



GREAT SOUTHERN
GRIFFINS

**Sponsorship Packages
& Opportunities
2022**



Agenda

What you'll learn about today

- About the Great Southern Griffins
- The 2022 season
- Our audience and reach
- Sponsorship packages
- Testimonials

About Us

Over 1,000 players and support volunteers come together across six different sporting clubs to build community through sports.

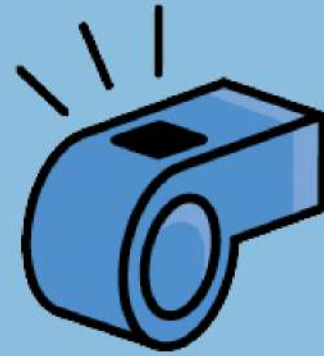
Officially incorporated in 2020, the Great Southern Griffins are aligned under the Great Southern Grammar School Incorporated, which has a history of sport in the region since 1999.

Our reach goes beyond the school itself and spans far across Albany and the Great Southern Communities.

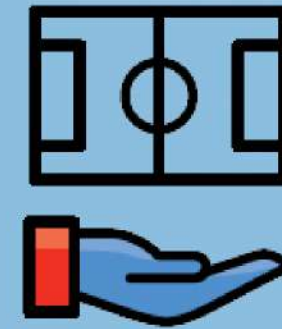


Our Values

We are a values-led organisation
built around
True Sport principles



WE SHOW
RESPECT



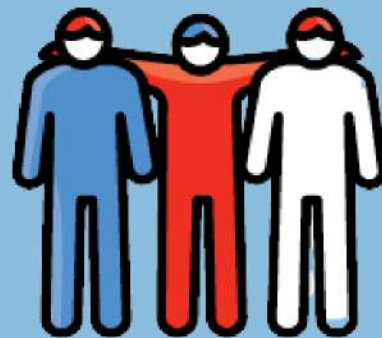
WE
PLAY FAIR



WE
BRING OUR BEST



WE
ENJOY SPORT



WE
INCLUDE



WE
GIVE BACK



WE
PLAY SAFE



Our Mission

Great Southern's most recognised and respected community sports club - embedded in the unique Great Southern Grammar School and community.

OUR PURPOSE

01

Offer pathways and opportunities into community sport

Nurturing health & wellbeing

02

Inspire and support our players to be the best they can be.

Positively contributing to our region

03

Create a fun atmosphere for making connections

Creating a sense of belonging

CLUBS UNDER THE GRIFFINS BANNER

We've had over 20 years of sports success



**GREAT SOUTHERN GRIFFINS
BASKETBALL CLUB**

258 PLAYERS | 74 SUPPORT



**GREAT SOUTHERN GRIFFINS
NETBALL CLUB**

146 PLAYERS | 41 SUPPORT



**GREAT SOUTHERN GRIFFINS
HOCKEY CLUB**

144 PLAYERS | 30 SUPPORT



**GREAT SOUTHERN GRIFFINS
SOCCER CLUB**

89 PLAYERS | 29 SUPPORT



**GREAT SOUTHERN GRIFFINS
VOLLEYBALL CLUB**

64 PLAYERS | 9 SUPPORT



**GREAT SOUTHERN GRIFFINS
ROWING CLUB**

40 PLAYERS | 3 SUPPORT



Our Audience

Being a multi-sports club, we bringing in people from **various sports** and **various communities**.

Meet our 1,000 players & supporters...



