

20/21

# COMMERCIAL PARTNERSHIPS

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## Acknowledgement of traditional owners

Macarthur FC acknowledges Aboriginals and Torres Strait Islanders as the first peoples of Australia. We respect and value Australia's First Nations peoples' resilience, courage, determination and contribution to this country's social and economic development, while recognising the immense cultural, spiritual and linguistic diversity that has existed in these lands for thousands of years. Macarthur FC pays respect to leaders past, present and emerging.



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**GINO  
MARRA**  
CHAIRMAN

**W**hen our team walks onto the field at Campbelltown Stadium for the first time in October 2020, it will herald a new era for city and add another exciting layer to the growth of the Macarthur region.

For the first time, people in the South-West will have a team to call their own. A team that reflects and embodies the spirit of the community, and a team that plays the game the whole world plays – all in our own back yard.

Campbelltown Stadium is perfect for the A-League. Compact, close to the action, generating an electric atmosphere and easy to get to.

You can witness all the historic moments of our inaugural season from the best seats in the house. Our packages are affordable and can be tailored to suit your needs. What better way is there to entertain your clients or family and friends? By supporting the club, you'll also be playing a central role in supporting the work we do in the community to promote social cohesion and celebrate the unique identity of our region.

If you want to be part of something special, love your sport and love your home, then join us.

**Because, as we all know, home is where the heart is.**

# BE THERE WHEN HISTORY HAPPENS



**THE ONGOING  
CHALLENGE  
OF CUSTOMER  
RETENTION  
EXISTS FOR  
ALL BUSINESSES.  
IT COSTS MORE  
TO FIND NEW  
CUSTOMERS  
THAN IT DOES  
TO RETAIN  
EXISTING ONES.**





Make your business more profitable by building a long-term relationship with your clients. Not just through an in-depth understanding of the company itself, but the people behind it.

# VISION PURPOSE BELIEFS

OUR **VISION** AND **PURPOSE** GUIDE HOW WE WORK.  
THEY'RE OUR ULTIMATE **BIG GAME**, SO WE TREAT EVERY DAY  
LIKE **THREE POINTS** ARE AT STAKE.



## OUR VISION

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To be known by all as more than a football club.

## OUR PURPOSE

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To be recognised by our partners, stakeholders, fans and peers as Australia's pre-eminent football club on and off the field. We exist to win and create wins for others through mastering high performance, building authentic relationships, fostering social cohesion and embodying the spirit of our community.

## OUR BELIEFS

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Football belongs to everyone.

In the power of the world game to capture a community's identity, unite people and build new connections.

In opportunity. Identifying, developing and nurturing local young players so they grow as people as well as footballers.

A winning mentality means being fair, respectful, disciplined and diligent. Every win is dedicated to hard work.

A football club should enrich the community and enhance lives by championing inclusion, equality and diversity.



# PREMIUM SUITES

**Enjoy the beautiful game and delight your guests with a premium hospitality experience in one of our premium matchday suites.**

Host up to 20 of your clients, staff, friends or family, and witness all the drama and excitement of 13 home games in our inaugural A-League season.

Our suites are located on level 1 and level 2 of the eastern grandstand, where you can soak up football's unique atmosphere and choose from fully catered or un-catered options.

Whether it's for networking with valued clients, a treat for your staff, or building better partnerships, these intimate suites are perfect entertainment package for all occasions.



## SEASON INVESTMENT

*INCLUDING FOOD & BEVERAGE*

\$54,600 +GST



## SEASON INVESTMENT

*EXCLUDING FOOD & BEVERAGE*

\$28,600 +GST



## CASUAL INVESTMENT

*INCLUDING FOOD & BEVERAGE*

\$4,500 +GST per game  
*(\$225 +GST per person)*

## YOU WILL ENJOY

- ★ Exclusive use of your own premium suite for up to 20 guests for all Macarthur FC home games played at Campbelltown Stadium.
- ★ Private dining with various catering options.
- ★ Two parking passes for all home games played at Campbelltown Stadium.
- ★ Your very own host allocated exclusively to your suite.
- ★ Plasma screen TV to view the match from inside your suite.
- ★ Your company logo on the door of the suite.

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**Dress code:** Smart casual.

Children are most welcome to attend if accompanied by an adult.

