



**EAST MALVERN**  
JUNIOR FOOTBALL CLUB

# SPONSORSHIP PROPOSAL

2023

# ABOUT THE MIGHTY KNIGHTS

## HISTORY OF THE CLUB

The East Malvern Junior Football Club (EMJFC, otherwise known as the Mighty Knights), was originally part of the East Malvern Football Club, formed in 1927.

To give the junior teams greater representation, a Junior Committee was formed, and the junior club was incorporated and formally launched in late 1986.

Starting with four junior teams, the Knights gradually grew to 17 teams by 2009. In 2010 we had 500 playing members and 400 social club members. In 2011, the Knights celebrated 25 years as a Club and coincidentally fielded the highest number of teams, a record of 24.

2019 was a record year for registrations with 918 players – 193 girls, 664 and 40 teams. Despite no season in 2020, in 2021 we had 850 players – 176 girls, 674 boys and 38 teams signing up to don the Mighty Knights jumper.

The Knights is conducted on a volunteer basis by parents and friends of the Club. Our home grounds include D.W. Lucas Oval, Darling Park - Basil Reserve & Stanley Grose Reserve. We call Dunlop Pavilion at D.W. Lucas Oval home for our Club.

The Knights are a part of the South Metro Junior Football League (SMJFL), the largest junior football competition in the Melbourne metropolitan region.

We are the largest club in the SMJFL with teams from Under 8s to Under 18s, including girls' teams in all girls age groups - Under 10s, Under 12s, Under 14s, Under 16s and Youth Girls (Under 18s). In 2022 the girl's competition has been expanded to include Under 8 and Under 13 age groups.

Over 2020 and 2021 we had 4 girls drafted into the AFLW system, with Charlie Rowbottom drafted to Gold Coast Suns at pick #1, and 2 boys drafted into the AFL system. Several of our AFLW draftees have also received NAB Rising Star nominations

## SUPPORTING CHARITIES

We are heavily involved in the community, supporting numerous charities throughout the year.

In 2019, we supported Robert Connor Dawes (RCD) Foundation, Challenge (supporting kids with cancer), Breast Cancer Network Australia (BCNA) and Cystic Fibrosis Victoria. We also undertook a boot collection drive and donated player wear to St Mary's Football Club, Darwin, for indigenous players.

We also annually host and play in the East Malvern RSL ANZAC Day Cup. This is a round robin competition and BBQ lunch with neighbouring clubs following the ANZAC Day Dawn Service. Unfortunately, we were unable to hold the ANZAC day Cup in 2020 and 2021 due to COVID restrictions.

In 2021 our Under 16 Boys and Girls teams supported Headspace – the National Youth Mental Health Foundation – by wearing green Knights jumpers. As a part of this association, we had a surprise visit from Prime Minister the Hon. Scott Morrison and Dr Katie Allen MP and Michael O'Brien MP to help raise awareness for this worthy cause.

## ANOTHER RECORD FOR 2022

Despite the challenges that 2020 and 2021 threw at us all, the community support for the Knights continues to be strong, and reflective that we are a true community-based club. 2021 saw us register 850 players, from 600 families. As an engaged sponsor of the Knights your business will continually be promoted to this community group via our scoreboard, website, newsletters, and clubroom advertisements.

# SO WHAT CAN THE MIGHTY KNIGHTS OFFER ITS SPONSORS?

Other than providing your support to a traditional sport that encourages kids to get outside, make new friends, be active and build their confidence by being involved in a local sport, you will get exposure to numerous families within your community. The Knights reaches out to over 661 families within the East Malvern and surrounding suburbs on a regular basis.

## COMMUNITY INVOLVEMENT/EXPOSURE

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## EXCLUSIVITY

At the Knights, we pride ourselves on the fact that we only accept one sponsor from each industry/service type, regardless of the level of sponsorship (note this excludes gameday voucher sponsorship).

## WEBSITE

Our members are encouraged to visit our website to access necessary information regarding their involvement in the club. We had 8333 visits from 7045 unique visitors to our website in 2022.

## SOCIAL MEDIA

In 2023, the Knights will be active on Facebook and Instagram, providing social media platforms for sponsors to reach a broader community.

## NEWSLETTER ACKNOWLEDGEMENT/ADVERTISEMENT

Each year, we send out about 25 newsletters to the entire Knights community. Sponsor logos will be included at the bottom of each newsletter (listed according to sponsorship level). We also offer the opportunity to include an

advertisement or feature article in our newsletter on one or multiple occasions, depending on sponsorship level.

## CLUBROOM SPONSORS SIGNAGE

Your company will be included on our Clubroom sponsors screen. Our Clubrooms are a hive of activity, especially on Friday nights at training and during game day. We are also building on our Training Night on Wednesday and expect to have an increased number of people in the clubrooms on this night each week.