2021/2022 SEASON OVERVIEW

Our Players

- Students from Great Southern Schools – not just Great Southern Grammar
- Staff
- Parents
- Alumni
- Friends of GSG community members
- Community members with family connections to GSG
- General community members

31  BASKETBALL TEAMS

12  HOCKEY TEAMS

18  NETBALL TEAMS

14  SOCCER TEAMS

8  VOLLEYBALL TEAMS

SEASON CALENDAR



Term 1

Term 2

Term 3

Term 4

FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

BASKETBALL									BASKETBALL
ROWING									ROWING

Our Reach

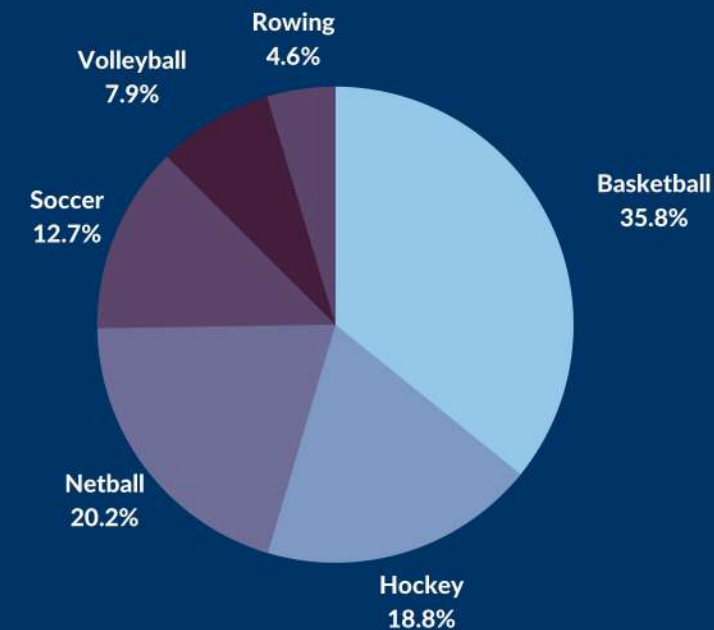
Our reach goes well beyond the school community...

Over the last 5 years, Great Southern Griffins has involved 1,000 players and supporters each year!

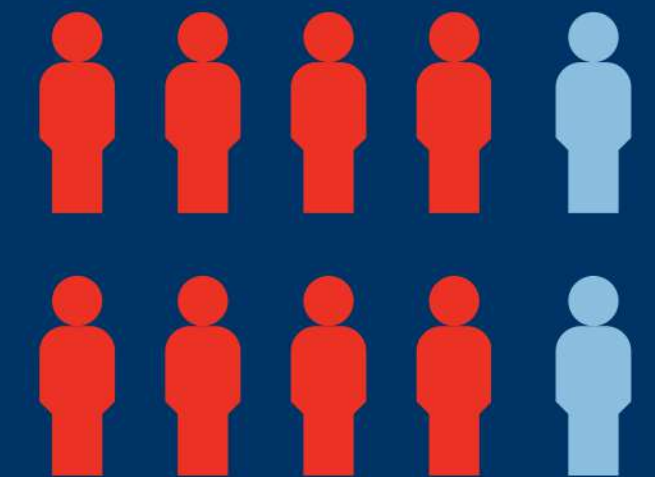
In 2021, our community team representation included:

- Premier Men's Volleyball Team
- Women's Social Soccer
- Men's Social Soccer
- Women's B Grade Hockey
- Women's A1 Netball Team
- Women's A Grade Basketball Team

GRIFFINS SPORTING MAKE UP



PLAYERS : SUPPORT PERSONS



AUDIENCE REACH EXTENDS ACROSS EACH SPORTING LEAGUE

DIRECT PLAYER REACH



930 Players - Albany Netball



657 Players - Albany Hockey

ESTIMATED EXTENDED REACH

PLAYERS, SUPPORT STAFF & SUPPORTERS REACHED EACH WEEK

PEOPLE
REACHED
EACH WEEK
OF THE SEASON

1,200



250 GRIFFINS FAMILIES
31 GRIFFIN GAMES PER WEEK
42 PEOPLE REACHED PER
GRIFFIN GAME

710



150 GRIFFINS FAMILIES
11 GRIFFIN GAMES PER WEEK
66 PEOPLE REACHED PER
GRIFFIN GAME

720



146 GRIFFINS FAMILIES
15 GRIFFIN GAMES PER WEEK
50 PEOPLE REACHED PER
GRIFFIN GAME

435



90 GRIFFINS FAMILIES
11 GRIFFIN GAMES PER WEEK
45 PEOPLE REACHED PER
GRIFFIN GAME

310



64 GRIFFINS FAMILIES
8 GRIFFIN GAMES PER WEEK
40 PEOPLE REACHED PER
GRIFFIN GAME



GET IN FRONT OF THE RIGHT AUDIENCE

Great Southern Griffins is the home to the largest multi-sports association in the Great Southern. Our association with Great Southern Grammar School gives us access to significant channels and a broad community.