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**LET'S TALK!**

Whether it's for business or social purposes,  
please contact Joseph Marrone on  
0401 672 055 or [corporate@macarthurfc.com.au](mailto:corporate@macarthurfc.com.au)



# SKY LOUNGES

**Campbelltown Stadium's Sky Lounges offer an outstanding view of the game along with a first-class networking opportunity. Our two Sky Lounges are located on level 3 of the western grandstand, seating 31 guests in Sky Lounge One and 32 guests Sky Lounge Two.**

Inside the Sky Lounges there is plenty of room to mingle and have fun with your guests. Whether you're looking to increase client acquisition, improve retention, build more profitable relationships, or just have a great day with family and friends, this is the space to do it.

With only two Sky Lounges available, demand for this premium experience will be high. There's no better way to entertain your guests and enjoy the best football Australia has to offer over 13 home games at Campbelltown Stadium.



## SEASON INVESTMENT

\$2,925 +GST per person  
(\$225 +GST per game)



## CASUAL INVESTMENT

\$240 +GST per person

## PREMIUM MATCHDAY BENEFITS

- ★ A ticket to the Sky Lounge for all Macarthur FC home games played at Campbelltown Stadium.
- ★ A premium stand-up cocktail food and beverage package for the duration of the game.
- ★ Dedicated premium seating located on Level 3 (directly outside the lounge).
- ★ A parking pass for all home games played at Campbelltown Stadium.
- ★ Regular appearances by players not selected in the matchday squad.
- ★ Game day networking opportunities with corporate partners of Macarthur FC.
- ★ One Macarthur FC team polo.

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# PLAYER SPONSORSHIP

Get to know your favourite player and feel closer to the action than ever before by sponsoring one of Macarthur FC's first team. You'll get great exposure and awareness for your brand, as well as building loyalty with our supporters.



## PLAYER SPONSORSHIP INVESTMENT:

\$8,500 +GST  
per player, per season

## PLAYER SPONSORSHIP BENEFITS INCLUDE:

- ★ Your logo on big screen and announcement at every home game during introduction and when your player scores a goal.
- ★ Your logo on your player's profile on the Macarthur FC website.
- ★ Opportunity to have your child walk out with your sponsored player at one home game during the season.
- ★ Two tickets to the player sponsor jersey unveiling
- ★ Two tickets to the player sponsor dinner (seated with your player).
- ★ Two tickets to the Macarthur FC inaugural season launch.
- ★ Two tickets to the Macarthur FC inaugural end of season awards night.
- ★ One Macarthur FC jersey signed by the team.
- ★ Four foundation memberships including grandstanding ticketing for all home games at Campbelltown Stadium (includes jersey, lanyard, member card, cowbell, Macarthur FC pin).
- ★ Company recognition in the Macarthur FC online Macarthur in Business directory.

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**This one is packed with benefits!**

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# STADIUM SIGNAGE



## LED SIGNAGE

Perimeter signage on the eastern grandstand in the television arc gives your brand maximum exposure to our fanbase and television audience. Whether your advertising is static or scrolling, you'll see your message displayed across the entire length of the pitch. And with LED signage, you can change your message on a regular basis.

***Price on application.***



## BIG SCREEN ADS

Having your 15 or 30-second video commercial displayed during pre-match, half-time and full-time is a great way to get your message to Macarthur FC supporters in the stadium. Save production costs with a static slide accompanied by a live read from the matchday announcer.

***Price on Application.***

***\*Advertising slot availability subject to A-League centralised partner obligations. TVC production costs are not included***



## BOLSTERS

They may be smaller than perimeter signage, but their positioning around the key focus areas of the stadium make bolster advertising a wise choice for advertisers. Your message or logo will be printed on both sides of the bolsters, which are three metres long and almost half a metre high.

**Behind the Goals** (two bolsters):  
\$11,000 +GST per season

**Sideline** (two bolsters):  
\$9,000 +GST per season

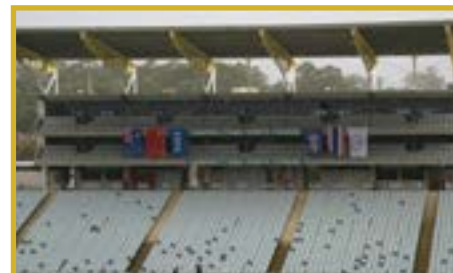


## PERIMETER FENCE SIGNAGE

Be seen in Macarthur and beyond with fixed exposure to a captive market for the entire game. Our perimeter fence signs are 12 metres long and almost a metre high. Ideal for your logo and positioning tagline, call to action or website address.