## SPINNING WHEEL

We offer an opportunity to be part of our Spinning Wheel and provide sponsor prizes for visitors to spin to win throughout the season. Sponsor logos are displayed on the spinning wheel wedges with the visitor winning a prize from the sponsor they land on.

The Spinning Wheel will be on display and used when we come together for Knights Nights at the clubrooms every Friday throughout the season, and at the end of season Club Nights on Sundays.

In 2022, we expect to have 15-18 (including finals) Friday nights at the Knights and five End of Season Club Nights on Sundays.

## CERTIFICATE OF APPRECIATION

We will provide all sponsors with a Certificate of Appreciation that they can display at their business as recognition of their support of our club.



# SPONSORSHIP PACKAGES

All sponsors, regardless of sponsorship level, are welcome to become a part of the Knights community by joining us at the club on Friday night training sessions, Sunday match days and social functions. We encourage participation and involvement from the entire Knights community, including members, players, sponsors, friends, and family. Sponsors will be acknowledged on the club's website, newsletters, and social media.

## MAJOR SPONSOR

Amount: \$20,000 pa minimum

We offer one major sponsor logo on the back of the EMJFC player jumper, displaying the logo underneath the player number. The major jumper sponsor opportunity has been taken up until end of 2026 season. Benefits include:

- Logo displayed on scoreboards.
- Logo will appear at the top section of each newsletter (noting Major Sponsor status)
- Name listed in the sponsors section of the website (including hyperlink)
- Invitation to Knights social functions.
- Feature article or introduction in the newsletter each year
- Company brochures on display in the Club Rooms at Friday night training
- Digital advertising in the club rooms at Friday night training
- Sponsor logo on club website home page
- Seven social media posts (Instagram and Facebook) throughout the season

## FRONT OF JUMPER SPONSOR

Amount: \$10,000pa minimum

We offer one major sponsor logo on the front chest of the EMJFC player jumper. The front of jumper sponsor opportunity has been taken up until end of 2025 season.

Additional benefits as per above aside from logo at bottom of newsletter (still noting Major sponsor status) and social media posts which are reduced to four per year.

## SCOREBOARD SPONSOR

Amount: \$10,000 pa minimum

We offer major sponsor logo on the scoreboard. The major scoreboard sponsor opportunity has been taken up until end of 2025 season.

Additional benefits as per above aside from logo at bottom of newsletter (still noting Major sponsor status) and social media posts which are reduced to four per year.

## PLATINUM SPONSOR

Amount: \$5,500 TO \$10,000

Subject to availability we have following available:

- Logo on club shorts – minimum \$7,500pa
- Logo on training tops – minimum \$7,500pa
- Logo on training balls – minimum \$7,500pa
- Logo on Goal post covers – minimum \$7,500
- Logo on grey EMJFC hoodies – minimum \$7,500pa

\*NOTE: Due to upfront costs we require 3yr minimum sponsorship period on above items

Additional benefits:

- Logo will appear at the bottom of each newsletter (noting Platinum Sponsor status)
- Acknowledgement in the newsletter
- Name listed in the sponsors section of the website (including hyperlink)
- Invitation to Knights social functions.
- Two social media posts (Instagram and Facebook) throughout the season

## GOLD SPONSOR

Amount: \$2,000 TO \$5,500

Benefits include:

- Logo will appear at the bottom of each newsletter (noting Gold Sponsor status) Acknowledgement in the newsletter.
- Name listed in the sponsors section of the website (including hyperlink) Invitation to Knights social functions.

## SUPPORTER

Amount: Not applicable

Local community members are encouraged to support the development of the club and its players.

Benefits include:

- Acknowledged in the newsletter.
- Name listed in the sponsors section of the website (including hyperlink)
- Invitation to Knights social functions.

## GAME DAY SPONSOR

Amount: Voucher, no minimum

Local businesses are invited to offer vouchers to be distributed to the “player/s of the match” as decided by the coaches at each game. The Knights is a club that promotes participation, fun & inclusiveness over winning at all costs, so the award is usually given to the player that best demonstrates the club’s morals. As we are such a large club, we would not expect every sponsor to provide 900+ vouchers and would be happy to provide the opportunity for a business to sponsor several age groups. Benefits include:

- Logo will appear at the bottom of each newsletter.
- Acknowledged in the newsletter.
- Name listed in the sponsors section of the website (including hyperlink)
- Invitation to Knights social functions.

FOR FURTHER INFORMATION REGARDING SPONSORSHIP, PLEASE EMAIL  
[emjfc.sponsorship@gmail.com](mailto:emjfc.sponsorship@gmail.com)

