



MANLY WARRINGAH AUSTRALIAN FOOTBALL CLUB 2022 SPONSORSHIP PROPOSAL

THANK YOU

Thank you for giving the Manly Warringah Australian Football Club (Club) the opportunity to present this sponsorship proposal for our 2022 season.

Our Club has enjoyed success at the top level. In 2020, our Women's Premier Division team won the AFL Sydney Premiership, following in the footsteps of our Men's Premier Division team who took home premiership wins in 2013 and 2014.

The Club has grown from strength to strength, and represents the fastest growing sport on the Northern Beaches. In 2022, the Club will grow to field eight teams;

- Premier Division Men's
- Premier Division Women's
- Premier Division Under 19s Men's
- Premier Reserve Grade Men's
- Division 1 Women's (Reserve Team)
- Division 2 Women's
- Division 4 Men's
- Division 4 Women's

The Club is well progressed in achieving its vision of being the preeminent sporting club; fielding successful men's and women's teams and creating a clear pathway for boys and girls on the Northern Beaches.

We are a Club with strong values. We pride ourselves on being a welcoming and inclusive Club, celebrating and recognising the achievements of our men and women equally. We are professional in our approach both on and off the field, but will forever continue to strengthen the Club's ties with our sponsors and our volunteers - the lifeblood of our Club.

We have a number of sponsorship opportunities available, ranging from our 'Player & Community Sponsor' through to our Platinum Sponsorship package. All of our sponsorship packages have been created to foster and recognise the incredible network of businesses - large and small - that play a part in our football community.

We thank you for taking the time to review these sponsorship packages and look forward to taking our relationship with you to the next level in 2022.

With best wishes,
Andrew Varasdi
President, Manly Warringah AFL Club

BACKGROUND

The Manly Warringah Wolves were formed in 1969 by Co Founders Harry Marston, George Klause & Bruce Hutton, sporting the iconic maroon and white of Sydney's Northern Beaches. The club's first season was in the U/20 SFL competition, after which they joined the newly formed Sydney District Association.

The Wolves had to wait 17 seasons to taste any type of Premiership success but when we finally did we made it worth the wait with the club winning premierships in First Grade, Reserve Grade & U/20's in the 1985 season.

The club has now gone on to win 10 First Grade Premierships – nine from our Men's teams 1985, 1990, 1995, 1996, 2007, 2011, 2012, 2013, 2014 rounded off in 2020 by our Women's Premier Division team. The Wolves have also won four Reserve grade flags 1985, 1988, 1993 & 2002 and four Under 20's premierships (now U/19's) 1985, 1991, 1993 & 2013.

After winning back to back Premierships under coach Leigh Brain in 2011 and 2012 in Sydney's First Division, The Manly Warringah Wolves were accepted to play in Sydney's Premier Division against Sydney's elite clubs for the 2013 season. This opened the door for the Club to take home it's first Premier Division flag, with a famous 8 point victory over Pennant Hills. Just to prove this feat was no fluke, our boys went on to win the 2014 Premier Division flag.

Look to the 2020 season, and it was as though the Women's squad was following the same path – after establishing our inaugural women's team in 2013, the Division One side finished minor premiers in 2019 season and were promoted to the leagues top competition, Premier Division in 2020. Although a shortened season due to Covid-19 restrictions, the team executed a near perfect season under the tutelage of coach, Luke Slobin to finish as minor premiers again. The cherry on the top was their Grand Final winning performance, which saw them crowned 2020 Season Premiers in a 21 point victory against well-respected competitors, Inner West Magpies.

Unfortunately, the 2021 competition was cancelled due to covid.

Other significant Club milestones include celebrating 50th Anniversary Season in 2018, and the election of the Club's first female President in 2020.

"The Manly Wolves are a sporting community like no other on the Northern Beaches. They are fiercely loyal, yet welcoming; friendly yet competitive - my time as part of the Club has transformed my social and business network."

Chris Donovan, Total Surveying Solutions

The Manly Warringah Wolves are a unified Club – with all players, male and female, represented under the same single legal entity, club brand and governed by the one, unified club committee. Both female and male teams are integrated under the one banner of "Manly Warringah Wolves".

All players that run onto the field wear the same club uniform, showcasing the one club logo. At the beginning of each home game, each team proudly provides a guard of honour for the other.

The players themselves all refer to each other as "Wolves" – there are no Wolvettes or Wolverines here – just the one "Wolf Pack".

We believe we are ready for to take the Club to the next level in 2022 and continue to pave the path for future generations of footballers on the Northern Beaches.

"The Manly Women's team has breathed new life into the Club, and I truly believe with an elevation of our top Women's Team to the Premier Division, it will only get stronger as women aspire to be with a Club having a women's team in the Premier Division."

