



OBGFC

Old Brighton Grammarians Football Club

Partnership Prospectus

Refreshed & redesigned

New opportunities

More benefits

More flexibility

Tailormade for you

OBGFC | Your Partner – Who we are.



Partnerships prosper when cultures and values align.

As an integral partner of OBGFC, you can feel supremely confident that your support will allow us to strengthen and deliver on our core values:

We are PROGRESSIVE

“Meliora Sequamur” : keep pursuing better outcomes. We strive for continuous improvement on and off the field. We have special projects to deliver, greater success to offer our players, and more resources to acquire to help foster ongoing joy and fulfilment to every person connected to our club.

We are TONNERS

We are proud. We are prominent. We are Tonners! The club has a proud 60-year history with links to Brighton Grammar embedded within our DNA. However, we are rapidly evolving. Our expanding Women's Program and open invitation for all bayside players & schools to join our growing family is writing a new and exciting chapter in our history.

We are COMMUNITY

Our club relies on the incredible support of volunteers, members and community partnerships. We strive to be a valued resource for the wider bayside community, where they can enjoy various levels of involvement with the Club. We play for the love of our club and community- not for monetary gain.

We are INCLUSIVE

Everyone is welcome at OBGFC. We are passionate about fostering an environment where our players, their families, our volunteers and members can develop as people, strive for excellence, and create lifelong memories and relationships. We create connections...our doors are always open.

We are ENERGISED

We understand that to improve on the field, we need to improve off the field. Our club understands the commercial challenges and reality of funding our ambitions. We are energised and committed to Promoting our Partners so that they see a return on their support and investment.

When you participate in our Partnership Programs, you will be not only be supporting the future success of the club, but you will also be underpinning the delivery of our core values.

As a key stakeholder in our future, we will work together to ensure our values align.



OBGFC | Partnership packages

We are committed to working with our partners to create mutually beneficial relationships with the people and businesses connected to our club and community. With an incredibly strong network numbering in the thousands, and a highly desirable consumer demographic within Bayside, OBGFC promises to be a strong & engaged partner for your business.

Your tailor-made partnership and promotion package will be designed within the following categories, with some new and exciting opportunities available for our upcoming 2024 season.

Major partnership



Bespoke package

A partnership delivering significant exposure and exclusive promotional business opportunities.



New Partner

Hospitality & venue partnership



Bespoke package

Exclusive partnership

Platinum partnership




\$10K plus GST

Gold partnership



\$5K plus GST

Silver partnership




\$3K plus GST

Tonnors in business



\$3K plus GST

Player partnership



\$500 plus GST

Community partnership



\$500 plus GST

We will personally work with you on the best methods to generate returns on your investment, with following pages outlining the numerous benefits, options and promotional opportunities available to you.



The partnerships & promotions matrix

Each Partnership Category includes a vast range benefits and promotional opportunities. You can then include more options to increase your level of financial support and be rewarded with additional exposure and brand promotion.

Promotional Opportunities	Platinum	Gold	Silver 'TIB'	Investment
BRANDING				
Logo Shorts & Polos *	2 Partners Only	-	-	2 x \$5000
Logo Scoreboard partner loop	✓	Option	Option	Time Based
Logo Club Promotions Wall	✓	✓	Option	Value Based
Logo Website (365 Day)	Front page, Large	Front page	✓	Ongoing
Signage NEW Scoreboard	2 Partners Only	-	-	2X \$5000
Signage Ground banner ^	✓	Option	Option	Value Based
ADVERTISING				
NEW Scoreboard	✓	Option	Option	Time Based
Newsletter (Weekly)	✓	✓	✓	Campaigns
Social Media (Monthly)	✓	✓	Option	Campaigns
NEW Promotional Advertorial	Included	Included	Option	Value Based
EVENTS				
Luncheon tickets	4 per game	2 per game	2 per game	Connect
Club Functions	All functions	2 functions	1 function	Connect
'Tonners in Business' Functions	All Functions	All Functions	All Functions	Network #
Match Day Lunch Partner	Included	Potential	-	Value Based
OBGFC Partner Event(s)	Complimentary (2)	Complimentary	Complimentary	Connect
Major Event Partner - B & F	1 st Priority	2 nd Priority	3 rd Priority	4 x \$2,500
Event Partner - Golf- Hole Promo	1 st Priority	2 nd Priority	3 rd Priority	8 X \$500
MEMBERSHIP				
OBGFC Club Memberships	4	4	2	Connect
OBGFC Medallions (Keyrings)	4	4	2	Connect
MARKETING				
Raffle - Prize or product Supply	Option	Option	Option	Value Based
Events - Prize or product supply	Option	Option	Option	Value Based
Events - Collateral supply	Option	Option	Option	Value Based

