

South Adelaide Football Club



Partnership Opportunities Season 2017



Visionary | Can-Do | United

Club Values

VISIONARY

South Adelaide Football Club dares to be different and has the courage to develop and implement new ideas. We are willing to think outside the square, to consider new ideas and better ways to do things. We recognize the risks and are prepared to challenge established mindsets to drive profound change within our club.

CAN-DO

South Adelaide Football Club is united in its objective to become a respected and consistently successful club. A common bond exists between all members who are loyal, honest and willing to make sacrifices and work together as one, from beginning to end, to achieve our goal of consistent success.

UNITED

South Adelaide Football Club has an absolutely positive attitude at all times and in all circumstances. Success will always be achieved by people with positive attitudes. These people acknowledge that we will not always be successful; however they believe that every problem has a solution and that they are never truly beaten. They will always rise to the next challenge, they are fun to be around, and are excellent role models.



Key Facts

- Established:** 1876
- Location:** Noarlunga Downs, SA
- League:** SANFL
- Schedule:** 18 games (10 home, 8 away)
- Season length:** April – September
- Stadium:** Hickinbotham Oval (Capacity: 12,000)
- Premierships:** 11 – 1877, 1885, 1892, 1893, 1895, 1896, 1898, 1899, 1935, 1938, 1964
- Escort Cup Premiers:** 3 – 1979, 1984, 1986
- Foundation Cup Premiers:** 1 – 1991
- Magarey Medals:** 11 – Frank Barry (1915), Dan Moriarty (1919, 1920, 1921), Jack Cockburn (1935), Jim Deane (1953, 1957), Mark Naley (1991), Andrew Osborn (1998), Joel Cross (2012, 2015)



Mark Naley



Dan Moriarty



1964 Premiership celebrations

About Our Club

The South Adelaide Football Club can trace its origins back to the year 1876, our formation led by soon-to-be Premier of South Australia Charles Cameron Kingston.

Just over a month later the Club played its first game; a two-hour slog against a team known as the "Victorians", which resulted in a one-goal-to-none loss at the foot of Montefiore Hill on Saturday, May 20, 1876.

The Panthers were a founding club of the SANFL, then the South Australian Football Association, when the competition was established in 1877. We won the premiership in their first year of competition and are the second oldest club in the SANFL.

In the over 140 years that have followed, our Club's foundation the South Adelaide Football Club has written a history steeped in tradition.

11 SANFL Premierships, seven Magarey Medallists, countless Champions and endless Legends fill the history of South Adelaide.

Footballing pioneers such as Kingston, Dan Moriarty and David Kantilla have all donned the famous blue and white, as have legends of the game such as Jim Deane, Peter Darley and Mark Naley, while the stories of today's modern stars are currently being etched into the folklore of Panthers history.

Since the inception of the AFL, South Adelaide has seen many players drafted, including several All-Australians, Captains and AFL Premiership players, such as Nigel Smart, Mark Bickley, Luke Darcy, Simon Goodwin, Brendon Lade, Dean Brogan and Ryan Griffen. Most recently, former Panthers star Caleb Daniel was a part of the Western Bulldogs 2016 Premiership side.

The club consists of 4 teams that play in SANFL competition: U16, U18, Reserves and League - plus an extensive development program (U13, U14 and U15 Metro and U15 Country) that reaches and educates many youths throughout the southern suburbs.

South Adelaide is a not-for-profit organisation and is a key community organisation. We work with many charities, schools and junior/amateur football clubs to build our community, develop youth and promote a healthy and successful lifestyle.



Our 1964 Premiership team

The SAFC Zone

Our Zone

The South Adelaide Football Club Zone comprises of a Metropolitan Zone and Country Zone, which encompasses everywhere between Reynella, Langhorne Creek and Victor Harbor, as well as Kangaroo Island.

Within our zone are 24 football clubs from the Great Southern Football League, Southern Football League and Kangaroo Island Football League aligned to our club. South Adelaide works with these local clubs within the district to promote participation and talent development.