Greg Durbridge, former player, past President and Life Member of Manly Warringah Australian Football Club



SPONSORSHIP PACKAGES

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PLATINUM SPONSOR



- Logo placement on squad apparel.
- Feature digital signage at home games, Weldon Oval (approx. 10 per season)
 - Feature "Goal" animation for home team goals
- Teardrop banner signage at home games, Weldon Oval (approx. 10 per season)
- Recognition as Platinum Sponsor on Club website
- Recognition as Platinum Sponsor across Club app and social media platforms
- Naming rights to end of season Divisions Award (minimum one award)
- Additional bespoke partnership initiatives / exclusivity agreements as requested
- Event 1 – 6x tickets to Season Launch event
- Event 2 – 6x tickets to Home Game event (tbc)
- Event 3 – 6x tickets to Presentation/Awards event
- Membership to Manly Wolves Coterie Group
- Manly Wolves brand asset package (to use within your business)
- Wolves Sticker pack
- 4x Wolves Cap
- 4x Wolves Hoodie
- End of Season Gift - Framed Club Photograph
- **\$20,000+**

GOLD SPONSOR



- Feature digital signage at home games, Weldon Oval (approx. 10 per season)
- Teardrop banner signage at home games, Weldon Oval (approx. 10 per season)
- Recognition as Gold Sponsor on Club website
- Recognition as Gold Sponsor across Club app and social media platforms
- Additional bespoke partnership initiatives / exclusivity agreements as requested
- Event 1 – 4x tickets to Season Launch event
- Event 2 – 4x tickets to Home Game event (tbc)
- Event 3 – 4x tickets to Presentation/Awards event
- Membership to Manly Wolves Coterie Group
- Manly Wolves brand asset package (to use within your business)
- Wolves Sticker pack
- 2x Wolves Cap
- 2x Wolves Hoodie
- End of Season Gift – Sponsor certificate
- **\$10,000+**

SILVER SPONSOR



- Feature digital signage at home games, Weldon Oval (approx. 10 per season)
- Teardrop banner signage at home games, Weldon Oval (approx. 10 per season)
- Recognition as Silver Sponsor on Club website
- Recognition as Silver Sponsor across Club app and social media platforms
- Event 1 – 2x tickets to Season Launch event
- Event 2 – 2x tickets to Home Game event (tbc)
- Event 3 – 2x tickets to Presentation/Awards event
- Manly Wolves brand asset package (to use within your business)
- Wolves Sticker pack
- 1x Wolves Cap
- 1x Wolves Hoodie
- End of Season Gift – Sponsor certificate
- **\$5,000+**

BRONZE SPONSOR



- Feature digital signage at home games, Weldon Oval (approx. 10 per season)
- Recognition as Bronze Sponsor on Club website
- Recognition as Bronze Sponsor across Club app and social media platforms
- Additional bespoke partnership initiatives / exclusivity agreements as requested
- Event 1 – 1x tickets to Season Launch event
- Event 2 – 1x tickets to Home Game event (tbc)
- Event 3 – 1x tickets to Presentation/Awards event
- Manly Wolves brand asset package (to use within your business)
- Wolves Sticker pack
- 1x Wolves Cap
- 1x Wolves Hoodie
- End of Season Gift – Sponsor certificate
- **\$2,000+**

PLAYER & COMMUNITY SPONSORSHIP

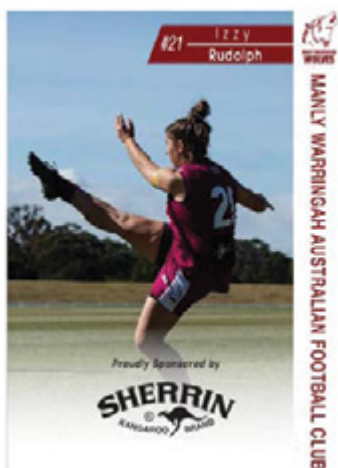
Our 2022 Player & Community Sponsor package presents an easy yet impactful way for local businesses to support the Club but more importantly provide invaluable support to one of our Wolves.

With the option to align this package to a particular player of your choice, this package has been specifically designed to celebrate the generous network of businesses we have within our sporting community.

The benefits of the Players & Community Sponsorship are as follows:

- Support to identified player by covering their player registration fees (50% of sponsorship goes to the Club)
- Acknowledgment on Player & Community Sponsor website page
- Social media posts when sponsored player receives 'Man/Woman of the Match'
- Acknowledgment if sponsored player receives an award at Presentation Night.
- Bragging rights for your generous support of an individual player of choice!

The cost of the 2022 Player & Community Sponsorship package is **\$1,000**.



CONTACT

If you are interested in taking a sponsorship package with the Manly Warringah Australian Football Club, please contact:

Andrew Varasdi

President

Mobile: 0408 349 578

Email: andrewv@bluefishpond.com.au

Simon Fraser

Events & Sponsorship Director

Mobile: 0448 522 445

Email: fraserfreshie@gmail.com

www.manlywolves.com

We would be thrilled to have a chat about how you can become a supporter of the Club in 2022.

