



Est. 1958

BELL PARK DRAGONS



Football & Netball Sponsorship Packages

'Integrity First!'



Our Mission:

- The Bell Park Sport and Recreation Club provides the opportunity to participate in the community sports of football, netball and cricket. It is committed to offering a sporting pathway from junior to senior levels in a safe, respectful and professional environment that will sustain the success and longevity of the club.

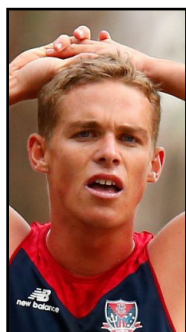
Bell Park Cares:

- **Rationale:** BELREC prioritises people and the building of positive relationships. Creating structures and services designed to share workloads and build a caring club culture, encourages a shared understanding of core purpose.
- **Mission:** To facilitate a proactive approach to resourcing the physical health and well being of the club membership and the workload of volunteers, through access to the talents and social capital of the Bell Park Cares volunteers.



Our History:

- Founded in 1958, the Bell Park Sport & Recreation Club was an original member of the Geelong and District Football League. In 1979, Bell Park was one of the ten clubs to break away from the District League following the formation of the Geelong Football League (GFL). The GFL is the premier country football competition in Australia.
- Cricket was introduced in the 1972/1973 season. We are one of a few Club's in the Geelong region to have sport played for 12 months of the year.
- In 2000, the League introduced netball teams from A grade through to under 15's with the club now hosting 6 senior sides, 10 junior sides and a Net-Set-Go program for beginners.
- Along with 'Bell Park Boy' Jimmy Bartel, of whom we are very proud, we have had great success with players from our senior football group going on to play AFL football. Jackson Sheringham and Tom Couch were both drafted as rookies in 2012 from our 2011 premiership side and current AFL listed players; Rhys Mathieson was drafted to the Brisbane Lions in 2015 and James Worpel to Hawthorn in 2018. Ken Hinkley, our 2003 Premiership Coach has since become a leader within the AFL community, coaching Port Adelaide from 2012. Our Senior netball program has also developed outstanding talent. Current Melbourne Vixens Premiership players Emily Mannix and Tayla Honey have played with our club. Former Senior coaches Dan Ryan and Di Honey have both gone on to coach at National / International level.
- Bell Park has enjoyed success in Junior Football, Netball and Cricket over a long period of time. We have traditionally fielded strong sides across all age groups and have a large percentage of our senior playing group who have come through our junior program.



Our Club:

At Bell Park we aim to build participation and provide an opportunity for our community to actively take part in a variety of Summer and Winter sports, building the health and wellbeing of all players, supporters and family members associated with our club. Team orientated sports build fitness, teamwork, resilience and comradery, qualities that we would like to share with you and your organization. Memberships cover some of the daily costs associated with running a sporting club however **we need you to help our club to continue to develop and thrive.**

The benefits for your business:

- Networking connection with our club leaders, club members, supporter and playing groups.
- Business to business opportunities and the capacity to increase brand awareness and exposure within our club and the local sporting community.

Sponsorship package summary:

There are seven tiers of sponsorship available with a varied range of inclusions.

	Emerald	Diamond	Platinum	Gold	Silver	Bronze	Game Day
	\$15K plus	\$10K plus	\$10K	\$5K	\$3K	\$1.5	\$500
Digital Booklet – members directory	✓	✓	✓	✓	✓	✓	✓
Club Website / Team App advertising	✓	✓	✓	✓	✓	✓	✓
Newsletter Advertising	✓	✓	✓	✓	✓	✓	✓
Sponsors networking day invite	✓	✓	✓	✓	✓	✓	✓
Social Room Advertising	✓	✓	✓	✓	✓	✓	✓
Digital Scoreboard Advertising	✓	✓	✓	✓	✓	✓	
Social Media Advertising	✓	✓	✓	✓	✓	✓	
Fence Sign Advertising	✓	✓	✓	✓	✓	✓	
Event Advertising (Networking)	✓	✓	✓	✓	✓		
Oval Naming Rights	Oval Naming Rights						
Giant Scoreboard naming rights	Giant Scoreboard naming rights						
Old Scoreboard signage / Social Rooms naming rights or Entrance sign naming rights (selection of)			Only one of each available				
Light tower poles / Goal Post Pads and Billboard				Light tower poles / Goal Post Pads and Billboard			
Medical Room / Bar or Coaches Box signage (selection of)					Only one of each available		
Club function invitations	✓	✓	✓	✓	✓	✓	✓
	Emerald	Diamond	Platinum Plus	Gold	Silver	Bronze	Game Day

If these packages do not quite fit your needs we are happy to discuss how we can tailor them better. Please feel free to contact one of our sponsorship managers if you are seeking any further clarification or would like to discuss your future partnership with Bell Park Dragons.

Community Reach - Members:

Senior Football – 100 members (Seniors, Reserves and Under 18's)

Junior Football – 330 members plus families - Girls U12s and U15s and Auskick plus Boys U9s, U10s, U12s, U14s and U16s.

Senior Netball – 60 members (A, B, C, D, E Grades and U19)

Junior Netball – 110 members plus families (Net-Set-Go plus U11s, U13s, U15s and U17s)

All-Abilities Football - 70 members

Cricket – 120 members (5 senior teams / 6 junior teams & Woolworths Cricket Blast)

Total Players – 790 plus players / members / families

Social Media:

The Club is very active on social media with Facebook, Instagram and on our club website.



www.facebook.com/dragonsbellpark
Facebook "Followers" – 3300



@dragonsbellpark
Instagram "Followers" – 2300

Monthly engagement is 4000+ per month during football / netball season

Club Website - www.bellparkdragons.com.au



Your Sponsors Manager:

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Payments can be made payable to the:
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