*Two Platinum Partners have the exciting opportunity to have their logo on OBGFC team shorts and Polos subject to a 3-year commitment. To be negotiated directly with club, with priority reflective of total support levels.

^Cost of banner/signage born by Partner.

New Tonners in Business (TIB) Social Events. An ideal way to connect and network.

Based on your generous support last year, and/or further to our earlier conversations, the following page outlines your proposed Partnership and Promotion Package for 2024, together with a list of options you may like to consider. We have based this proposal on our initial understanding of your circumstances, objectives and desire to be a key stakeholder for our 2024 season. However, our proposal can easily be modified and tailor-made at your discretion.



Our people: Your community

Our door is always open. We welcome you to our community and welcome you down to our club to help build your connections and friendships throughout the year.

We have two dedicated club members who will work alongside you to help design and then deliver your chosen Partnership and Promotions Package.

However, we have listed other key officials within our club that you will meet in appreciation of your involvement and support. Feel welcome to contact us at any time.

Key Contacts for Partnerships

Partnerships	Paul Hamilton	0410 556 888	paul@hamiltonprofessional.com.au
Partnerships	Mark George	0418 360 610	mark@portfolioplanners.com.au
Events Marketing & Comms	Katie Flockart	0419 148 208	katie@flockandco.com.au
President	Tom Clarke	0421 656 128	tomjohnclarke@gmail.com
Vice-President	Marshall Hill	0419 347 018	marshall@lightingoptions.com.au
Secretary	Doug Dick	0439 633 090	ddick@vips.com.au
Treasurer	John Campigli	0419 750 935	jcampigli17@optusnet.com.au
Women's Football	Peter Grant	0438 365 664	pgrant25@outlook.com

Coaches

Senior Men's	Marcel Bruin
Reserves	Pat Liston
Women's	Andrew Grant
Under 19's	Matt McLennan
Thirds	Harry Osborne
Clubbies	Sam Grose

Captains

Senior Men's	Harry Hill (C)
	Tom Fisher (VC)
	Michael Karayannis (VC)
	Tom Yorgey (VC)
Women's	Hamish Dick (VC)
	Cat O'Brien (C)
	Indi Tait (C)
	Sienna Courtney (VC)
	Chloe George (VC)





Why partner with us now?

There has never been a better time to be involved with the "Tonners".

On-Field

- We had over 220 players represent us across six teams in 2023.
- The Senior Men's side competed in the Premier Section for the sixth consecutive season.
- The Men's Under 19's team once again competed in the Premier U19 competition.
- Our Women's Football program competed in the highest section for clubs fielding one team.
- In 2024, we are welcoming in a new coaching group for our Senior Men's Team. (Senior Coach) Marcel Bruin (past Club Captain)
- The depth of talent has never been stronger at the club.

Off-Field

Our Club and Community offer our Partners a unique opportunity to improve their business and promote their products and services via:

- An ideal bayside demographic of loyal and meaningful consumers with our family connections numbering in the thousands.
- Leveraging our connections to the Brighton Grammar Community.
- Leveraging our growing connections to other Bayside Private Schools as part of our new Woman's Football Program ie Firbank; Star of the Sea etc.
- It is also with great excitement to announce our engagement with the Bayside Council has progressed with the design of a brand-new Community Asset with the impending redevelopment of our Clubrooms.
- Your Partnership and Support will help us in the funding of our 'share' of the new development, that will in turn help us deliver on our core values.



