



**DONCASTER
HOCKEY CLUB**

Community partnerships

Our Story

Since 1974, Doncaster Hockey Club has been a premier hockey club from the North-Eastern suburbs. With over 490 members we are a community club with a competitive track record.

With 22 senior teams and 15 junior teams playing every weekend, we are hub for hockey in Victoria.



Our Story

We have also been able to aid numerous representatives in elite programs.

Amongst our ranks we have:

- Thirty junior state representatives
- Five current HC Melbourne representatives
- One current member of the Kookaburras (as well as three past representatives playing in our men's premier league team)
- One past player who is a current member of the Hockeyroos



Why hockey and why Doncaster Hockey Club?

Hockey is loved by all ages. At Doncaster our playing members range from 5 to 84 years of age and it is a sport that players stay involved in across their lifetime.

Although we call Doncaster Hockey Club home we have a large catchment area with our members spread out over the northern, eastern and southern suburbs.

It is a very inclusive sport. We have Women's round, Men's round, Pride round, Indigenous Round and Family Fun Day.

We are one of two clubs in the Premier League ANZAC day clash each year.

We host approx. 150-200 visitors to the ground each training night (Mon – Thurs) and 120 people on a Friday night for Junior games.

Each weekend for club grade games we have approx. 120-150 people, and for Premier League games we have approx 250-400 people come through our gates.

We have a strong physical and digital community presence. We can offer a competitive return-on-investment to organisations who sponsor us.





Our goal

How we can help you

What you can
do for us



The spirit of doncaster

An inclusive hockey club that celebrates contribution and success and promotes a culture of excellence, participation, respect and community

Excellence

A culture of success that encourages and assists individuals and teams to reach their full hockey potential.

Growth and Development

A quality program that promotes hockey as the sport of choice and provides opportunities for sporting development and personal growth.

Premier Facilities

Doncaster Hockey Club is the club of choice with welcoming and premier facilities.

Our Goals

Affordable membership fees to be inclusive

Clubhouse & facility upgrades

Paying coaches

Injury prevention, recovery & rehabilitation
equipment/facilities/programs

Strength & Conditioning and Physio accessibility



What we can do for you

We've been working hard to make sure our sponsors are receiving a return on their investment.

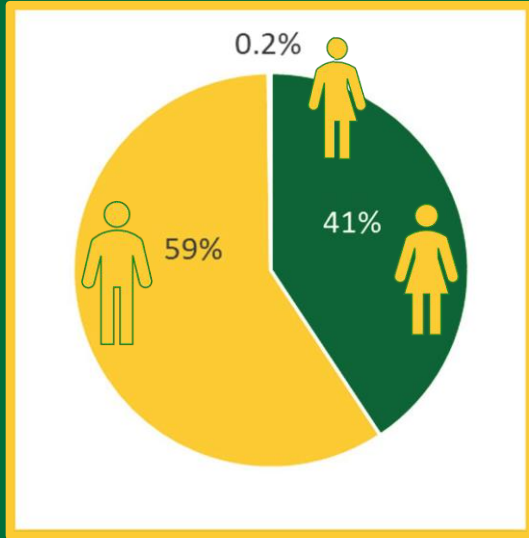
With 490 current members and a large alumni of members over the previous 49 years, our database stretches far and wide across Australia.

As of 2022 we have been working hard to improve our advertising capabilities with major upgrades due to be seen across our digital platforms and on-premise signage/digital ads.

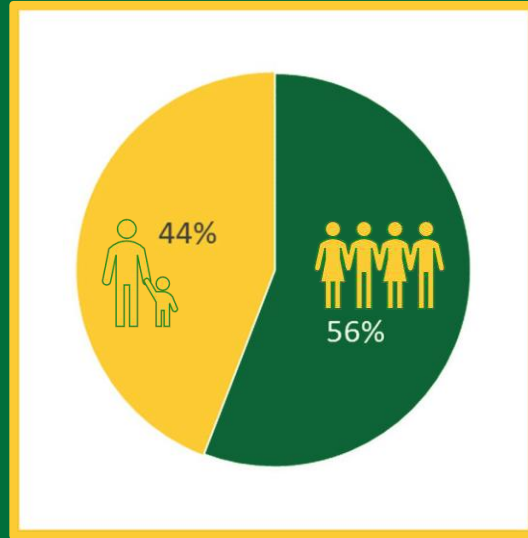
We have tiered our sponsorship levels, which can be customised to fit potential sponsors wants.