**Inside TV Arc - Investment:**  
\$10,000 +GST per season

**Outside TV Arc - Investment:**  
\$8,000 +GST per season



## PARAPET SIGNAGE

Available on eastern grandstand, parapet advertising is great value for money. Big, bold, fixed for the entire game week in, week out, this cost-effective signage sits squarely in the television arc. Perfect for brand visibility or calls to action. Size: 6m long x 650mm high.

**TV Arc Investment (Level 1):**  
\$5,500 +GST per season

**TV Arc Investment (Level 2):**  
\$5,000 +GST per season



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# MATCHDAY SPONSORSHIP

**Be front and centre on matchday as your brand stands out from the crowd.**

Mix with supporters with a marketing activation in the stadium precinct, build fantastic exposure for your brand leading up to matchday as well as during the game, and entertain your guests with premium seating. Matchday sponsorship has it all and is perfect for businesses looking to make an impression.



## MATCHDAY SPONSORSHIP INVESTMENT:

\$10,000 +GST  
per game



## MATCHDAY SPONSORSHIP BENEFITS:

- ★ Naming rights to a selected Macarthur FC home game at Campbelltown Stadium.
- ★ Opportunity to distribute marketing collateral or other takeaways at your sponsored game.
- ★ Option to coordinate activity in the stadium precinct pre-game.
- ★ Coordinate a brand saturated half-time activity or competition involving the crowd.
- ★ Company logo on the big screen once through the selected matchday.
- ★ EDM advertising during the week leading up to the game.
- ★ Run a 30 second television commercial on the stadium big screen throughout the selected game day.
- ★ LED signage takeover prior to the A-League fixture, at half-time and post-game.
- ★ Two ground announcements throughout the selected matchday.
- ★ Ten general admission tickets to your selected matchday.
- ★ Logo inclusion on game day information across digital platforms in the lead up to the selected game.



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# 100 CLUB

**Join an exclusive group of professional businesspeople who share a passion for their region and a sharp understanding of how sport brings people and communities together.**

In the Macarthur FC 100 Club you will cultivate new relationships, grow your network, connect with community leaders and leave a lasting legacy through the power of football.

You can only be first once. This is a rare opportunity to unite with both established and emerging businesses who are at the very heart of our vibrant, fast-growing region.



100 CLUB  
INVESTMENT:  
\$10,000 +GST

## 100 CLUB BENEFITS INCLUDE:

- ★ Invitation for two people to three 100 Club networking events.
- ★ Macarthur FC corporate gift.
- ★ Store front window decal.
- ★ Macarthur FC team shirt (jersey or polo).
- ★ Macarthur FC foundation membership for ten people.
- ★ Two invitations to an exclusive pre-season function to meet the team and coach.
- ★ Exclusive pre-purchase window for inaugural season ticket membership.
- ★ Exclusive pre-purchase window for inaugural season corporate hospitality and other packages.



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# EVENTS

## Events Naming Rights

As the only gold partner of all Macarthur FC events, your brand will be front and centre of all corporate functions and networking events, maximising your brand's exposure in the business community.

*Just one gold partnership is available, two silver and three bronze.*



BENEFITS INCLUDED	GOLD	SILVER	BRONZE
Exclusive sponsorship of Macarthur FC official functions & networking events	✓	×	×
100 Club Membership	✓	✓	✓
Listing & link on Macarthur FC website	✓	✓	✓
Full guest listings available prior to each event	✓	×	×
Opportunity for product display or promotional collateral at all Macarthur FC events	✓	×	×
Recognition at all Macarthur FC official functions & networking events, including:	✓	✓	✓
• Entry signage (functions)	✓	×	×
• Lectern signage at functions	✓	×	×
• Stage signage (networking & functions)	✓	✓	×
• Digital Screens (networking & functions)	✓	✓	✓
• Social media posts	x6	x4	x2
• Official invitations (networking & functions)	✓	✓	✓
• MC and chair acknowledgement (networking & functions)	✓	✓	✓
One table of 10 to 2020/21 Macarthur FC Season Launch	✓	✓	×
One table of 10 to 2020/21 Grand Final Luncheon *	✓	×	×
One table of 10 to 2020/21 Macarthur FC Awards Night	✓	×	×
<b>*OR EQUIVALENT EVENT</b>	<b>\$50,000 +GST</b>	<b>\$30,000 +GST</b>	<b>\$20,000 +GST</b>



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# COMMERCIAL PARTNERSHIPS CONTACTS

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