BRIGHTON BEACH HOTEL CARLTON DRAUGHT CUP



SAT 22 APRIL 2024
2.00PM

BRIGHTON BEACH OVAL



**BRIGHTON
BEACH**
HOTEL
EST. 1843

**CARLTON
DRAUGHT**

Ava Hales



50
Games

HODGES

PRINCIPAL SPONSOR 2023

tlc

PRINCIPAL SPONSOR 2023

Tom Skewes



150
GAMES

HODGES

PRINCIPAL SPONSOR 2023

tlc

PRINCIPAL SPONSOR 2023

ONLINE RAFFLE FUNDRAISER

\$50K PRIZE POOL



Don't miss your chance to snap up a prize in our \$50,000 online raffle.

25 prizes
\$50,000+ prize pool

Limited to just 1500 tickets.

1 ticket for \$50
3 tickets for \$125
5 tickets for \$200

Launching 17 July 2023. Winners announced at mid-year event on 12 August.

\$50,000 fundraising target

OBGFC is launching its inaugural online raffle to raise funds to support the new gym, new scoreboard, new facility and support programs.

AS A VALUED OBGFC PARTNER
PLEASE JOIN US FOR A GALA DINNER TO CELEBRATE THE OBGFC

Best & Fairest Presentation Night

Thurs 28 Sep 23
7pm - 11pm
Carousel | 22 Aughtie Drive, Albert Park
Dress | Formal

The evening includes a three-course dinner, beverages, awards ceremony and DJ entertainment

RSVP by 1 September to admin@obgfc.com.au



BACK TO TONNERS CELEBRATION



Calling all players, partners, parents & supporters to BBO for the Back to Tonners Celebration

SAT 12 AUG
7.30PM - LATE
@ THE CLUB

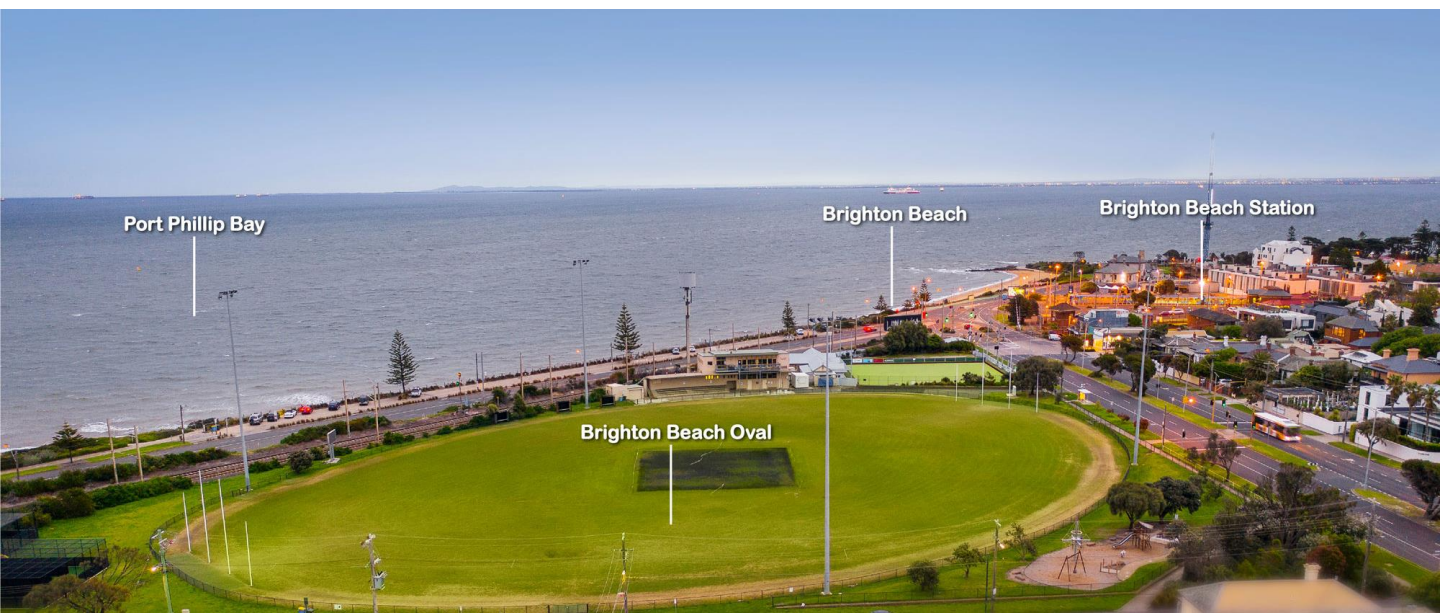
FINGER FOOD
DRINKS @ BAR PRICES
D2
DRESS SMART CASUAL