Growing Participation

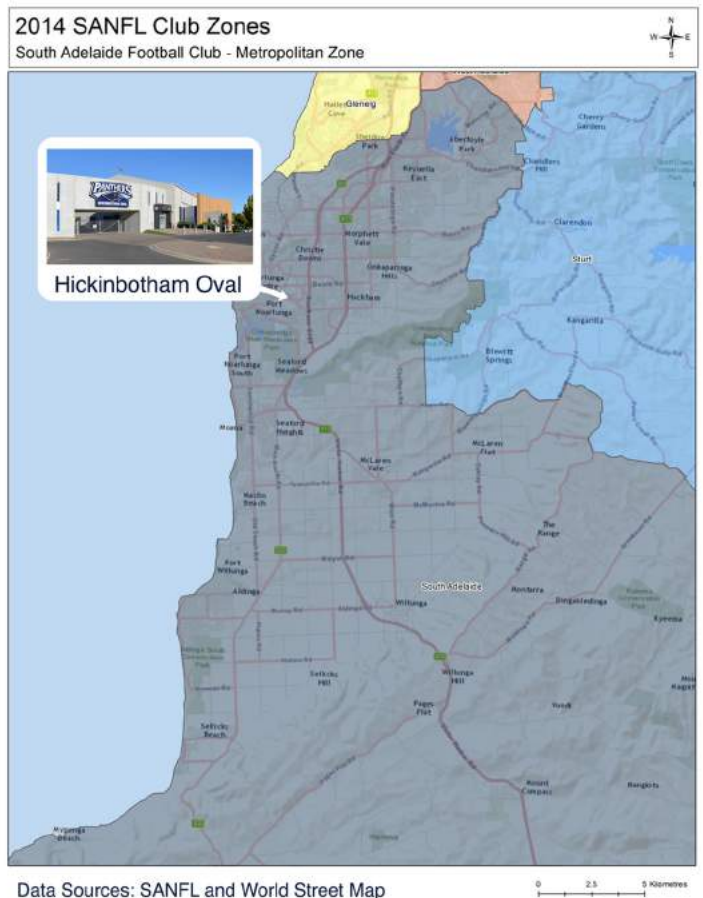
Football participation in South Australia continues to blossom. 2016 saw more than 9,000 kids take part in Auskick across the state - an increase of over 10% on the previous year. In our zone, that number was 1,076 - an increase of 26%.

In 2016, 3,521 kids played junior footy in our zone. Of those kids, 235 juniors were given the opportunity to represent South Adelaide through our talent pathway (U13 - U18).

Female Footy on the Rise

South Adelaide is also at the forefront of the female football boom. The Panthers were an inaugural club when the SANFL introduced the first state league aligned junior female teams in 2015.

In 2016, South Adelaide had the highest number of registrations in the SANFL, with 66 girls taking the field. Meanwhile, our U16s made their second consecutive Grand Final and claimed their first Premiership.



Exposure and Reach

Online

www.saafc.com.au	Total	Monthly Average
Unique Visitors	29,824	5,978
Sessions	57,821	11,564
Page Views	125,089	25,018
Organic Searches	37.5%	
Social Media	23%	

Data: Google Analytics - taken in season (June - September)

Social Media

Social Media	Likes/Followers	Reach/Impressions
Facebook	5803	Season - 1,188,388 Monthly - 169,770 Weekly - 39,613
Twitter	2769	Season - 435,600 Monthly - 62,229 Weekly - 14,520
Instagram	1681	

Data: Facebook/Twitter Analytics - taken in season (March - September)

Member Communications

Member Communications	Frequency	Reach
Panthers E-News	Constant	2,875
Panthers News	Tri-Annual	All Members



South Adelaide Football Club [OFFICIAL]



youtube.com/southadelaidefc



@southadelaidefc



@southadelaidefc

Exposure and Reach

Television Broadcast

Since making the move to commercial television in 2014, broadcast coverage of the SANFL has grown in leaps and bounds to become an established fixture of South Australian television.