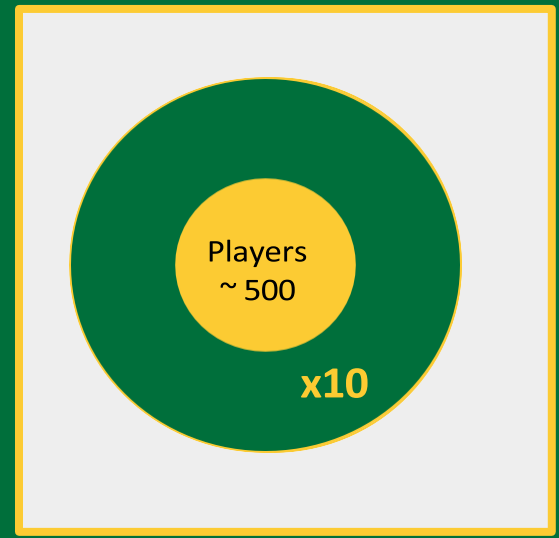
Our Community:



59% Male
41% Female
0.2% Non-binary



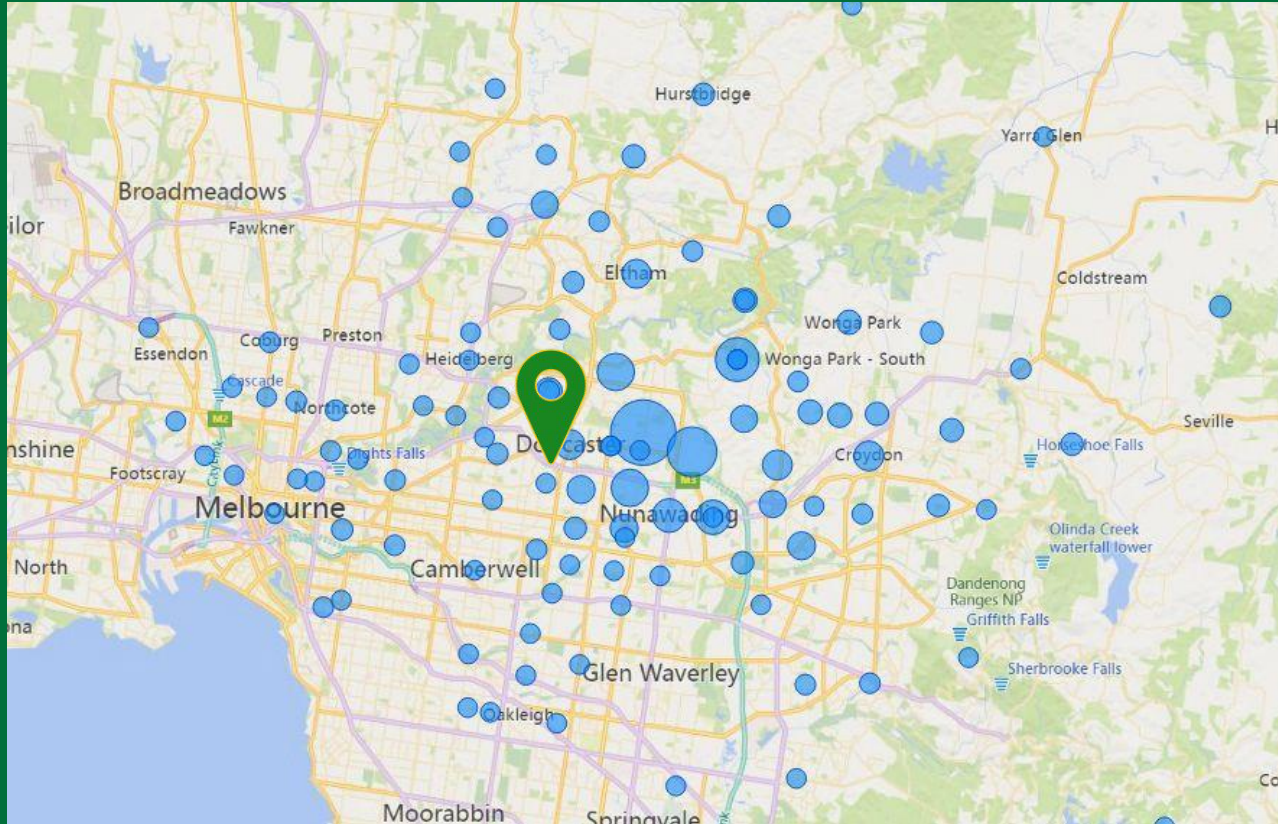
56% Adults (18-84yrs)
44% Juniors (5-17yrs)



