

SPONSORSHIP PACKAGES

2024

BURNSIDE HEIGHTS
BEARS



PARTNERSHIP OPPORTUNITIES 2024



ABOUT US

Our journey began in 2010 with a vision to create a football club that not only excelled in competition but also served as a hub for fostering friendships, teamwork, and a sense of belonging. Established in 2012, the Burnside Heights Football Club (the “Bears”) has become a home for sportsmanship, camaraderie, and excellence in the heart of our community.

The Bears are more than just a collection of athletes; it's a family united by a common love for AFL. From the youngest juniors to the seasoned veterans, we provide a nurturing environment where players of all ages and skill levels can thrive. Our commitment to developing talent is evident in the success stories of players who have commenced as Juniors and now proudly play in our Senior team.

Whilst Community is at the core of the Club, it is AFL that is our purpose. From Auskick, to Juniors and all the way through to Senior Men’s and Women’s teams, the Bears have an opportunity for everyone to get involved with the Club.

Boasting 9 Junior teams (boys & girls), 3 Senior Men’s teams and 2 Senior Women’s teams, the Club has grown to become a strong club both on and off the field. Already the club has received awards for Administrator of the Year, multiple Junior and Senior EDFL Best & Fairest Awards, Senior Team of the Year nominations and multiple Coach of the Year nominations. Of course, the ultimate accolade is Premierships and the club's commitment to junior development has seen the club win Premierships in 2015, 2017, 2018, 2021, 2022 and again in 2023.





Transport
Accident
Commission



OUR COMMUNITY

At the Bears we understand that our role in our community is not just to play football. We also play an important role in ensuring our players become good community citizens.

We are also there to help others in our community. Each year the Bears provide scholarships for players requiring financial assistance. Since 2012 the Bears have partnered with the **Breast Cancer Network of Australia** to raise awareness and money for those suffering from Breast Cancer which effects many families in the community.

The club also works to educate players via our association with the **Transport Accident Commission** promoting safe driving for safer roads. This year we also arranged information sessions with the **Pat Cronin Foundation** who are trying to eliminate the coward punch from society as well as the **Love Me Love You** team promoting good mental health. The Bears are also part of the **Good Sports program**

Since 2017 have been part of annual **ANZAC Day** and **NAIDOC game** celebrating and acknowledging the men and women who serve and have served our country and also the First Nations people and what they have done for our community.



AN OPPORTUNITY TO ENGAGE

The Burnside Heights Football Club uses social media as a key platform to promote Partners to our very engaged community.

The 2023 Shunt Media report shows that the Burnside Heights Football Club has the **highest number of regularly active fans of any football club in the EDFL.**

The Club also boasts the **most engaged fans in the EDFL** with the highest number of positive reactions to social media posts.



Jan-Jul 2023 Audience All-Star

15,153 Fans
Essendon District Football League

Rank	Profile	Jul-23
1	Essendon District Football League	15,153
2	Burnside Heights Football Club	4,616
3	Aberfeldie Sports Club	3,859
4	Kellor Football Club	3,843
5	Craigieburn Football Club-AFL	3,789
6	Strathmore Football Club	3,388
7	Hillside Football Club	2,957
8	Sunbury Lions Football Netball Club	2,793
9	Greenvale Football Club	2,784
10	Essendon Douita Stars Football Club	2,653

Jan-Jul 2023 Love Action

3,630 Love Reactions
Burnside Heights Football Club

Rank	Profile	Jul-23
1	Burnside Heights Football Club	3,630
2	Craigieburn Football Club-AFL	2,122
3	Roxburgh Park Football Netball Club	2,084
4	Hadfield Football Club	1,887
5	Hillside Football Club	1,739
6	Westmeadows Football Club	1,691
7	St Albans Football Club	1,442
8	Essendon District Football League	1,272
9	East Kellor FC	1,252
10	Taylors Lakes Football Club	1,185





