



SPONSORSHIP  
PACKAGES

2024/25



## **Beaconsfield Tennis Club Sponsorship Pack 2024/2025**

### **Why Sponsor Beaconsfield Tennis Club**

Beaconsfield Tennis Club is settled amongst the serene bushland of the Perc Allison Reserve situated on the Beaconsfield Emerald Road. Neighboring BTC is the Beaconsfield Cricket and Football Clubs as well as Berwick's Akoonah park. Thousands of pedestrians pass the BTC courts each week as the public access cuts through between Courts 1&9 to a footbridge over Cardinia creek into Akoonah Park enabling admittance to popular markets, major attractions, and dog walking throughout the year.

BTC currently accommodate 20 junior teams, 4 midweek ladies' teams, 22 social night teams (over 3 nights a week) and 7 senior teams. Weekly coaching lessons average over 450 students per week. Programs include: Hotshots: red, orange, green levels, Teenage groups (yellow), Private and semi-privates for children and adults, Cardio Tennis, All abilities programs via ERMHA funding and private lessons (some NDIS funding) as well as squad training and regular tournaments. BTC also allows court hire on an hourly basis to non-members which is popular all year round as well as court usage for local organisations such as the local schools.

2024 Social Media statistics: Facebook: BTC community:300 followers, OTC @ Beaconsfield:1200 followers. Beaconsfielddennisclubinc.com website receives approx. 5 hits per day, approx. 1800 hits per year.

Beaconsfield Tennis Club is a family friendly facility where we strive to provide tennis across all ages, levels, and abilities. BTC would like to extend an invitation to you, members of the Beaconsfield community, to become a sponsor partner of our junior, senior, midweek ladies and social tennis programs. We are a volunteer-based, not-for-profit sporting club who needs the community support to ensure these programs continue.



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### Types of Sponsorship Packages

Platinum Sponsor	\$4000 (over 3 years)
Gold Sponsor	\$2000 (over 2 years)
Silver Sponsor	\$1200 (yearly)
Bronze Sponsor	\$800 (yearly)
Goods/Services Sponsor	Goods/Services in kind
1 Event Sponsor	\$250 (per event)
Ongoing Event Sponsor	\$750 (2 available)





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### **Platinum Sponsor:**

The Platinum Sponsor will be on a 3-year contract. (A longer-term contract to be negotiated after the 3rd year). Platinum Sponsors may choose to pay upfront or by instalments.

Upfront sponsorship Fee \$4,000 or by the following instalments:

- First year = \$1700
- Second year = \$1300
- Third year = \$1000

Includes the following:

1. Signage: 1 Mesh Banner with Brass Eyelets 3000mm W x 1500mm H– Court 1 & 9
2. Merchandise: 2 x Free Beaconsfield Tennis Club Polo Shirts
3. Recognition: A Beaconsfield Tennis Club sponsors recognition plaque
4. Advertising: Sponsor's name and logo on Header on Facebook page, quarterly newsletter, clubhouse sponsors board and mailing list of members of Beaconsfield Tennis Club.
5. Website promotion: Company name under Beaconsfield Tennis Club Logo on front page, Link directly to Sponsor website
6. Memberships: 2x Free Family Social Memberships for a period of 3 year with free use of courts (conditions apply).

### **Gold Sponsors:**

The Gold Sponsor will be on a 2-year contract. Gold Sponsors may choose to pay upfront or by instalments.

Upfront sponsorship Fee \$2000 or by the following instalments:

- First year = \$1200
- Second year = \$800

Includes the following:

1. Signage: 1 x 1800mm x 900mm signs featuring your business details and logo – Court 2,3,4,5
2. Merchandise: One Free Beaconsfield Tennis Club Polo Shirt
3. Recognition: A Beaconsfield Tennis Club sponsors recognition plaque
4. Website promotion: Company name on front page of Website (bottom of page)
5. Clubhouse Advertising: recognition on the clubhouse sponsor's board
6. Memberships: 1 Free Family Social Memberships for a period of 2 year with free use of courts (conditions apply).



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### **Silver Sponsors:**

The Silver Sponsor will be restricted to yearly. Multiple years of sponsorship allowed.

Cost = \$1200 per year

Includes the following:

1. Signage: 1 x 1800mm x 900mm signs featuring your business details and logo – Court 6,7,8
2. Merchandise: One Free Beaconsfield Tennis Club Polo Shirt
3. Website promotion: Company name on Website (sponsors page)
4. Clubhouse Advertising: recognition on the clubhouse sponsor's board
5. Memberships: 1 Free Adult Social Membership for a period of 1 year with free use of courts (conditions apply).

### **Bronze Sponsors:**

The Bronze Sponsor will be restricted to yearly. Multiple years of sponsorship allowed.

Cost = \$800 per year

Includes the following:

1. Signage: at sponsor cost – Court 6,7,8
2. Website promotion: Company name on Website (sponsors page)
3. Clubhouse Advertising: recognition on the clubhouse sponsor's board

### **Event/Tournament/Club Championship Sponsors:**

The event/tournament/club championship sponsor will be allocated per event. Cost = \$250 per event

Includes the following:

1. Signage: Sponsor's name and logo featured at tournament and tournament presentation event. Sponsor to provide banner.
2. Website promotion: Company name on Website
3. Advertising: Sponsor's name and logo featured on all event communication including flyers, Facebook notices, presentation events, scoresheets
4. Clubhouse Advertising: pamphlets supplied by sponsor placed on sponsor table

### **Ongoing Event Sponsors:**

Two events can be sponsored. Monday Hard hitters or Wednesday Social.

Cost = \$750 per year

Includes the following:

1. Signage: Sponsor's name and logo featured at the event and event presentation day. Sponsor to provide banner.
2. Website promotion: Company name on Website (sponsors page and competition page)
3. Advertising: Sponsor's name and logo featured on all event communication including newsletters

### **Goods or Services Sponsors:**

The Goods or Services Sponsor will receive in kind:

1. Facebook: Company name and promotion
2. Advertising: Sponsor's name and logo featured with description of goods/services provided in relevant communication within monthly newsletter