



2011

SPONSORSHIP PROSPECTUS

About the Club

Melbourne University Soccer Club is the largest senior soccer club (by number of players) affiliated with Football Federation Victoria. Our home ground is located at Princes Park, Parkville.

In 2010, over 210 players are registered with the club across 11 senior men's teams:

- Firsts & Reserves in the State Three league;
- Firsts & Reserves in the Provisional Two league;
- Seven teams in the Thirds Leagues (including one Veterans team)

Along with these teams, Melbourne University Soccer Club Incorporated also includes three Women's teams (in State League One, State League One Reserves and Thirds Metropolitan Central League). The Men's State Three, Provisional Two and respective Reserves teams play on Saturdays and the Thirds and Women's teams play on Sundays.

MUSC had a very successful 2009 with its top team consolidating their spot in the State Three NW league. Our second team, however, won the Provisional Three SW league to gain promotion to the next division. The Provisional Three SW Reserves also won their league with games to spare and will both compete in the Provisional Two competition in 2011. It was also a very successful year for the various Thirds squads with the Division 3 NW team narrowly missing out on promotion, and many Thirds players aiming to play senior football in 2011.

Players consist not just of students of Melbourne University, but also students of other universities, international students, Melbourne University alumni and former students of other universities. Most players live close to our home ground at Princes Park.

What MUSC Can Offer your Business

Profitability

MUSC recognises that businesses need a return for their contribution to the club. Our aim is that your relationship with us is good for your business. We believe the value of the promotion of your business to our members, supporters, our opponents and their supporters will more than outweigh your financial contribution to us.

Passion

2011 will again be an exciting time for football both Melbourne and Australia, and it will be an exciting time for our club. With the Socceroos finishing as runners up in the 2011 Asia Cup, Australia will be looking towards qualifying for a third successive World Cup. Melbourne can look forward to its second season as the only city with two representative teams in the A-League – the Victory and the Heart. So football is deservedly gaining more and more attention. After a number of successful years for MUSC both on and off the field, morale is high, numbers are up, the organisation is in great shape and our goals are clear. 2011 sponsors can share in the passion of our club at the games, at post match celebrations and at the club's official functions.

Sponsorship Packages

STANDARD PACKAGES – TIER 1

Platinum Sponsor – \$5000 per year* – Only 1 Available:

- Company Logo on front of both home & away kits: State Three, Provisional Two, Thirds & Women's
- Prominent signage at home games
- Prominent Signage at all club functions (O-week table, registration night, trivia night, Poker night, Presentation night, etc.)
- Company information included in registration night handouts
- Advertising on all pages of the webpage
- Signed & framed MUSC jersey
- Access to membership mailing list
– up to 3 specific mailings per year
- 4 free tickets to each of trivia nights and end-of-season presentation night
- 2 free MUSC Supporter's Club Memberships
- Invitation to present player's jerseys at first home match

Gold Sponsor – \$4000 per year* – Only 1 Available:

- Company Logo on back of both home & away kits: State Three, Provisional Two, Thirds & Women's
- Prominent signage at home games
- Prominent Signage at all club functions (O-week table, registration night, trivia night, Poker night, Presentation night, etc.)
- Company information included in registration night handouts
- Advertising on all pages of the webpage
- Signed & framed MUSC jersey
- Access to membership mailing list – up to 3 specific mailings per year
- 2 free tickets to each of trivia nights and end-of-season presentation night
- 2 free MUSC Supporter's Club Memberships

*Second year sponsorship renewal fee available at \$3000 & \$2000 for Platinum & Gold Sponsor

Sponsorship Packages

STANDARD PACKAGES – TIER 2

Silver – \$2500 per year – Only 2 available

- Company Logo on shorts
- Prominent signage at home games
- Prominent Signage at all club functions (O-week table, registration night, trivia night, Poker night, Presentation night, etc.)
- Company information included in registration night handouts
- Advertising on the club webpage
- Access to membership mailing list – up to 3 specific mailings per year
- 2 free tickets to each of trivia nights and end-of-season presentation night
- 2 free MUSC Supporter's Club Memberships

Bronze – \$1000 per year – Only 2 available

- Signage at home games
- Prominent signage at all club functions (O-week table, registration night, trivia night, Poker night, Presentation night, etc.)
- Company information included in registration night handouts
- Advertising on the club webpage
- Access to membership mailing list – up to 3 specific mailings per year
- 2 free MUSC supporter's club memberships
- Naming rights to club trophies (Men's or Women's) (e.g. "[Your Name Here] Best & Fairest")

Trainer or First Aid Sponsor – \$2500 per year – would suit health or medical-related company (e.g. Pharmacy or Physiotherapist)

- Sponsor's logo on 'high-visibility' trainer uniform
- Specific ground announcements when trainers or physiotherapists are required
- Advertising on the club webpage
- Access to membership mailing list
- 2 free MUSC supporter's club membership – up to 3 specific mailings per year
- Preferred supplier status (e.g. Pharmacy or Physio) including discounts or incentives for MUSC players

*Second year sponsorship renewal fee available at \$1000 & \$500 for Silver & Bronze Sponsor

Sponsorship Packages

SPECIAL PACKAGES

Event Sponsor – \$500

- Naming rights for the event – Vote Count, Presentation Night, Trivia Night, Poker Night
- Exclusive announcements regarding the sponsor in addition to prominent advertising
- Sponsor products or vouchers offered as prizes throughout the night
- Advertising on the club webpage (www.musc.com.au)
- Access to membership mailing list – up to 2 specific mailings per year
- 2 free MUSC Supporters' Club memberships
- 4 free tickets to attend the sponsored event

CUSTOMISED PACKAGES

The prices quoted above are for one year; however, a commitment of more than a year can be negotiated, and would be highly desirable to the club. If the above packages don't completely satisfy your business' requirements, a customised package can be negotiated containing any aspects of the standard packages. Furthermore, extras that can be incorporated into your package can include:

- Ground display of product (e.g. car on display)
- Opportunity for sponsor to speak at home games
- Naming rights for awards: Golden Boot, Best & Fairest, and Runners-up, Coach's Award
- Additional signage: around the ground, in the club rooms, on crowd barriers, reserves bench, at training
- Logos on the warm-up and training shirts
- Sponsor goal scorers
- Company logo on saleable merchandise
- Opportunity to present at presentation night and jersey presentation day
- Opportunity to host a function at the sponsor's location
- Sponsorship in the club calendar

Contact

If you would like to become involved, or have any questions or comments, contact:

Michael Baker
Sponsorships Officer
Melbourne University Soccer Club
 (m) 0404404392
 (e) sponsorship@musc.com.au;
muscsponsorship@gmail.com