



**ALTONA**  
HOCKEY CLUB

# 2023 SPONSORSHIP OPPORTUNITIES



We are a Good Sports club

**GOOD  
SPORTS**

# ABOUT THE ALTONA HOCKEY CLUB

The Altona Hockey Club is a not-for-profit organisation that is one of the premier hockey clubs in Victoria and a huge sporting presence in the City of Hobsons Bay.

Established in 1932, we are entering our 91st year as a successful and family oriented club that has a history of high-level success, and a mission to provide our members and the community the opportunity to participate in hockey at elite and social levels.

The values that we strive to represent every day are;

INCLUSION

EXCELLENCE

PROFESSIONALISM

PRIDE

WELLBEING

SPIRIT



These values are reflected through all of our members, from our junior players and their parents, through to our veterans teams, supporters, administrators and elite teams competing in the top level of competition in Victoria, the Premier League.

To continue to foster our values we provide an International Hockey Federation accredited hockey pitch, with accompanying clubroom facility, we provide coaching and coach mentoring through all levels, we provide training for aspiring umpires and administrators and we strongly support many inclusive elements of our local community. We have a proud history of producing state and international level representative players, and within our current squads boast an Australian Development Squad member, a Hockeyroo, multiple Australian U21 representatives, multiple Australian Indoor representative and a Canadian International as well as many state level representatives.

# WHY PARTNER WITH US?

Altona Hockey Club proudly takes its place as one of the Premier hockey clubs in Victoria and one of the largest sporting clubs within the Hobsons Bay Council.

Hockey is a truly inter-generational and welcoming sport that has had gender equality for a long time.

We are a leader in the inclusive space, hosting an extremely successful Pride Cup over the past few seasons, showing our support for all members of the wider community, but particularly the LGBTQI+ community and to pledge that everyone is welcome at our club.

This unique advantage of the game of hockey means that we have a wide reach in both the local community and the wider Victorian hockey community. Our members come from all walks of life and they produce results all over Victoria and Australia with current elite level players representing State and Country.

This year we are looking to better the remarkable results achieved from 2022's first full season back from COVID-19 and continue providing a safe and professional environment for our community.

## BY THE NUMBERS

368 Total Members

208 Male & 160 Female Members

187 Junior Members

20 full season teams from juniors to veterans

23 State & National level players, coaches & umpires

Weekly Newsletter to over 800 Subscribers

1,500+ followers on Facebook

2,000+ followers on Instagram

955 followers on Twitter

23,000 views on YouTube

10,800 Website sessions in 2022

22,000 registered participants in hockey in Victoria

98,000 residents in Hobsons Bay



Altona Hockey Club

37,594 views in the last 28 days ↗



**GOODSPORTS**  
INSPIRING A HEALTHIER SPORTING NATION

WE'RE A LEVEL 3  
GOOD SPORTS CLUB.

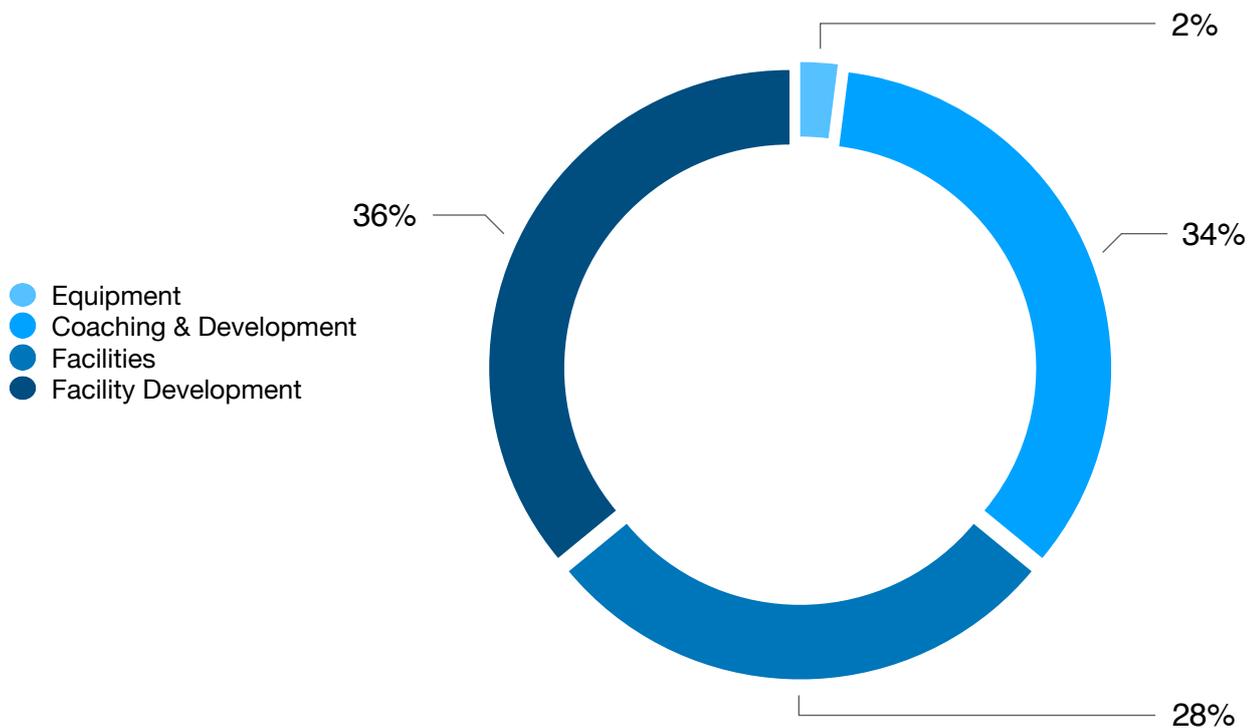
# WHERE DOES YOUR SUPPORT GO?