Estimated DHC
community:
Players x 10 ~5000



Opportunities: Diverse geographical spread (with centralised meeting point)



- Primarily dispersed across North, East, South Melbourne
- All members travel to Doncaster HC at least fortnightly (during season). Most travel 1-3 times per week.
- Day and night travel across game and training requirements



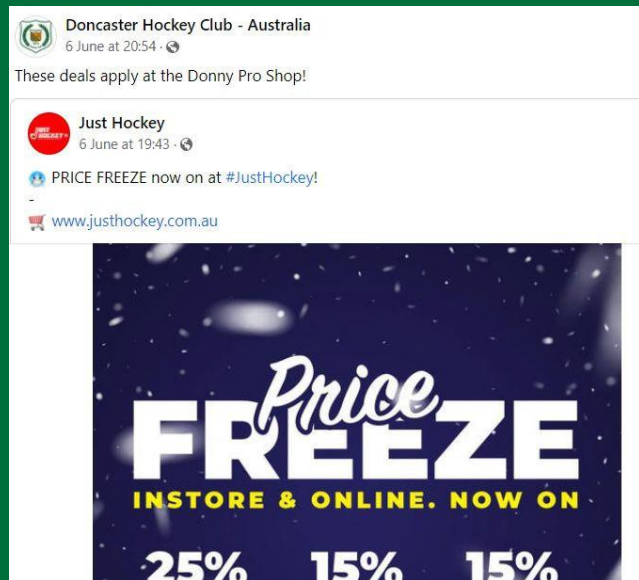
Opportunities: Physical advertising



- Stadium naming
- Front gate signage
- Goal signage
- Signs on stadium fencing
- Individual sponsor board
- Posters on club room walls
- Flyers/brochures



Opportunities: social media advertising



Channels

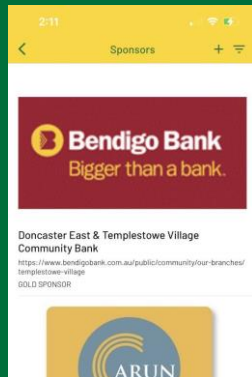
- Doncaster HC facebook: 2000 following, 1712 likes
- Doncaster HC Instagram: 1225 followers

Opportunities

- Club sharing sponsor advertisements
- Sponsor banner on club posts
- Stories and grid posts



Opportunities: Digital advertising



Opportunities	Audience
Website Promotion	Visitors to the doncaster website
Banners, ads and Sponsorship page through TeamApp (club CRM)	Club members (events, chat, purchases)
LiveStream Advertising (2 x per year, per PL team)	Hockey LiveStream Audience
Digital Scoreboard	All players (club and opposition) and supporters on game day and trainings



Individual



Individual

What you get:

- Image on the individual sponsor board displayed at the club
- Logo included in individual sponsors list on the website
- Instagram post from the players account
- Social post on the DHC social channels
- Signage of player to hang in your place of work

What our sponsored player gets:

- Funds towards the cost of their player fees for the year





Bronze



Bronze

What you get:

- 1 x sign on stadium fencing
- Logo included in sponsors list on the website
- Deal for Doncaster members and supporters listed on the “sponsorship give back” page designed to encourage our community to shop with our sponsors
- 1 x Social post from the DHC social channels
- 1 x Social media story with a chance to display a promotion for our community
- DHC signage to be shared with sponsor
- Acknowledgement in Monthly Club Newsletter
- Advertisement at DHC club days
- 6 monthly reporting back: what we’ve achieved for you and what you’ve helped us achieve

How you help us:

- \$2,000 to put towards our fundraising goals





Silver



Silver

What you get:

