BENTLEIGH UNITED Cobras FOOTBALL CLUB

Sponsorship Prospectus 21/22

Our Community, Your Customers

Contents

Bentleigh United Cobras Football Club [COBRAS FC] 2

What this represents for your business 3

Digital Footprint 3

Sponsor Network 4

Sponsorship Opportunities 5

Sponsors Packages 7

Contact Us 8

Bentleigh United Cobras Football Club

Cobras FC is a not-for-profit, community focused football club based in Patterson Road, Bentleigh.

With over 35 years of history in Victorian Football we nurture the participation of boys and girls from age 5 to 18 in "the beautiful game". Our focus is on developing the skills both on and off the pitch in our young players so that they can enjoy football (soccer) and become valuable members of society.

We have players who represent Victoria at the Junior level and are recognised as "future football talent".

We also compete in Senior Men, Women and Masters Divisions with players from 18 to 50 years of age. Our Senior Men's team competes in the Division 1, the highest level of Football Victoria's Community Competition and our Senior Women are in Division 2.

As a club we have helped develop players who have represented Australia and other countries at various levels and players who have made a career in the national and international professional leagues.

Club Composition

500+ Families

Players:

- Ages 5 to 11 years -120 Players, Boys & Girls
- Ages 12 to 18 years – 90 Players, Boys & Girls
- Seniors – 80 Players, Male & Female Supporters: 200 + non playing members/families

Geography

Our Club Community is highly engaged and comes from the surrounding suburbs of Melbourne's South East:

On any given weekend during the season we will host teams from across Melbourne at our newly developed Victory Park facility and send teams out to represent the club in suburbs from Caroline Springs to Frankston.

Members of the Club are also active and prominent figures in the development of football in Victoria and in Australia, participating in national forums, public/media events and committees dedicated to the development of football.

What this represents for your business

Cobras FC provides our sponsors a great opportunity to not only make a tangible contribution to the community but also raise the profile of their business.

Our sponsors can elect to be represented on our jerseys, on clubhouse or matchday signage, on our website, newsletters and in social media.

Sponsors are invited to present their products & services to our community, attend game days and special events raising awareness and brand affinity. Have an idea on how we can help promote your business? We are passionate about working with our sponsors to help them.

Digital Footprint:

Website Visits: 5,000+ Visits per month

Newsletter Subscribers: 280 active subscribers

Facebook: 500+ Followers generating 7,000+ impressions per month

Instagram: 500+ Followers generating 3,000-5,000 impressions per month

With the Women's World Cup fast approaching and the meteoric rise of football/soccer as the largest team sport in Australia no other activity provides the same potential exposure for our sponsors.

Sponsor Network:

Join other great local, national and international companies in supporting the Cobras Community

- Adobe Systems
- Bendigo Bank Caulfield Park
- Ive Group
- Red Fire Engineers
- Fortigo Transport Management

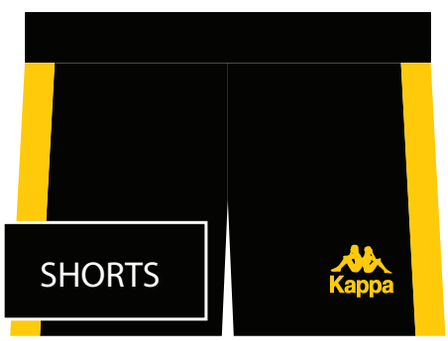
Sponsorship Opportunities

Cobras FC have opportunities to sponsor at different levels from specific teams to divisions and overall Club.

Our jerseys offer multiple locations where sponsors logos can be positioned:

- Left Sleeve
- Right Sleeve
- Front
- Top Back
- Bottom Back

Logo can also be applied to Senior Men's, Men's Reserves and Senior Women's Shorts



Sponsorship Opportunities cont.

Ages from 12 years upwards have Home and Away Jerseys.

Please see the examples below.

Sponsor's logos are heat sealed onto kit in Australia and retain their good as new look throughout the season.

Sponsors Packages

Cobras FC Sponsorship Packages start from $2000 for Playing Kit Logos. All Sponsorship Packages include:

- Digital Media (Website, Newsletter, Social Media)
- Clubhouse signage
- Club Events (eg Team Dinners, End of Season Awards Nights, AGM)

Age Level	Kit Position	Cost
8-11 Years Home Jersey Team	Front	$2,250
8-11 Years Home Jersey Team	Back	$2,000
8-11 Years Division (5-10 teams)	Front	$7,000
8-11 Years Division (5-10 teams)	Back	$5,000
12-18 Years Home & Away Jersey Team	Front	$3,000
12-18 Years Home & Away Jersey Team	Back	$2,500
Senior Men's Home & Away	Front	$10,000
Senior Men's Home & Away	Back	$8,000
Senior Men's Home & Away	Sleeve	$4000
Senior Women's Home & Away	Front	Not Available
Senior Women's Home & Away	Back	$5,000
Senior Women's Home & Away	Sleeve	$3,000
Masters Men's Home & Away	Front	$4,000
Masters Men's Home & Away	Back	$3,000
Masters Men's Home & Away	Sleeve	$2000

We also offer Senior match day signage starting from $2,000.

Contact Us

Please reach out to the Cobras FC Committee if you would like to find out more or discuss ideas on how we collaborate to support the club and your business.

Committee@cobrasfc.com.au

President – Phill Oliver

President@Cobrasfc.com.au

Secretary – Jed Elliott

Secretary@cobrasfc.com.au

Treasurer - Andrew Thoseby

Treasurer@cobrasfc.com.au