With a newly established Griffins website - griffins.org.au and social channels, focus is being given to driving greater followings to these channels and cross promotion between school marketing.

- 1K MONTHLY WEBSITE VISITS
- 2.8K GSG SCHOOL FACEBOOK PAGE FOLLOWERS
- 3K SUBSCRIBERS

Become a Griffins sponsorship partner and benefit not only from the association to a well-established and highly respected Great Southern Grammar brand but from significant exposure for your business to key audiences.





Sponsorship Opportunities

See how you can get your brand in front of our expansive player, school and sporting communities.

SPONSORSHIP PACKAGES



Diamond Package

Build the ultimate long-term partnership with the Great Southern Griffins and leverage key brand and marketing opportunities.

Gold Package

Access key marketing assets and partnership opportunities with the Great Southern Griffins that help your brand and business get noticed.

Friends Package

Leverage key tactical opportunities with the Great Southern Griffins that make your brand more recognisable in the community.

DIAMOND SPONSORSHIP



Exclusive Opportunity

EXCLUSIVE BENEFITS

This exclusive level of sponsorship provides the highest level of brand exposure for your company.

As a Diamond sponsor, your company will have the benefit of:

- Logo placement on all Griffins 800+ uniforms - with primary placement opportunities on front and rear of uniform.
- Logo placement on sleeve of all merchandise sold (approx. 300 items annually).
- Headlining our annual awards assembly with the title of "[Your Company] Presents: Great Southern Griffins 2022 Awards".
- Half page colour advertisement in Griffins flyer - as distributed in all packs handed out at Albany Show and various Great Southern Field Days.
- Logo placement on all club registration forms.
- Event opportunity - free stall at Kingfisher Fair held at GS Grammar grounds*

ADDITIONAL VALUE

PER CALENDAR YEAR

- Website - sponsor name, logo, and URL link on GS Griffins homepage.
- Awards ceremony - sponsor name and logo displayed on big screen at annual awards assembly and on player certificates.
- Mentions - primary acknowledgement at open days, registration days, awards ceremonies and other events.
- Social media mentions - 10 offered, with a minimum of 3 across GS Grammar Facebook page.
- Sponsorship announcement - via GS Grammar e-newsletter plus 1 x strip advertisement for the partner.
- Co-branded strip advertisement on P&F Calendar.
- 2 x sponsor representatives invited to major functions.
- Sponsor logo to appear on Griffins Flyer included in GS Grammar information packs.
- Sponsor logo to appear on co-branded signage used at sporting events; registration days, trials, end of season wind-ups. 1 x core flute triangle signs across each sports clubs (6 in total) plus 2 x teardrop banners for use in multi-sports hall.
- Sponsor signage to appear in team photos.
- 1 x team uniform for display purposes and a \$500 clothing voucher for merchandise - e.g. for staff engagement
- Access to the GS Griffins logo and image library for sponsor to use in their own marketing - referencing "Official Diamond Sponsor".

INVESTMENT: \$15,000 +GST per annum
DURATION: 2 YEAR TERM + OPPORTUNITY TO EXTEND
OPTIONAL EXTRA: Sponsor logo on goal post padding - AFL & Netball \$3K

*Event running is subject to COVID restrictions which may delay or limit crowd capacity - an alternative option would be offered.