Broadcast Statistics

Home & Away Season (18 Matches)	2016	2015
Total Viewers	507,247	516,544
Highest Share of Audience (Round 12)	34.20%	35.60%
Average Viewership	28,180	28,697
Highest Viewership (Round 18)	51,869	51,077
Average Share of Audience	21%	18.8%

Data: Provided by SANFL

Finals Series	2016	2015
Total Viewers	406,895	297,373
Highest Share of Audience (Grand Final)	53.5%	48.2%
Average Viewership	67,816	37,172
Highest Viewership (Grand Final)	117,209	71,423
Average Share of Audience	37.5%	23.6%

Data: Provided by SANFL

Panthers Broadcast	Viewers	Share of Audience
Round One	27,843	19%
Round 12	37,233	22.9%
Qualifying Final	75,517	38.4%
First Semi Final	37,692	29.9%

Data: Provided by SANFL



Partnership Benefits

Brand Exposure

From signage around the ground at Hickinbotham Oval, branding on Panthers uniforms, digital partnerships, exposure at corporate events and to the media and more, there are numerous ways to increase your brand awareness with the South Adelaide Football Club.

Engagement

Panthers Partners have a direct link to our captive audience of members, supporters and southern families. Activating your brand at a South Adelaide match or event will keep our business at the front of mind.

Networking

As a Panthers Partner you are offered and will enjoy instant access to our growing portfolio of Partners. Connect with like-minded businesses and professionals and enjoy the benefits of mingling with fellow Panthers Partners, Board Members and Officials and players past and present.

Hospitality

Bring your family or friends to a match at Hickinbotham Oval and enjoy all the action from the comfort of our function with a delicious meal and drinks package prepared by our professional bistro team. Or wow a client with a night out at our famous annual Gala Auction.

Entertainment

The SANFL is the highest level of football in Australia outside of the AFL. Follow our exciting team with complimentary membership and tickets to our matches. There is nothing better than a day at the footy!

Supporting Your Local Community

There is more to South Adelaide than just our League team. Partnering with our club is an investment in the growth of grassroots football in the South and goes a long way to supporting our talent pathway for the stars of tomorrow. Programs such as our Development Squads, Centre of Excellence and blossoming girls football program would not be possible without the generous support of our Panthers Partners.



Eyes On The Oval

Hickinbotham Oval - Our Fortress

After many years as the nomad of the competition, South Adelaide moved to Noarlunga in 1995 to claim the space now known as Hickinbotham Oval as their official home ground and plant themselves in the heartland of the South.

Hickinbotham Oval is now one of the most difficult strongholds to compete at, with the Panthers winning all 10 of the home matches in 2016.

While the Oval's main purpose is to host Panthers games, the exposure to the wider community goes well beyond SANFL League matches.

SANFL League and Reserves

Our League and Reserves teams are the highest level of football in South Australia. In 2016, 16,880 people attended Hickinbotham Oval to see our mighty Panthers compete.

AFL Exposure

In 2016 Hickinbotham Oval will be hosting back-to-back NAB Challenge games, with both the Adelaide Crows and Port Adelaide Power playing over two days in March. These games will not only draw further foot traffic to Noarlunga, but will also be broadcast on television.

Panthers Juniors

In addition to our senior teams, South Adelaide also boasts a healthy junior program, which consists of our U16 and U18 Centre of Excellence and U13, U14, U15 Country and U15 Metro Development Squads. This brings crowds to approximately 20 further games each season.

Community Events

Outside of football Hickinbotham Oval is also host to several notable community events, including; Panthers Family Fun Day season launch; Southern Community Christmas Carols; City of Onkaparinga Australia Day Bush Fair; Southern Football League Grand Final.



Player Sponsorship

Who is your favourite player?

If you are looking at sponsorship for the first time, player sponsorship is the perfect way to get your feet wet. It is a cost effective way to align your brand with the Panthers while also directly helping our players get on the track during the season.

Whether it is supporting one of our experienced leaders, nurturing an emerging talent or helping a new recruit settle into life in Noarlunga, player sponsorship is a great way to form a connection with a Panthers player for **\$1,000 +GST**.