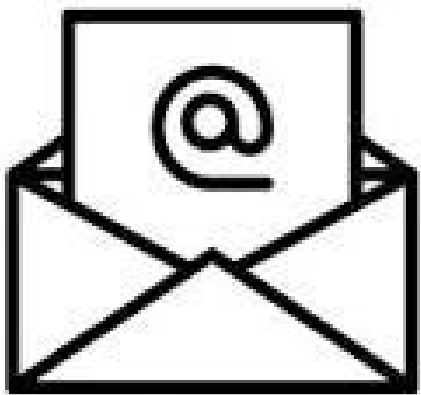
Over 2,500

+

Over 4,900



Over 1,500 Weekly newsletters



AN OPPORTUNITY TO ENGAGE

Our **Facebook** page is leading the charge with over 4,900 followers and our **Instagram** page has well over 2,500 followers.

Our **Social Media** pages reach over 30,000 people each week during the season and we actively engage with over 8,000 people.

Each week the Club's **Newletter EDM's** reach over 1,500 members and supporters

AN OPPORTUNITY TO PROMOTE

Our Club attracts **over 2,000 visitors each week** to attend games, training and Auskick programs giving your business access to promote to a wide variety of potential customers.

Our partners have a range of assets to choose from that can be used to promote your brand and services.

Whether it's Ground Signage, Scoreboard Advertising, Coaches apparel to Player apparel, your brand will be proudly on display as one of our valued partners.



Coaches Apparel

Player Apparel



PARTNERSHIP OPPORTUNITIES

In 2024 we are offering a range of Partnership Opportunities to suit all businesses.

Our Partnership Team are more than happy to customise your package to meet any specific requirements or budgets.

MAJOR

- * 3 x Ground signs
- * Building signage
- * Club room signage
- * Logo on jumper / team apparel
- * Regular newsletter, website and social media promotion
- * Sponsor of the Week
- * Scoreboard and Club TV promotion
- * Bear Cave and Event tickets
- * Club apparel

PLATINUM

- * 2 x Ground signs
- * Club room signage
- * Logo on officials apparel
- * Regular newsletter, website and social media promotion
- * Sponsor of the Week
- * Scoreboard and Club TV promotion
- * Bear Cave and Event tickets
- * Club apparel

GOLD

- * Ground sign
- * Club room signage
- * Regular newsletter, website and social media promotion
- * Sponsor of the Week
- * Scoreboard and Club TV promotion
- * Sponsor Day event
- * Club apparel

PARTNERSHIP OPPORTUNITIES

In 2024 we are offering a range of Partnership Opportunities to suit all businesses.

Our Partnership Team are more than happy to customise your package to meet any specific requirements or budgets

SILVER

- * Ground sign
- * Club room signage
- * Multiple newsletter, website and social media promotion
- * Sponsor of the Week
- * Club TV promotion
- * Sponsor Day Event

BRONZE

- * Ground sign
- * Club room signage
- * Multiple website and social media promotion
- * Club TV promotion
- * Sponsor Day Event

TRADIE

- * Ground sign
- * Website and social media promotion
- * Promotion on our Tradie Website page
- * Club TV promotion
- * Sponsor Day event

PARTNERSHIP OPPORTUNITIES

All packages can be tailored to your businesses needs and we will work with you to ensure that your individual goals are achieved.

MAJOR
\$10,000+

PLATINUM
\$7,000+

GOLD
\$5,000

SILVER
\$3,000

BRONZE
\$2,000

TRADIE
\$1,000

* All packages are GST exclusive



BECOME A BEARS COMMERCIAL PARTNER IN 2024

Let's chat about the partnership opportunities for your business today!

For more information regarding The Burnside Heights Football Club partnership opportunities please contact our Partnership Team.

Thank you for considering the Bears as a partner in 2024.

Russ Stevenson
M: 0448 732 663
E: sponsorship@bhfcbears.com.au

Darryl Ferris
M: 0425 727 617
E: sponsorship@bhfcbears.com.au