DIAMOND

SPONSORSHIP

★

★

★

★

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EXAMPLES - LOGO POSITIONING

ON GRIFFINS TEAM UNIFORMS



BASKETBALL

SOCCER



NETBALL

Sponsor logos are indicative sizes only and subject to approval and may require the endorsement from other sporting associations. In some cases, where logo placement is not available on front and back or uniform or merchandise, an alternative placement will be provided.

DIAMOND SPONSORSHIP



EXAMPLE - CORE FLUTE TRIANGLE SIGN
1800 MM X 400 MM
6 OFFERED IN DIAMOND PACKAGE

PLUS



EXAMPLE - TEARDROP BANNER
2200 MM X 750 MM
2 OFFERED IN DIAMOND PACKAGE

Sponsor logos are subject to approval and may require the endorsement from other sporting associations.

DIAMOND SPONSORSHIP



EXAMPLES - LOGO POSITIONING ON GRIFFINS MERCHANDISE



GOLD SPONSORSHIP



5 x Gold Sponsorships Offered

EXCLUSIVE BENEFITS

This major level of sponsorship provides significant levels of brand exposure for your company.

As a Gold sponsor, your company will have the benefit of:

- Logo placement on front of a team uniform of your choosing - across Soccer, Netball, Hockey, Volleyball, Rowing or Basketball (side panels only for Basketball). Exposure ranges from 50-335 uniforms per sport.
- Logo placement on sleeve of all merchandise sold.
- Quarter page colour advertisement in Griffins flyer - as distributed in all packs handed out at Albany Show and various Great Southern Field Days.
- Logo placement on all club registration forms.

ADDITIONAL VALUE

PER CALENDAR YEAR

- Website - sponsor name, logo, and URL link on GS Griffins homepage.
- Awards ceremony - sponsor name and logo displayed on big screen at annual awards assembly and on player certificates.
- Mentions - secondary acknowledgment at open days, registration days, awards ceremonies and other events.
- Social media mentions - 3 offered, with a minimum of 1 across GS Grammar Facebook page.
- Sponsorship announcement - via Great Southern Grammar e-newsletter plus 1 x strip advertisement for the partner.
- Sponsor logo to appear on Griffins Flyer included in Great Southern Grammar information packs.
- Sponsor logo to appear on co-branded signage used at sporting events; registration days, trials, end of season wind-ups. 1 x core flute triangle signs across each sports clubs (or for an additional \$500 upgrade to teardrop banner).
- Sponsor signage to appear in team photos.
- 1 x team uniform for display purposes and a \$150 clothing voucher for merchandise - e.g. for staff engagement
- Access to the GS Griffins logo and image library for sponsor to use in their own marketing - referencing "Gold Sponsor".

INVESTMENT: \$10,000 +GST per annum (Basketball)
\$ 8,000 +GST per annum (Netball, Soccer, Hockey)
\$ 5,000 +GST per annum (Volleyball)

DURATION: 1 YEAR TERM + OPPORTUNITY TO EXTEND
OPTIONAL EXTRA: Sponsor logo on goal post padding - AFL & Netball \$3,000

GOLD SPONSORSHIP

EXAMPLES - LOGO POSITIONING ON GRIFFINS TEAM UNIFORMS



BASKETBALL

SOCCER



NETBALL

Sponsor logos are indicative sizes only and subject to approval and may require the endorsement from other sporting associations. In some cases, where logo placement is not available on front and back or uniform or merchandise, an alternative placement will be provided.

GOLD SPONSORSHIP



EXAMPLE - CORE FLUTE TRIANGLE SIGN
1800 MM X 400 MM

OR



EXAMPLE - TEARDROP BANNER
OPTIONAL UPGRADE - ADDITIONAL \$500
2200 MM X 750 MM INSTEAD OF CORE FLUTE TRIANGLE SIGN

GOLD SPONSORSHIP



EXAMPLES - LOGO POSITIONING ON GRIFFINS MERCHANDISE



FRIENDS OF THE GRIFFINS SPONSORSHIP

25 Packages on Offer

KEY BENEFITS

This supporter level of sponsorship provides impressive brand exposure for your company. As a Friends Sponsor, we will work in collaboration with you to develop a mutually beneficial tactical sponsorship opportunity.