With the rising costs of administration in sport, membership fees alone do not cover the costs of putting teams on the field. This is a reality of the current local sporting environment and it means that sponsorship is a vital revenue stream for our club.

Sponsorship allows us to keep the cost of hockey affordable for our members. For our juniors in particular, this provides the opportunity to be part of a strong and positive local community with good role models. We believe that all people should have the ability to participate in, and benefit from, sport.



## HOW SPONSORSHIP MONEY IS SPENT:



**Pride Cup**

# HOW CAN YOU GET INVOLVED?

We have multiple levels of Sponsorship that focus on connecting your business with our community and using our extended connections to amplify your reach.

## PREMIER PARTNER

What do you get?

- Naming rights to 3 Major events for the season including sponsor name in the title of the advertised event and logo inclusion on poster and all communications (eg. Presentation Nights, Live Stream, Pride Cup)
- 2 signs around the pitch in prime location for spectators - approx 3m x 1m each sign
- 1m x 1m sign within clubrooms used for games and clubrooms through year
- Logo inclusion and link on the Hockey Victoria AHC Registration portal in addition to the website
- Everything included below in the Gold Sponsorship below
- Optional - Men's & Women's Premier League shirt branding on central lower back location

**PREMIER PARTNER COST: \$5,500.00 (inc. GST) per year**

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## GOLD SPONSOR

What do you get?

- Signage at the ground - approx 3m x 1m in size
- Signage within clubrooms used for games and clubrooms through year - 600x300mm
- Logo inclusion with link to your website on our website on homepage and sponsor's page
- Feature article on our website with 8,000 yearly visits
- Feature article in Newsletter to 800 person club database
- Logo inclusion on all newsletters to club database
- Invitation for 2 to our Annual Senior Presentation Night inc. dinner
- Access to club newsletter distributed weekly in season

**GOLD SPONSOR COST: \$2,200.00 (inc. GST) per year**

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## SILVER SPONSOR

What do you get?

- Signage within clubrooms used for games and clubrooms through year - 600x300mm
- Logo inclusion with link to your website on our website on homepage and sponsor's page
- Feature article on our website with 8,000 yearly visits
- Feature article in Newsletter to 800 person database
- Logo inclusion on weekly newsletters through the year to the club database
- Invitation for 2 to our Annual Senior Presentation Night inc. dinner
- Access to club newsletter distributed weekly in season

**SILVER SPONSOR COST: \$1,100.00 (inc. GST) per year**

# INDIVIDUAL PLAYER SPONSORS

We are inviting businesses or individuals to sponsor a junior or senior player for the 2023 season.

Each individual player sponsorship includes;

- Recognition on the Altona Hockey Club website and in the club newsletter distributed to all members and over 800 recipients.
- A dedicated Instagram story pinned to our page with almost 2,000 followers for the year.
- Access to club newsletter (distributed weekly to all members during season).
- Certificate of appreciation.
- A reduction of the individual player's membership fees by: \$125 (seniors) or \$50 (juniors)



## COST OF AN INDIVIDUAL PLAYER SPONSORSHIP:

The cost to sponsor a senior player is \$250.00 (inc. GST)

The cost to sponsor a junior player is \$150.00 (inc. GST)

# LOCAL COMMUNITY PARTNERS



We are a proud member of the Altona & Hobson's Bay Community, with many members involved in local businesses. The Community Directory is a new initiative to allow members to find a trusted local business for whatever they need, and allows an entry level access to the membership for local businesses.

## COMMUNITY DIRECTORY

What do you get?

- A spot on the 'Community Directory' board in the AHC clubrooms.
- Access to the business card holder for members to grab your card.
- Your logo added to the AHC Online Community Directory as resource for members.
- Opportunity to include your products in fundraising events.

**COMMUNITY DIRECTORY: \$80 FOR 2 SEASONS IN THE DIRECTORY**

## READY TO PARTNER WITH THE ALTONA HOCKEY CLUB?

# GET IN TOUCH

Fill in the below form or contact Jo Whitford at [sponsorship@altonahc.org.au](mailto:sponsorship@altonahc.org.au).

YOUR NAME:

BUSINESS NAME:

CONTACT NUMBER OR EMAIL:

SPONSORSHIP PACKAGE YOU ARE INTERESTED IN:



ALTONA HOCKEY CLUB, INC.  
ABN: 21 110 938 2  
SUGARGUM DRIVE, ALTONA, 3018  
[WWW.ALTONAHC.ORG.AU](http://WWW.ALTONAHC.ORG.AU)  
[ENQUIRIES@ALTONAHC.ORG.AU](mailto:ENQUIRIES@ALTONAHC.ORG.AU)

THANK YOU FROM THE ALTONA HOCKEY CLUB COMMUNITY FOR CONSIDERING JOINING OUR CLUB AS A SPONSOR.