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# CLUB SPONSORSHIP OPPORTUNITIES

**Sponsorship Prospectus 2017-2019**

Commerce-PINTS Hockey Club – Home of the Redbacks

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# Our Vision

To be recognized as a forward thinking, highly professional and well-respected hockey club that encourages participation in hockey.

# Our Mission

Commerce-PINTS Hockey Club is a club for fun, fitness and family.

# Our Values

- 🛡 **Enjoyment** and love for the game
- 🛡 **Respect** for all players, coaches, management, umpires
- 🛡 **Integrity** demonstrating fairness
- 🛡 **Honesty** and self-discipline on and off the sports field
- 🛡 **Inclusivity** of others
- 🛡 **Teamwork** and team spirit
- 🛡 **Safety** and consideration for all
- 🛡 **Personal development** and achievement

## Our Club offers:

- 🛡 Development pathways for players of all levels and abilities
- 🛡 Strong relationships with all stakeholders (eg. Players, DHA, HNT, sponsors, families)
- 🛡 Financial stability and appropriate management
- 🛡 An effective communications network
- 🛡 A credible committee able to carry out the business of the Club effectively and who continually strive to respond to the needs of its members
- 🛡 Support for diversity, families, training (skills, umpiring and coaching), flexibility (eg. training times were possible), affordable participation (fees kept to a minimum) and appropriate sporting conduct by its members

## Introduction

The Commerce-PINTS Hockey Club (CPHC) is a non-for-profit incorporated body that provides its service at no fee to the spectator, player or official. The CPHC is very proactive with fundraising. We have provided car parking supervision/logistics for the Darwin Turf Club Carnival since 2003. This takes some 420 man hours and almost 50 people each year. The club also runs several Bunnings BBQs annually. Other activities have included car parking at the Darwin Expo, Deckchair Cinema function, quiz nights and raffles.

There are six clubs in Darwin, each providing approximately 400 plus players, in total almost 3000 competitors ranging from Under 8 – Open age groups. If you include all club officials, their spectator base, the Darwin Hockey Association committee and the Hockey NT employees there is an estimated exposure to some 4000 plus people. This is a significant amount of people given the small population of Darwin. Additionally, due to our affiliation with the PINT Club our players and officials frequent the club weekly after training and for other social occasions, giving further exposure to those outside the hockey arena.

Articles regarding the local hockey competition also feature in our local NT News throughout the season and are discussed on the FM104.1 sports program each Saturday morning.

Hockey has become a high profile sport in Darwin due to some of our elite local players being selected for the National, Australian and Olympic teams. Please refer to the NT Hockey website:

<http://www.hockeynt.asn.au/Search-Results?Search=national+selections>

Currently all games are played at the two turfs located at the Marrara Sports Centre. A further turf is planned for the Palmerston or rural area in the near future. The location of this turf will further reach the outer areas of Darwin and may encourage further growth of the sport.

Darwin hockey players also participate in many interstate championships throughout each year; from Under 13 years to Veterans. NT hockey is also established in the National Hockey League, with both men's and women's teams. Interstate, Australian and Olympic teams also travel to Darwin to compete over the course of each year.

**The CPHC is seeking sponsors to assist in covering costs associated with juniors through to Open Grades. This finance is primarily for uniforms, officials (umpires and tech bench), equipment, along with fee subsidies to allow the game to be affordable to a greater range of people.**

## Club background

**The Commerce-PINTS Hockey Club has been operating in the hockey community of Darwin since 1948. The club is a founding member of the Darwin Hockey Association. Originally called Shell, the club changed its name in 1954 to Commerce. Affiliation with the PINT Club occurred in 1993 and the club is now known as Commerce-PINTS Hockey Club (CPHC).**

The Patron of the CPHC is Keith Kemp. Keith came to Darwin in 1948 and has played, coached and been an administrator for the club. The main turf grandstand is named after Keith and his wife Irene (both now deceased), in recognition of the enormous amount they both contributed to hockey over the years. A few of Keith's many awards and accolades include an Order of Australia Medal, Life Member of the Darwin Hockey Association, Life Member of Hockey NT and induction into the NT Hall of Champions in 2006.

The club's most recent premiership was in 2016, with the U17 girls winning their premiership. The U17 girls were also the 2013 and 2014 champions. In 2014 the A Grade Women beat St Mary's in the grandfinal to take out the premiership. The team was noted particularly for the young age of many of the players and the fact that the CPHC A Women had not won a grandfinal for 27 years. Many of our other teams have had success throughout the years. Many have played in semi finals over the past years and are working and building towards future premierships in their grades.

The CPHC is, and has been, very proactive with fundraising over many years. As you can appreciate fundraising is a very time consuming and arduous task for any Committee and club, but necessary for its success. CPHC diligently fundraise and spend the money wisely to ensure the club remains viable and successful and that hockey is an affordable sport for all people who may wish to participate, from juniors to seniors and right through to our club NT representatives. We are a well respected club and are affectionately known as 'the social' club.

*Note: A copy of the club's audited Financials Reports is available upon request, but must be viewed with confidentiality.*



## Sponsor benefits

By sponsoring the CPHC it gives a unique opportunity to be involved in a relatively high profile sport and forge a mutually benefiting relationship with a local amateur sporting body.