- 1 x sign on stadium fencing
- 1 x 30" ad to be played on the scoreboard during and between games of PL games
- Logo included in sponsors list on the website
- Deal for Doncaster members and supporters listed on the "sponsorship give back" page designed to encourage our community to shop with our sponsors
- 2 x Social posts from the DHC social channels
- 4 x Social media stories with a chance to display a promotion for our community
- DHC signage to be shared with sponsor
- Acknowledgement in Monthly Club Newsletter
- Advertisement at DHC club days
- Status of sponsorship goals on the website so you and our community can see what we have achieved with your help

How you help us:

- \$5,000 to put towards our fundraising goals





Gold



Gold

What you get:

- 1 x Sign on fencing behind either goal (priority location)
- 1 x 30" ad to be played on the scoreboard during and between games of PL games
- Logo placement on website landing page
- Logo included in sponsors list on the website
- Deal for Doncaster members and supporters listed on the "sponsorship give back" page designed to encourage our community to shop with our sponsors
- 3 x Social posts from the DHC social channels
- 4 x Social media stories with a chance to display a promotion for our community
- DHC signage to be shared with sponsor
- Acknowledgement in Monthly Club Newsletter
- Advertisement at DHC club days
- Status of sponsorship goals on the website so you and our community can see what we have achieved with your help

How you help us:

- \$10,000 to put towards our fundraising goals



Platinum



Platinum

What you get:

- Prominent front gate signage
- 1 x Sign on stadium fencing
- Ads to be played on the scoreboard during and between games of PL games
- Logo placement on the front page of our website
- Logo top of our sponsors list on the website
- Deal for Doncaster members and supporters listed on the “sponsorship give back” page designed to encourage our community to shop with our sponsors
- 3 x Social posts from the DHC social channels
- 5 x Social media stories with a chance to display a promotion for our community
- DHC signage to be shared with sponsor
- Acknowledgement in Monthly Club Newsletter
- Advertisement at DHC club days
- Status of sponsorship goals on the website so you and our community can see what we have achieved with your help
- Naming rights to player of the week (Images to be shared across social media)

How you help us:

- \$10,000+ to put towards our fundraising goals



Physical		Individual	Bronze	Silver	Gold	Platinum
	Front gate signage					x
	Goal signage				x	
	Signs on stadium fencing		x	x	x	
	Individual sponsor board	x				
Digital	Prominent front gate signage					x
	Grid post	1	1	2	3	3
	Story post	1	1	4	4	5
	Player instagram post	1			1	1
	Newsletter acknowledgement		x	x	x	x
Score board	Front page website banner				x	x
	Sponsor list on website	x	x	x	x	x
	Deals on "sponsorship give back" page		x	x	x	x
	30" ad				1	x
	Display Logo					x
other	Signage to share with sponsor	x	x	x	x	x
	Advertisement at DHC Club Days		x	x	x	x
	Acknowledgement at Senior Presentation night					x
	Acknowledgement at Junior Presentation night					x
	Invitation to Sponsors Dinner/Day	x	x	x	x	x
	6 monthly reporting back	x	x	x	x	x

What you can do for us

Through your support of our tiered sponsorship levels we can work toward achieving our goals to make Doncaster Hockey Club a better place and more accessible for its members.

It's important to us that we are transparent with the status of our sponsorship goals and we will keep this updated on our website so you and our community can see what we have achieved with your help.

Our Goals

Affordable membership fees to be inclusive

Clubhouse & facility upgrades

Paying coaches

Injury prevention, recovery & rehabilitation
equipment/facilities/programs

Strength & Conditioning and Physio accessibility



Not ready for a package? Let us work with you!

Here are some ideas:

- Something we can use in a fundraiser raffle
- After game meals for Premier League teams
- A discount for members at your business
- Sponsor a round: Women and Girls, Men's, Fair Play Sport
- Sponsor an event: Presentation night, Survivor day, Premier League home games, family fun day
- Sponsor a team's registration fee: PL, club grades, masters, juniors
- Sponsor training or a workshop: leadership, coaching, umpiring, etc.
- Prizes/rewards for volunteers
- Sponsor a utility: field lights, water, etc
- Sponsor our injury prevention strength and conditioning program



The background image shows an outdoor sports field, possibly a soccer field, with a green overlay. In the foreground, several people are standing near a table. One person is wearing a dark puffer jacket and a beanie, another is wearing a blue jacket with yellow accents. There are some items on the table, including a white container and some papers. In the background, there is a fence and some trees. The text "Thank you!" is written in large, bold, yellow letters across the center of the image.

Thank you!