Brand Exposure

- Business name and logo on website
- Business name and logo on player's profile on website
- Business name on Player Sponsors Board on grandstand
- Business name in Panthers News and Annual Report

Hospitality

- Tickets to Panthers matches upon request

Merchandise

- Signed and framed action shot of your player to proudly display at your office

Supporting Your Local Community

Money raised from player sponsorship is used to fund the purchase of your players required team track suit and training gear, which has previously been at the expense of the player. Your support directly helps the boys get on the park!



Bronze Sponsorship

Great for small businesses

Bronze Sponsorship is a great entry level to sponsorship at South Adelaide. Perfect for small businesses and those looking at sponsorship for the first time.

Minimum investment **\$2,500 +GST.**

Brand Exposure

- Hickinbotham Oval signage
- Business name and logo on website
- Business name in Panthers News and Annual Report
- Opportunity to provide special offers for Panthers members and supporters on our club website and social media
- Opportunity to hold an activation for your business at a Panthers home game

Hospitality

- Two (2) Panthers Membership Packs
- Two (2) tickets to all Panthers games at Hickinbotham Oval
- Two (2) Jimmy Deane Grandstand reserved seating passes
- Two (2) seats at a home match function, including food and drinks



Silver Sponsorship

Expand Your Reach

Take your sponsorship to the next level with this mid-level package that expands your brand awareness capability while also enjoying increased hospitality benefits.

Minimum investment **\$5,000 +GST.**

Brand Exposure

- Hickinbotham Oval signage
- Business name and logo on website
- Advertisement for your business to appear on home page of club website
- Opportunity to provide special offers for Panthers members and supporters on our club website and social media
- Opportunity to include a strip advertisement in our “Panthers Update” weekly emails to members and supporters
- Opportunity to hold an activation for your business at a Panthers home game
- Business name in Panthers News and Annual Report

Hospitality

- 2x Panthers Membership Packs
- 2x Tickets to all Panthers games home and away
- 2x Jimmy Deane Grandstand reserved seating passes
- 1x Hickinbotham Oval car park pass
- 6x Seats at a home match function
- 2x Tickets to Gala Auction Dinner



Gold Sponsorship

Our Comprehensive Package

An all-inclusive partnership with the South Adelaide Football Club that includes the best of both worlds - premium brand exposure and hospitality benefits.

Minimum investment **\$10,000 +GST.**

Brand Exposure

- Opportunity for branding on senior and junior uniforms
- Hickinbotham Oval signage
- Business name and logo on website
- Advertisement for your business to appear on home page of club website
- Opportunity to provide special offers for Panthers members and supporters on our club website and social media
- Opportunity to include a strip advertisement in our "Panthers Update" weekly emails to members and supporters
- Opportunity to send dedicated email to Panthers database
- Opportunity to include flyer in Panthers Membership Packs
- Opportunity to hold an activation for your business at a Panthers home game
- Business name in Panthers News and Annual Report
- Full page advertisement in Panthers News

Hospitality

- 2x Panthers Membership Packs
- 2x Tickets to all Panthers games home and away
- 2x Jimmy Deane Grandstand reserved seating passes
- 1x Hickinbotham Oval car park pass
- 10x Seats at a home match function
- 2x Tickets to Gala Auction Dinner
- 2x Tickets to Knuckey Cup Best & Fairest night
- Finals tickets upon request

Player Sponsorship Package

- Align with a Panthers senior player
- Business name and logo on website
- Business name and logo on player's profile on website
- Business name on Player Sponsors Board on grandstand
- Framed and signed photo of your player to display at your business
- Support player with required team track suit and training gear

Digital Partnerships

Guaranteed Exposure For Your Brand

Are you a business with a strong social media presence or looking to grow one? Add further value to your sponsorship with a Panthers Digital Partnership. Gain consistent exposure to our growing social media channels and get your name in front of the Panthers faithful.

Match Previews and Reports

Every week during the season previews and reports of each match are posted on our website, social media streams and emailed to our database. As the naming rights partner of our match previews and reports you are guaranteed

- Logo on each post
- Logo on weekly website articles
- Logo on dedicated Teams email
- Social media page tagged in each post

Minimum 36 posts per season **\$3,000 +GST**

Team Selections

The most anticipated post of the week, team selections are posted each Thursday prior to a game to reveal that week's ins and outs.