\$30pp includes finger food, drink on arrival and entertainment

SPECIAL GUESTS
ANDY MCGRATH
NATHAN MURPHY

LIVE AUCTION
CORPORATE BOX FOR ROUND 24
COLLINGWOOD V ESSENDON

Book via link



Port Phillip Bay

Brighton Beach

Brighton Beach Station

Brighton Beach Oval



Ava Hales

50

Games

HODGES
PRINCIPAL SPONSOR 2023

tlc
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Tom Skewes

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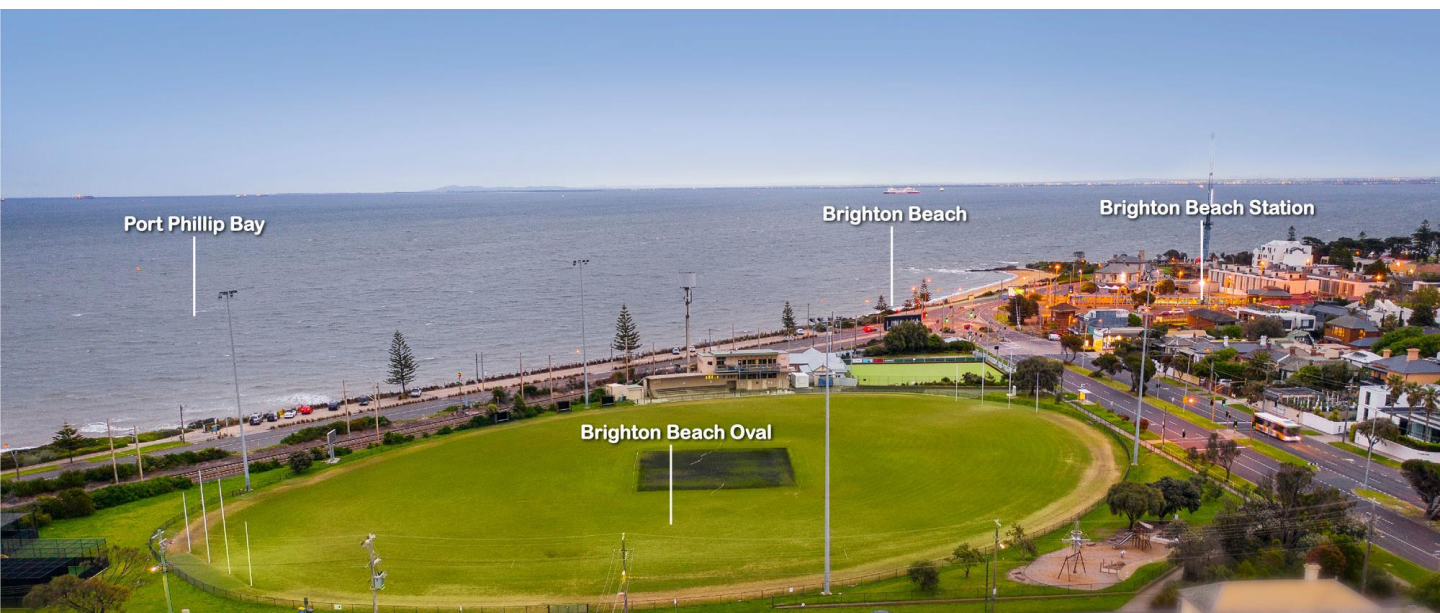
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OBGFC provides an inclusive and enjoyable environment for development, success, and friendship.