All opportunities include access to Griffins logo for your marketing, a third tier mention at awards ceremonies and other events plus:

- Digital package - sponsor name, logo, and URL link on GS Griffins homepage + 1 x social media post on GS Grammar Facebook page.

OR

- Specific one-off event signage opportunity - coreflute triangle signage or similar.

OR

- PARTNER WITH US TO DEVELOP A BESPOKE OPPORTUNITY THAT SUITS YOUR NEEDS!



EVENT PARTNERSHIPS

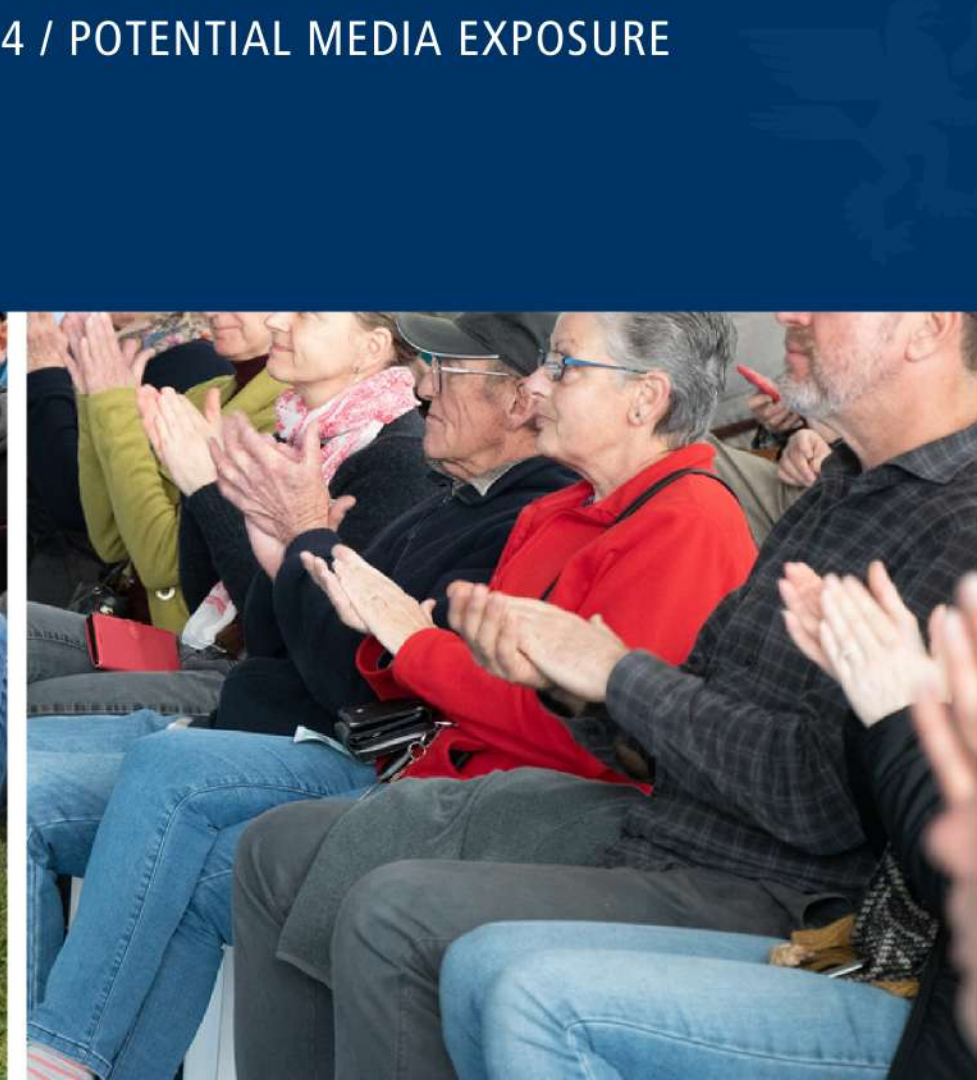
Identifying as a Griffins sponsor also gives you activation opportunities at our live events - including the GSG Kingfisher Fair, communication opportunities through event promotions and offers more opportunity for face to contact with customers.

