



SPONSORSHIP **PROPOSAL**

We want you to be a part of our club, a club that supports members to reach their full potential. By not only having the opportunity to promote your business you will be supporting the local talent to gain access to skilled coaches and maintaining our very own athletics facility, the first of its kind in the South of Adelaide.

By supporting our club our members will support you!





Meet Our Team

2024/2025 Committee Members



Jason Stevens
Club President & Rec Run Coach



Mathew Bruniges
Vice President & T&F Coordinator



Bianca Kovacic
Secretary/Comms/Social Media



Cheryl Edwards
Treasurer



Rach & Lucy Semler
Events & Fundraising



Natasha Littler
Events & Fundraising



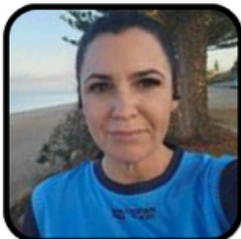
Glen Cuttance
Road & Trail Coordinator



Sonya Cuttance
Road & Trail Coordinator



Clint - Aka Percy Blue
Events (competition)



Debbie Bodsworth
Uniform



Jade Birch
Uniform



Robert Thornton
Junior Engagement



Jamie Littler
Sponsorship



Dale Grimmond
Website Development



Aimee Mutton
Grants



Linda MacNab
General Committee



Hugh Cayzer
General Committee





About Us

Established in 1989 Southern Athletic Club exists to support each member to enjoy athletics and recreational running and reach their performance potential. We welcome athletes of all ages and abilities, providing them with the means to train and compete in a supportive and enjoyable environment.

Southern Athletic Club athletes compete in Athletics SA track and field events, at SA Athletic League meets across the state throughout summer; at cross country races during winter; and in year-round road & trail events.

We have qualified, experienced and motivated coaches who are able to work with athletes across a range of disciplines to help them realise their full potential. Our athletes range from those at an entry level through to those who regularly compete nationally, including athletes with aspirations to compete at an international level and our very own Paralympian.

Our Club membership base has steadily grown since 2011, with over 170 active members across our training groups. As part of our move to Knox Park our vision, as mentioned below, will be to grow this number over the next few years and we would love you to be a part of it.





Our Future & Growth

Our vision is to develop a sustainable, inclusive, community-based athletics club that promotes healthy, active lifestyles; supports its members to achieve their athletic goals; becomes the club of choice for athletes and coaches living in the south; and promotes track & field athletics, road & trail running and triathlon.

To facilitate this future growth, over many years, Southern Athletic Club have worked with the local government and the City of Onkaparinga and have developed our home ground and training facility at Knox Park.

This facility is the first of its kind in the southern suburbs and with its prominent, central location it will allow us to consolidate our training groups and enable our athletics development academy model to expand to improve performance of our members and increase participation.





How can you help?



The development and operation of our new training facility at Knox Park will require hard work and funding. Southern Athletic Club are seeking Sponsorship Partners who wish to support a community organisation that promotes healthy, active lifestyles through the participation in athletics and recreational running.

Southern Athletic Club has developed a 3 tier sponsorship package as detailed in the Sponsorship Packages for the financial year 2024/2025. The Club is able to assist with the tax treatment of cash sponsorship through the Australian Sports Foundation's Fundraising4Sport program. The value of your sponsorship package can also be provided in the form of vouchers or products & services that may be used in the running of the club, as athlete and coach rewards or other fundraising activities.

The prominent location of our Knox Park training facility on Main South Road will provide us with an excellent opportunity to help promote your brand and relationship with Southern Athletic Club through the display of advertising or sponsorship signage. This signage will be exposed to the high volume of vehicle traffic that uses this main road on a daily basis.

Additionally, your brand, products and services will be promoted through a variety of other forums including our website, social media, at trainings and at events that Southern Athletic Club conducts throughout the year. Sponsors will be invited to participate in events and be provided with opportunities to meet with club members at social events and presentations.

Southern Athletic Club wishes to develop long-term, mutually beneficial relationships with its sponsors. We will be happy to tailor a sponsorship package for you if you have any specific requirements or if our standard sponsor packages do not fit within your budget. Confirmation of your sponsorship of Southern Athletic Club or general enquiries may be made through President, Jason Stevens on 0401 033 297 or info@southernac.org.au.





Sponsorship Tiers

All Sponsors

By supporting Southern Athletic Club your company will receive positive promotion from its association with an organisation promoting healthy, active lifestyles for our community. You will also benefit from:

- Sponsor signs will be display at club training sessions and events.
- Advertising on Southern Athletic Club social media platforms and website and promotion of your business at club events
- Invitation to social events and presentations
- Your logo on southernac.org.au linking to your website
- Sharing of social media posts with Southern Athletic Club's online community
- Use of your relationship with Southern Athletic Club for your own promotional activities





GOLD

GOLD Sponsor Package - \$5000 PA

- Naming rights for a club award or training group.
- Two Sponsor signs to be displayed at training sessions.
- Logo prominently displayed on Southern Athletic Club Membership T-shirt.
- Framed competition singlet and certificate of appreciation
- 3 Southern Athletic Club polo/Tee shirts
- 10 complimentary entries into Southern Athletic Club recreational running events
- Social Media Promotion





SILVER

SILVER Sponsor Package - \$2500 PA

- Two sponsor signs to be displayed at training sessions. 50% reduction on signage cost.
- Logo displayed on Southern Athletic Club Membership T-shirt.
- Framed certificate of appreciation
- 2 Southern Athletic Club polo/Tee shirts
- 5 complimentary entries into Southern Athletic Club recreational running events
- Social Media Promotion





BRONZE

BRONZE Sponsor Package - \$1000 PA

- One sponsor sign to be displayed at training sessions*
- Certificate of appreciation
- 1 Southern Athletic Club Polo/T-shirt
- 3 complimentary entries into Southern Athletic Club recreational running events
- Social Media Promotion





End Of Proposal —

THANK YOU

Thank you for supporting our club. We look forward to enjoying a successful partnership with your business now and into the future.



www.southernac.org.au



info@southernac.org.au