The sponsor would experience exposure of their organisation/ brand at all hockey fixtures over the 2017 – 2019 seasons at the ground. Your logo would be featured on our website (including a link to your web page), on our banner, a permanent sign 3m x 600mm on the main playing turf (only available for Gold Sponsor) at the stadium, on our letterhead, email and social media sites. Our club banner is exposed through the course of the year at games, all fundraising events, function's and on local community boards around Darwin.

Other benefits are the opportunity to network and provide client/ staff entertainment.

CPHC will ensure that sponsors are assessed and are not in competition with each other before proceeding with any commitment. This may require us to liaise directly with signed sponsors to safeguard exclusivity.

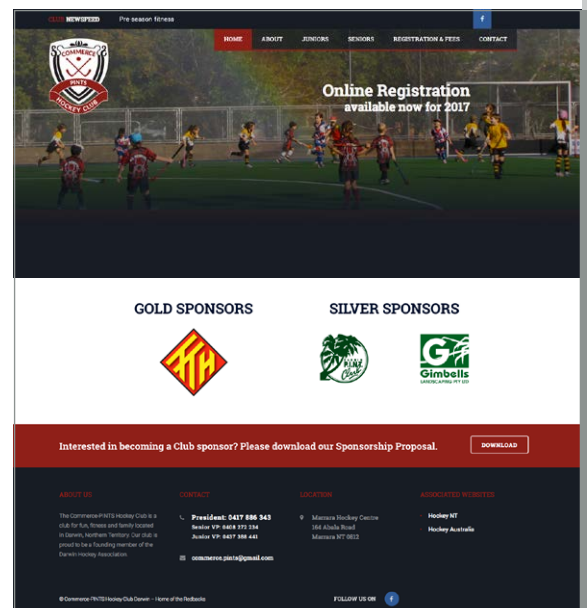
The CPHC hopes you will find our proposal for sponsorship acceptable, and that you will give consideration to the benefits that can be gained by both the club and your organisation from your investment.

**The club has a designated Sponsorship Committee Member with whom you can discuss any of the features of the Prospectus.**

**Jodie Rousell**  
**Tel: 0421 202 556**  
**E-mail: [jodie@gimbells.com.au](mailto:jodie@gimbells.com.au)**

**Or you can contact other committee members via**  
**E-mail: [commerce.pints@gmail.com](mailto:commerce.pints@gmail.com)**

**Further information about CPHC can be found on our website [www.commercepints.com](http://www.commercepints.com)**



# Components of our Sponsorship Packages

## BRONZE SPONSOR

Cost: **\$1,500 per year for a 3 year term**

No. of Sponsors: **Three**

### Benefits:

- ▣ Minor advertising on training singlet
- ▣ Advertising on club banner – displayed on game days, at fundraising and social events and on local community billboards when available
- ▣ Advertising and articles in our club newsletter, distributed to all players, past and present and also available on our club website
- ▣ Advertising on club letterhead, email and social media sites
- ▣ Two tickets to Sponsors Night on Club days – finger food and drinks catered for
- ▣ Invitations to attend all club social events

## SILVER SPONSOR

Cost: **\$2,500 per year for a 3 year term**

No. of Sponsors: **Three**

### Benefits:

- ▣ Advertising on training singlet
- ▣ Advertising on club banner – displayed on game days, at fundraising and social events and on local community billboards when available
- ▣ Advertising and articles in our club newsletter, distributed to all players, past and present and also available on our club website. A link direct to your website will also be setup
- ▣ Advertising on club letterhead, email and social media sites
- ▣ One double pass to National/International hockey events held in Darwin
- ▣ Four tickets to Sponsors Night on Club days – finger food and drinks catered for
- ▣ One double passes to Senior Presentation Night – including presentation of a sponsor trophy
- ▣ Invitation to Junior Presentation
- ▣ Invitations to attend all club social events

## INCIDENTAL SPONSOR

Cost: \$500–\$1,000 per year for a 3 year term  
No. of Sponsors: Unlimited

### Benefits:

- Advertising and articles in our club newsletter, distributed to all players, past and present and also available on our club website
- Advertising on club letterhead, email and social media sites
- Two tickets to Sponsors Night on Club days – finger food and drinks catered for
- Invitations to attend all club social events

## GOLD SPONSOR (NOT AVAILABLE UNTIL 2019)

Cost: \$5,000 per year for a 3 year term  
No. of Sponsors: One

### Benefits:

- Sole advertising on playing shirt
- Major advertising on training singlet
- Advertising by permanent signage, 3m x 600mm, on the perimeter of the main turf at Marrara Hockey Stadium
- Advertising on club banner – displayed on game days, at fundraising and social events and on local community billboards when available
- Advertising and articles in our club newsletter, distributed to all players, past and present and also available on our club website. A link direct to your website will also be setup
- Advertising on club letterhead, email and social media sites
- Two double passes to National/International hockey events held in Darwin
- Eight tickets to Sponsors Night on Club days – finger food and drinks catered for
- Two double passes to Senior Presentation Night – including presentation of a sponsor trophy
- Invitation to Junior Presentation
- Invitations to attend all club social events



## Contact Information

Jodie Rousell

Sponsorship Committee Member

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