

Sponsorship & Advertising



Summary of Packages

	PREMIUM <i>(games v Carlton & Essendon)</i>	STANDARD <i>(games v other Victorian opponents)</i>	BASE <i>(games v interstate opponents)</i>
Room Signage			
We are committed to ensuring you optimise brand awareness at our functions and will proudly display your company logo alongside ours on all place cards, menus and other literature at both our casual and formal dining options at your sponsored function.	✓	✓	✓
We will proudly display any other corporate information (to be provided by you) on our tables or around the room on the day.	✓	✓	✓
Advertising			
AFL Record			
We will acknowledge your support in the Club Corner area of the AFL Record on the day.	✓	✓	✓
Guest ticketing			
We will display your logo on all outgoing correspondence for guests to the relevant function.	✓	✓	✓
Website			
We will display your logo on our sponsors page of the Northerners website from the week leading up to your sponsored game until the end of season 2010.	✓	✓	✓
Newsletter			
We will display your logo on all newsletters sent out regarding the function.	✓	✓	✓
Match Day Promotion			
Change Room Passes			
You will receive 2 dressing room passes on the day of your sponsored function, which can be used before the match at half time and after the game.	✓	✓	✓
A minute at the Microphone			
We will provide you with an opportunity to explain and promote your business as only you can and to have a short question and answer time with our MC at the function (5-10 minutes).	✓	✓	✓
Package cost (including GST)	\$1,000	\$750	\$500

Perfect for

- * Gaining greater exposure for your business
- * Increasing your advertising
- * Getting more actively involved
- * Bolstering networks

www.northerners.com.au

Online Banner Advertising

You can take out an online banner advertising package today from just \$600! With increased traffic to the site due to the expansion of the group, our new video gallery and Northerners blog this would be a valuable investment. 3, 6 and 12 month packages are available!



Package terms and conditions:

- * Sponsorship packages can be tailored to increase your branding and options available if required. In addition, guest passes can be purchased to bring your client, family and friends along to your sponsored function in either the formal or casual dining formats.
- * A maximum of 2 match day sponsors will be allocated to each home game. Games will be allocated on a first come, first served basis.
- * All information to be included in the AFL Record must be provided to the Northerners no later than 2 weeks prior to the relevant game. A failure to do so may result in the advertising in the AFL Record being unavailable. No refunds or discounts will be provided if this occurs.