

Pride  
Loyalty  
Determination



Sponsorship Opportunities 2018



Marianna Tabain  
Beckenham Angels Player 2016  
Perth Glory Player 2017/18



## Welcome

Welcome to the Beckenham Angels Soccer Club a specialist women and girls club that represents a unique sponsorship opportunity.

In 2015 football overtook netball as the sport with the highest participation by girls and the numbers are continuing to grow.

The success of WA's Samantha Kerr and the Matildas has awoken the public to the importance and success of the women's game. There is no doubt that the Matildas are one of the best, if not the best Australian sporting team competing on the international stage and have an impeccable reputation, and as a result they are generating unprecedented interest especially from young girls and their parents.

The Beckenham Angels play in the highest level of football for women in WA, the WA State Premier League; as well as across a range of junior age groups. The club has an excellent reputation for its focus on women and girls, its highly talented coaches, and its club ethos of playing the game hard and with passion, but also with integrity. Junior girls are coached by senior players who not only teach them the necessary skills but also provide role models who demonstrate the Club's motto of Loyalty, Pride and Determination.

Angels also engage in promotion of women and girls sport through participation in womens football week, local government organised activities, and outreach activities in schools.

The Club has an ambitious agenda for change and improvement in 2018 including

- expanding into offering playing opportunities to younger girls
- embarking on a comprehensive training program for coaches so that all have the most up to date methods at their command
- offering Skills Acquisition Programs in addition to regular coaching.

The Angels have always strived to be a low-fee club in order to foster participation in the game for girls who might otherwise not be able to play. We are seeking sponsors to allow us to assist us with our 2018 program while keeping our fees affordable and are offering a range of sponsorship opportunities.

Please call me if you would like to know more about the Angels and how we may help each other.

Paul Grove - Club President  
0475 63 13 23

## History

The Beckenham Angels Soccer Club was formed in 2000 as the first south of the river club to specialise in women and girls football. Since that time the club has developed an impressive history repeatedly being crowned Night Series Champions, League Champions and Womens Cup champions with our premier league team.



The Club launched a new juniors program in 2014 and achieved immediate and continued success regularly appearing in finals. Several of our players have been selected for the National Training Centre Program and the WA state teams and in both 2016 and 2017 our Girls Under 15 Division 1 team were the grand final winners of the Top 4 Cup.

## Philosophy

The Angels are dedicated to fostering the participation of women and girls in football and to providing a safe and secure environment in which girls can develop a life-long love of the game.

We aim to provide a development pathway for girls from juniors through to professional football for the highly talented, and into competitive social football for those who do not aspire to the highest level. Our elite team, the State Premier League team seeks to excel at the highest level.

At all levels we seek to play in line with our motto: "Loyalty, Pride and Determination".

Most importantly we strive to be the Angels Family with juniors and seniors training together, playing and supporting each other.



## Who are we?

Our club is run by a group of committed and passionate volunteers and we have a dedicated team of coaches including our senior coach, Greg Farrell, a highly experienced coach with international experience.

Jess Lindquist our Junior Coordinator is a high level player who plays in our Premier League team and in 2017 represented Australia in the Futsal World Cup. Jess is also a member of the Football West Juniors Standing Committee.

Tracey Wheeler, our dedicated goal-keeping coach is a former Matilda who represented Australia 49 times before retiring in 2000. Tracey is also a member of the Football West Womens Standing Committee.

## Who are our players?

In 2017 our players ranged in age from 11 to 40+. Our junior age players come from a range of suburbs from Armadale in the south, to Kalamunda in the east. Most come from within the Gosnells, Canning and Kalamunda local government areas. A large number also attend specialist soccer program high schools.

Our senior players come from across the metropolitan area and from as far away as Mandurah to play with the Angels. In 2017 we had two international players come to WA to play with as Angels and we anticipate this will occur again in 2018. We also have Angels playing in the US in college programs who return to play for the club in the US off-season.



## Where are we?

We play at Mills Park on Brixton Street in Beckenham. We have priority usage of this state of the art facility which was recently developed by the City of Gosnells and includes international standard synthetic pitches and professional standard night lighting. All players, regardless of age, are able to train and play on a high quality surface all year round.

## Mills Park, Beckenham Home ground of the Angels



## Our Brand

The Beckenham Angels brand is:

- *positive*
- *passionate*
- *professional*
- *community based*
- *committed to women and girls*
- *inclusive and supportive of diversity*
- *dedicated to fostering the love of football*
- *represented by our logo and our red and white colours*



## Marketing Strategy

The Club marketing strategy is based on:

- *community promotion: through posters, fliers, participation in community events*
- *working with community service organisations*
- *outreach programs into schools*
- *social media through facebook pages and targetted advertising*
- *web page*
- *merchandise: we currently sell merchandise and in 2018 will be developing an online store with a wider range of options*
- *recommendation and word of mouth: maintaining the Club's excellent reputation in the community and in the football is key*
- *alliance with West Coast Futsal: futsal and football are complimentary and the alliance sees players and supporters moving in both directions*

## Sponsorship

Sponsorship is vital if Beckenham Angels is to continue to grow and provide quality opportunities for women and girls to play football. Our reliance on sponsors has never been greater as we strive to improve, and at the same time keep the cost of competitive sport within the reach of parents and players.

As we grow and offer new programs such as Skills Acquisition our visibility and the visibility of sponsors will be increased. Match day reports are being reported on in football media, local media, online and through club social media increasing your brand awareness.

Sponsorship funds will be used to purchase new kit and equipment, fund coaching development and supplement player fees.

## Sponsorship Packages

Standard sponsorship packages are for a single season or multiple seasons and are associated with a single team. However the Club is open to negotiating a sponsorship package that meets your needs.