1 / EVENT ACTIVATION SPACE

2 / EVENT SOCIAL MEDIA OPPORTUNITIES

3 / ADVERTISING OPPORTUNITIES

4 / POTENTIAL MEDIA EXPOSURE



Package Benefits

Compare the benefits of each package

Package Options

Diamond

Gold

Friends

Logo on ALL Uniforms
FRONT & REAR prime positions



Logo on ONE CLUB Uniform
FRONT + SLEEVE / SIDES



**Logo on Merchandise & Coaches
Jackets - SLEEVES**



**Logo on Certificates &
Registration Forms**



Event Signage



Option

7 x Signs

1 x Sign

Package Benefits

Compare the benefits of each package

Package Options

Diamond

Gold

Friends

Website Features	✓ Highly Prominent	✓ Prominent	✗
Mentions & Acknowledgements - Awards Ceremony & other events	✓ Primary Mention	✓ Secondary Mention	✓ Tertiary Mention
Advertisement in Griffins Flyer - Albany Show & Field Days	Half Page	Quarter Page	Option
Free Event Stall Kingfisher Fair 2023*	✓	✗	✗
Social Media & e-news Package	✓	✓	Option

*Event running is subject to COVID restrictions which may delay or limit crowd capacity - an alternative option would be offered.

DIAMOND SPONSORSHIP



1 PACKAGE AVAILABLE

GOLD SPONSOR BASKETBALL



1 PACKAGE AVAILABLE

GOLD SPONSOR SOCCER



1 PACKAGE AVAILABLE

GOLD SPONSOR HOCKEY



1 PACKAGE AVAILABLE

GOLD SPONSOR VOLLEYBALL



1 PACKAGE AVAILABLE

GOLD SPONSOR NETBALL



1 PACKAGE AVAILABLE

FRIENDS SPONSORSHIP BASKETBALL



5 AVAILABLE

FRIENDS SPONSORSHIP SOCCER



5 AVAILABLE

FRIENDS SPONSORSHIP HOCKEY



5 AVAILABLE

FRIENDS SPONSORSHIP VOLLEYBALL



5 AVAILABLE

FRIENDS SPONSORSHIP NETBALL



5 AVAILABLE

Why partner with us?

Highly visible marketing
in a reputable sports program
that reaches far across the
Great Southern community.

Become a Griffins sponsorship partner and benefit not only from the association to a well-established and highly respected Great Southern Grammar brand but from significant exposure for your business to key audiences.



WHAT OUR TEAM & PARTNERS THINK

We've had over 20 years of
successful sports.



Dani Carne

PLAYER - OPEN DIVISION
2022 WOMEN'S A DIVISION
MOST VALUABLE PLAYER

"The camaraderie that exists between players and coaches is excellent - it makes the game really enjoyable and brings us more success."



Paul Rogers

COACH

"I'm so proud to be associated with the Griffins. Every training session, every game is so rewarding and I can see how we are building the future citizens of our community through sport".



Karen Hounsfield

PARENT

"The past 13 years, I have seen myself as an involved and proud parent of the Griffins community. The Griffins bring families together - not only in sport, but also through friendships."



Tom Moir

Chair
Great Southern
Griffins Sporting
Club Management
Committee



Louise Sprigg

Administrator
Great Southern
Griffins Sporting Club



**Nathan
Symonds**

Director of Sport
Great Southern
Grammar

MEET OUR TEAM

Get to know the team that activate
your sponsorship

We recognise that the key to a successful
sponsorship is ensuring we are working in
partnership to activate your sponsorship
opportunities.



We look forward to your partnership

Got any questions? Feel free to call us, email us, or hit us up on social media.

