

"Pride in the Shirt"

Our Member Base:

Men's State League 2

Sportsmart Juniors

Aldi MiniRoos

Victorian Churches League

DRSC All Abilities Clinics (Onemda)

Juventus Academy

Grounds also used by

Local High School

Public Events

General public thoroughfare



Become a sponsor today!

Why your business will benefit from being involved with Doncaster Rovers Soccer Club

Soccer in Victoria is continuing to grow in popularity as a sport for all ages and is one of the most family friendly sports in the country.

Doncaster Rovers Soccer Club was established in 1967 and has a proud history of supporting the health, wellbeing and connectedness of the whole Manningham Community, as well as boasting one of the best facilities in the East.

Facebook followers in excess of 900,

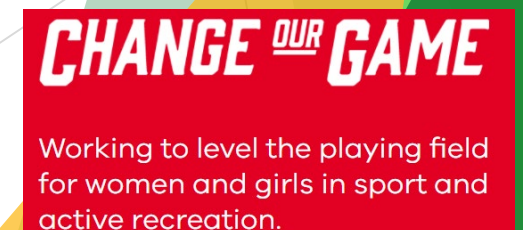
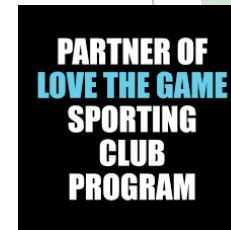
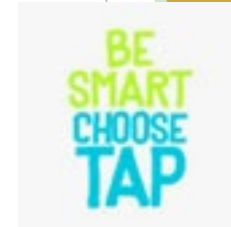
Our website receives over 3000 hits per month,

More than 1500 people pass through Anderson Park on a weekly basis and, Team App campaigns are often viewed tens of thousands of times by our members.

Rovers is a not-for-profit club, run by volunteers who work tirelessly for the benefit of all members to enjoy our beautiful game in a safe environment, and helping it grow through strong governance and strategic long term development planning, creating strong relationships with local sponsors is part of this plan.

We'd like to offer your business our support and the opportunity to promote your interests.

We would be pleased to discuss ideas you may have to get involved as we can tailor sponsorship packages to suit your business needs.



2021 Player Jersey Sponsorship Packages



Jersey Sponsorship includes:

- Home Game Season Pass
- Boundary Fence Sign
- Club Room Sponsor Board sticker
- Web, Team App, Email platform logos
- Social Media Promotion
- 2 x Tickets to a Club Event

Seniors & Reserves

#1 - Front Upper	\$10,000 (Available)
#2 - Back Upper	\$5,500 (SOLD)
#3 - Back Lower	\$5,500 (SOLD)
#4 - RHS Sleeve	\$2,500 (SOLD)
#5 - LHS Sleeve	\$2,500 (SOLD)
#6 - RHS Shorts	\$2,500 (Available)

Juniors

#1 - Front Upper	\$10,000 (Available)
#2 - Back Upper	\$5,500 (Available)
#3 - Back Lower	\$5,500 (Available)
#4 - RHS Sleeve	\$2,500 (Available)
#5 - LHS Sleeve	\$2,500 (Available)



MiniRoos

#1 - Front Upper	\$10,000 (Available)
#2 - Back Upper	\$5,500 (Available)
#3 - Back Lower	\$5,500 (Available)
#4 - RHS Sleeve	\$2,500 (Available)
#5 - LHS Sleeve	\$2,500 (Available)

2021 Advertising & Sponsorship Packages

Club Advertising & Signage Options:

- 1) Main Score Board: \$20,000
- 2) Main Pitch boundary fence sign (2.4m x 0.9m wide banner): \$1,500
 - Includes website, Team App & club room sponsor board recognition
- 3) Club Room Sponsor Board & Team App Sticker: \$500
- 4) DRSC Website & Team App Logo on Sponsor page: \$500
- 5) Team App marketing campaign: \$500
 - Club communication platform, with monthly views in the thousands
 - Rovers manages all advertising within the app – check it out
 - Two lines of text 30 characters each with a link to a web page
 - No more than 4 sponsor adds in any month



DRSC promotes all sponsors on its' social media platforms



Campaign Name	Start Date	Views	Clicks	Click Rate
Calling All Bendigo Bankers	January 19, 2020	6442	16	0.25%
First Aid	February 01, 2020	9116	107	1.17%
New Referees	February 01, 2020	32553	114	0.35%
UltraFootball	February 09, 2020	18100	27	0.15%
Team App	February 22, 2020	31555	156	0.49%
General	March 04, 2020	27798	62	0.22%

2021 Advertising & Sponsorship Packages

Platinum Corporate Sponsor - \$40,000 (neg. terms)


- a - Main Score Board Signage (2 year)
- b - Main Pitch Banner x 2 (2 x seasonal)
- c - Team App marketing campaigns (2 year)
- d - Top Pitch Banner x 2 (2 x seasonal)
- e - Club Room Sponsor Board (2 year)
- f - DRSC Website Logo on EVERY web page (2 year)



Exposure opportunity*:

- *Weekly Foot traffic across grounds – 1500 and growing*
- *Grounds are open 24/7 to the public*
- *300+ members and growing*
- *300 Twitter followers*
- *550+ Team App members, generating over 10,000 views a month*
- *900+ Facebook followers*
- *Facility also used by local schools, football academies, and general public hire*

"Pride in the Shirt"



An Exclusive Member category to support our:

- People**
- Equipment**
- Facilities**

to find out more email:
info@doncasterrovers.org



Social Media, Club Email & Team App



Your logo on DRSC:

- ▶ Website
- ▶ Club Emails
- ▶ Team App

- ▶ Team App Marketing Campaign options

- ▶ DRSC promotes all its sponsors via our social media channels