### Platinum Package

- 1 Company logo on front centre of player shirts of a team
- 2 Framed shirt and team photo of the sponsored team
- 3 Company logo on Club website and Club Facebook page
- 4 Large banner (3m x 1m) or 2 x 2m teardrop flags on display at each home game
- 5 Invitation to all Club events

Cost: 1 season \$2750, 2 seasons \$5,000

### Gold Package

- 1 Company logo on sleeve of sponsored team
- 2 Company logo on club website and club facebook page
- 3 Large banner (3m x 1m) or 1 x 2m teardrop flag on display at each home game
- 4 Invitation to all Club events

Cost: 1 season \$1750, 2 seasons \$2750

### Silver Package

- 1 Medium banner (1.5m x 1m) on display at each home game
- 2 Company logo on Club website and facebook page

Cost: 1 season \$900, 2 seasons \$1600

### Bronze Package

- 1 Medium tear-drop flag on display at each home game
- 2 Company logo on Club website and facebook page

Cost: 1 season \$500, 2 seasons \$800

## Sponsorship Application Form

I, (name)\_\_\_\_\_ of (Company)\_\_\_\_\_

would like to sponsor Beckenham Angels Soccer Club in the form of (please cross):

### Platinum Package

- 1 season  
 2 seasons

### Gold Package

- 1 season  
 2 seasons

### Silver Package

- 1 season  
 2 seasons

### Bronze Package

- 1 season  
 2 seasons

.....  
I, (name)\_\_\_\_\_ of (Company)\_\_\_\_\_

would like to sponsor Beckenham Anges Soccer Club in the form of (please cross):

### Platinum Package

- 1 season  
 2 seasons

### Gold Package

- 1 season  
 2 seasons

### Silver Package

- 1 season  
 2 seasons

### Bronze Package

- 1 season  
 2 seasons

## Sponsors details

Please provide full sponsor details:

Company Name \_\_\_\_\_

ABN/ACN \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Nature of Business \_\_\_\_\_

I am duly authorised to pledge the sponsorship as stated on this form

Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Beckenham Angels Signature \_\_\_\_\_ Date \_\_\_\_\_

Beckenham Angels Name \_\_\_\_\_

Position \_\_\_\_\_

Club Contact:

Paul Grove, 0475 63 13 23, beckenhamangels@hotmail.com



## Sponsorship General Terms and Conditions

- Full payment required prior to 1 February 2018 or as pre-arranged with Beckenham Angels Soccer Club
- Logo files to be in EPS or AI format in high resolution
- Sponsorship valid until 31 December 2018
- Beckenham Angels are not responsible for sponsor design and graphics but will provide proofs before publishing or printing
- Beckenham Angels are not required to refund any sponsorship payments should the sponsor terminate the arrangement prior to the end of the sponsored playing season. If a sponsorship is ended by the sponsor prior to the sponsored playing season, Beckenham Angels are not required to continue to provide the logo placement
- Beckenham Angels may pass on to the sponsor any additional charges or costs that may arise as a result of the sponsor ending the sponsorship arrangement prior to the end of the sponsored playing season
- Beckenham Angels are not liable or responsible for the views, comments or statements made by its members or affiliates.



## Beckenham Angels Code of Conduct

### Responsibility

All players, match officials and spectators are responsible for their own behaviour both on and off the field.

### Violence and Abuse

There is no place for violence in our Club on or off the field and the Club will not tolerate foul or abusive language directed towards players, opponents, match officials, administrators or spectators.

### Discrimination and Vilification

The Club will not accept discrimination against any person or vilification of any person on the basis of their race, gender, ethnicity or sexuality.

### Players

Players are required to:

- Follow any direction from coaches and Club administrators.
- Attend training regularly and provide 24 hours notice if possible if unable to attend training or a match.
- Participate fully in all training sessions and matches and not engage in any activity that will distract or disrupt other players.
- Play by the rules at all times.
- Foster an environment of inclusivity and encouragement, offering peer support where necessary.
- Act as assistant referee (linesperson) as required.
- Assist with junior teams through coaching, assisting with training sessions, or officiating at matches.
- Participate in promotional opportunities and fund raising activities as required.
- At all times recognise that whilst in uniform or wearing the club logo they are representing the Club and should behave in manner that only reflects positively on the Club.
- Strive for professionalism in their technical and personal growth as elite female athletes.

### Coaches

Coaches are required to:

- Treat all members of the team with equal respect and consideration. All players deserve equal attention and training time regardless of their ability.
- Be reasonable with demands on players' time and energy and give regard to other commitments that they may have, particularly education commitments of younger players.
- Require all players in their squad to play within the spirit of the game and will ensure that the emphasis of the team is on participation.
- Display control, respect and professionalism to all involved with football including but not limited to players, opponents, coaches, officials, administrators and media.
- At all times accept official medical advice with regard to a sick or injured player.

### Junior Coaches

Junior Coaches are required to abide by all general expectations of coaches and also have a particular responsibility to ensure that junior players are nurtured and that demands are appropriate to their skill level. Junior coaches are required to:

Place equal emphasis on skill development, pleasure in participation and winning.

- Encourage players to try their best without admonishing or ridiculing their attempts.
- Ensure that any physical contact with junior players is appropriate to the situation and necessary for their football development.
- Immediately raise any concerns regarding the behaviour of a junior player or the behaviour of others towards junior players with the responsible parent/guardian and the Club President.
- Ensure that where coaching is provided to junior players from persons other than the team coach, that activity is authorised by the Club.

### Administrators

Administrators of the Club are required to:

- Use their best endeavours at all times to promote the interests of the Club.





**BECKENHAM**  
*Angels*  
Soccer Club

LOYALTY

PRIDE

DETERMINATION