- Logo on each post
- Logo on weekly website articles
- Logo on dedicated Teams email
- Social media page tagged in each post

Minimum 18 posts per season **\$2,000 +GST**

Fan's MVP

Become the voice of the people as the naming rights partner to our Fan's MVP Award. Each week our members and supporters will vote for their Most Valuable Player from that weekend's match. You will present the winner your award at the Knuckey Cup.

- Logo on each post
- Social media page tagged in each post
- 2x tickets to Knuckey Cup
- Present award to player at Knuckey Cup

Minimum 18 posts per season **\$2,000 +GST**



Oval Signage

Boundary Signage



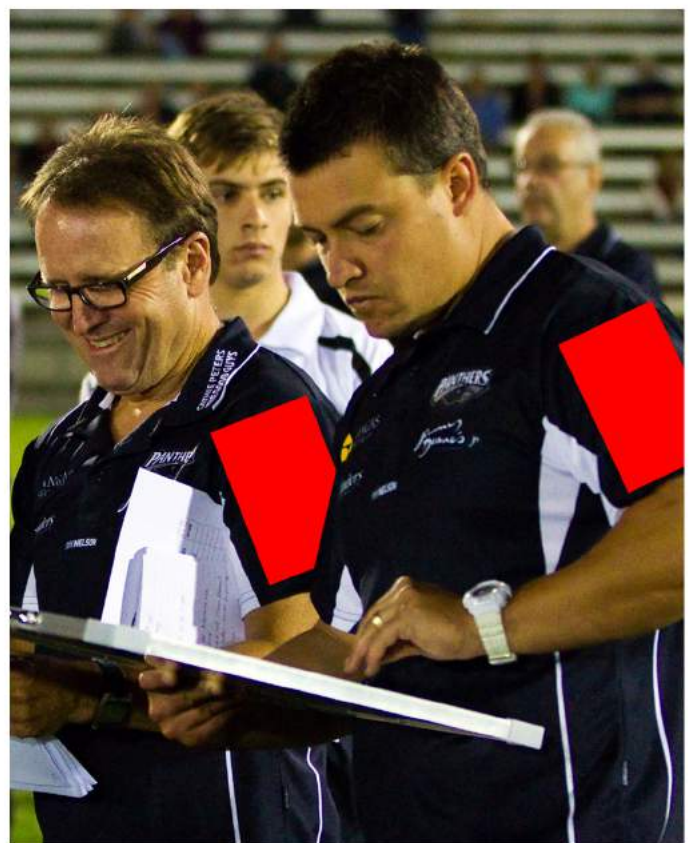
Elevated Signage



Branding Opportunities

Further Opportunities

As well as the branding opportunities outlined in our sponsorship packages, South Adelaide offer a further range of opportunities to grow your branding, including; coaches apparel (sleeves and collars), potential partnership with an inaugural SANFL Women's team or the popular SAFC Cheerleading team and various further Hickinbotham Oval signage



Contact Us

Thank You!

We appreciate the opportunity to present our partnership opportunities to your business and hope we can work together to form a successful relationship.

Our Business Team

Neill Sharpe

Chief Executive Officer

Neill has been at South Adelaide since 2008, beginning his career with the Panthers as the club's Football Manager, before also taking on the position of CEO in March 2016. Neill has worked in Football Administration since 2003, with stints as General Manager of the Riddell District Football League and Development Manager at Western Jets in Victoria prior to joining South Adelaide.

E: nsharpe@safc.com.au

M: 0428 540 537

Matt Sampson

Media and Marketing Coordinator

Matt joined South Adelaide's Marketing Department in November 2014. With a passion for social and digital media, Matt is your first point of contact for utilising the club's media streams and contacts to grow your brand. Prior to South Adelaide, Matt completed a Bachelor of Journalism at the University of South Australia.

E: msampson@safc.com.au

M: 0434 993 511

Shannen Hiern

Receptionist and Administrator

The bright and bubbly face of our administration team, Shannen is your first point of contact for organising tickets to Panthers functions and games, as well as any membership, merchandise or general enquiries about the Club.

E: shiern@safc.com.au

P: 8186 8200

