

ROCKINGHAM DISTRICT HOCKEY CLUB

HOME OF THE

**REDBACKS**



# SPONSORSHIP OPPORTUNITIES





# Thank you for considering the benefits available with a sponsorship of the **Rockingham Redbacks Hockey Club.**

OUR STORY BEGAN IN 1979.  
SINCE 2009, WE HAVE CALLED THE TURF FACILITIES AT LARK HILL HOME.

We continue to be a not-for-profit hockey club, that takes pride in being volunteer run and a part of the Rockingham social fabric for over 40 years.

We believe that for a club to be successful, the perfect balance between taking care of the now and looking to the future must be achieved. We remain focused on providing adequate value, opportunity and involvement in club sport for all ages to the Rockingham community and to maintain our values of being a social, family friendly club.

The financial support your business could provide will allow us to continue to offer these opportunities, whilst remaining a competitive and innovative club, in the Hockey WA competition.

***In turn, your business is exposed to our growing member base, through a multi faceted communications network, assuring sponsorship of RDHC as an advantageous business decision with the added good will of helping local community sport.***

We offer a number of package options to suit varying budgets with additional opt-ons available.

TO DISCUSS OPTIONS, PLEASE CONTACT

PRESIDENT Alan Mills

**0409 084 325**

[president@rockinghamhockey.org.au](mailto:president@rockinghamhockey.org.au)

RDHC TURF & CLUBROOMS ARE LOCATED AT THE....

Lark Hill Sporting Complex

Larkhill Sportsplex  
Warnbro Sound Avenue  
Port Kennedy WA 6172

**MEMBER PLAYERS &  
ASSOCIATE PARENT MEMBERS**

**500+**

**FACEBOOK  
FOLLOWERS**

**1,200+**

**NEWSLETTER REACH**

**500+**



# WHY SPONSOR RDHC?

**YOU GAIN THE EXPOSURE TO AN ESTABLISHED DATABASE OF 500+, WHILST GIVING BACK TO THE COMMUNITY.**

Our members range from multi generational locals through to Country WA Recruits. As one of Perth's Strategic Metropolitan Centers, Rockingham is experiencing substantial population growth, which means our field of potential members is increasing and therefore our Sponsors are reaching an expanding client base.

## **CAPITALISING ON A UNIQUE SPORT**

We commonly say, "for ages 5 to forever". As a sport, hockey is in the unique position of being able to offer full family participation.

We field teams for men, women, boys and girls from ages of 5 (our "Minkey/Grads" programme) right up to the grand parents (our Men's and Women's Masters teams). An opportunity for your business to leave a lasting impression across all generations.

## **RETENTION AND GROWTH THROUGH INNOVATION**

Our 2021 turf resurface, lighting upgrade and tech bench improvements are major leaps forward and are also just the beginning of what is planned for RDHC's facilities evolution. We aim to make our members feel assured they have continuing access to the best facilities and resources to excel in their sport. We also believe that our members and visitors should always feel welcomed, included and comfortable, at our club rooms.

Overall member satisfaction with facilities coupled with a positive, inclusive environment, leads to higher retention rates, broader interest and consequently higher annual membership registrations. We promote RDHC through social media, school development programmes, Rockingham City Council community events and word of mouth. We intend to keep communications engaging and on point, so that all members can get the info they need, when they want. By utilising Facebook, email systems and a monthly newsletter, we can connect your business with our members current, past and future on a regular, consistent basis.

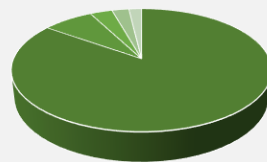
## **JUNIOR DEVELOPMENT**

We aim to provide an avenue to not only develop hockey skills but to encourage our Juniors into confident, progressive young people. RDHC recognises that leadership, discipline, making friends and having fun, are the great, rewarding gains of being involved with a sporting club and believes that all young folk should have the opportunity to experience them, in a safe environment. Your sponsorship is an important element in providing resources to help create positive pillars for our and your future community.

## **LOOKING BEYOND ROCKINGHAM**

As part of the Hockey WA league, visiting teams and their supporters travel from all over Perth to compete at scheduled Lark Hill games, increasing the potential exposure of your business to beyond the Rockingham region. We also believe the hockey talent outside of the metropolitan area is something to be celebrated. For a country player, looking to increase their hockey experience, RDHC is offering the opportunity through our Country Recruits Initiative, extending our region of player demographic and your potential promotional reach.

## MEMBER LOCATION SNAPSHOT



- Rockingham & Suburbs
- Mandurah & Peel
- Kwinana & Suburbs
- Other Perth
- Rural WA



**“visiting teams and their supporters travel from all over Perth to compete at scheduled Larkhill games, increasing the potential exposure of your business to beyond the Rockingham region.”**



# PACKAGES

## GOLD

**\$3000 per year**

Our top tier sponsorship package, that entitles you to all the benefits we offer and exposure to our member database, through our multi faceted communications system. By funding a gold sponsorship, you will be supporting RDHC across all ages, levels and divisions, as well as keeping our facilities to top level expectations. Your sponsorship will mean that hockey remains viable and well resourced for the Rockingham community today and for generations to come.

## SILVER

**\$2000 per year**

Our most popular package, where your business is exposed to our 500 strong member base via multiple communications. Funding a Silver sponsorship ensures our facilities proudly remain at the highest level of excellence as well as supporting and developing our teams.

## BRONZE

**\$1000 per year**

Great value and good will for all. You gain a whole database for business exposure, we gain the support to continue to improve and excel.

## SCOREBOARD

**\$500 per year**

Have your business advertised live during games on our digital scoreboard.

## CLUB SUPPORT

### SPONSORSHIP IN KIND

Are you a business that can provide an ongoing service free of charge or at a discounted rate, to our club? Let's discuss options!



# PACKAGES BREAKDOWN



	SCORE BOARD \$500 p.a	BRONZE \$1000 p.a	SILVER \$2000 p.a	GOLD \$3000 p.a
<b>*all prices EXCL. GST</b>				
<b>BUSINESS EXPOSURE</b>				
Premium signage around the turf			✓	✓
Digital signage on scoreboard during games (12 spots available per year. Priority order is as follows... SCOREBOARD & GOLD, SILVER, BRONZE & CLUB SUPPORT)	✓	✓	✓	✓
Logo on sponsors board inside club rooms		✓	✓	✓
<b>BUSINESS PROMOTION</b>				
Dedicated space to provide brochures and promotional materials in clubrooms	✓	✓	✓	✓
Logo included on RDHC website with link to business website	✓	✓	✓	✓
Logo included in club newsletter (distributed monthly)	✓	✓	✓	✓
Feature article in club newsletter			✓	✓
Announcement of sponsorship on clubs FB page	✓	✓	✓	✓
Certificate of Appreciation (given at Sponsor Day)	✓	✓	✓	✓
<b>FUNCTIONS</b>				
Ticket to Senior Presentation Night		2	2	2
Invitation to Sponsors Day	✓	✓	✓	✓
Free use of room hire for a functions during the year			✓	✓
<b>OPTIONAL ADD ONS</b>				
Facebook Specials Advertisement (Take prime position on our Facebook home page for a whole month. Great for advertising specials to RDHC Members & beyond!)	\$200	\$200	\$200	✓