowden/Bowley Cup and Finals Series
- Invitation to End of Season Dinner
- Logo displayed on Website and Social Media Pages
- Recognition at all club events
- Promotion on Social Media Pages
- Promotion at training/games
- “Sponsor Recognition” BHC Merchandise



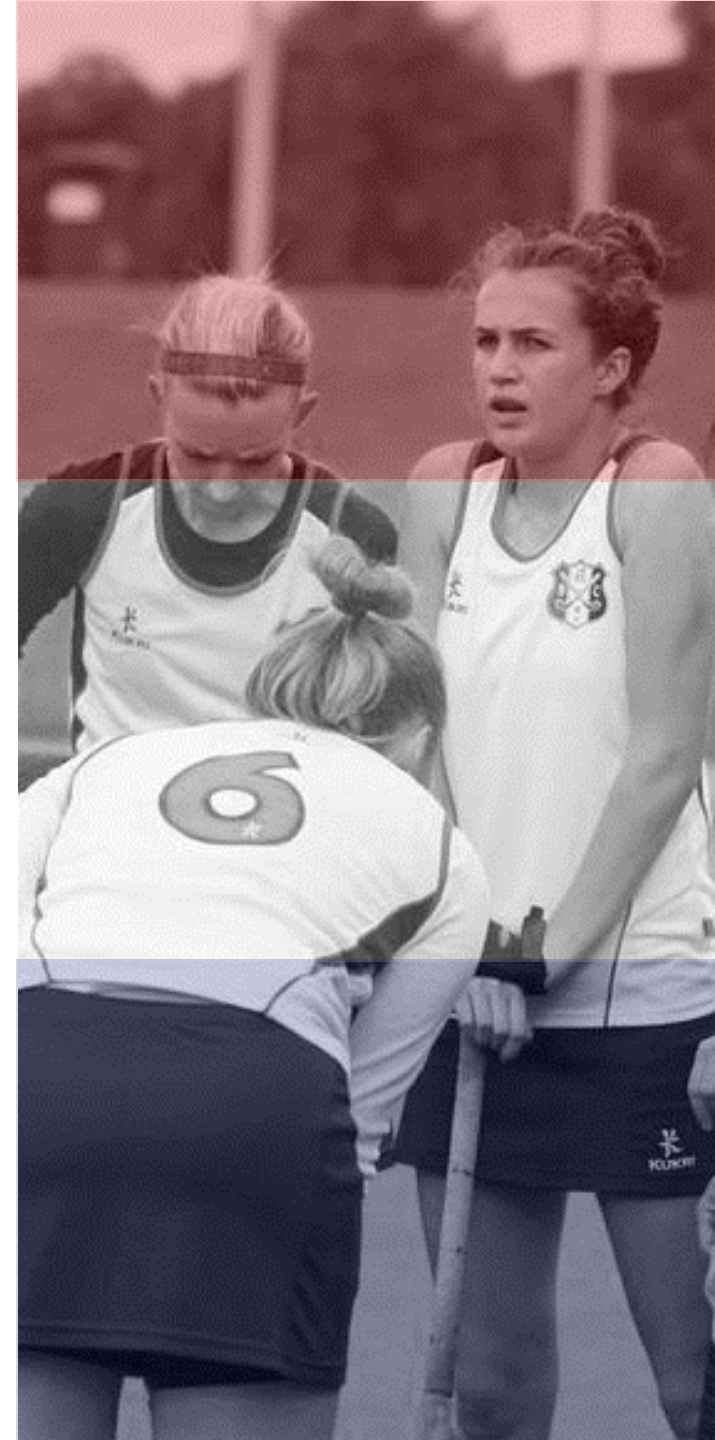


Levels of Sponsorship

Bronze

Value: \$500

- Invitation to sponsors event
- Invitation to Bowden/Bowley Cup and Finals Series
- Invitation to End of Season Dinner
- Logo displayed on Website and Social Media Pages
- Recognition at End of Season dinner
- “Sponsor Recognition” BHC Merchandise





Levels of Sponsorship

Additional Items

(By negotiation)

- U/13 Championships
- Event Sponsor/Naming Right Sponsor
- Naming right to club events
 - Bowden/Bowley Cup*
 - Friday Night Hockey*
 - Sponsors Day*
 - Past Players Day*
 - Junior Presentation Night*
 - Senior Presentation Night*

