

# 2021 SPONSORSHIP PACKAGES



Melbourne High School  
Old Boys' Football Club

**GET BEHIND US**



**Prospectus issued:**

January 2021

**Prospectus valid to:**

December 2021



**Warren Fall**  
Club President

# THANK YOU

## FOR CHOOSING US!

We really appreciate you taking the time to learn about our club and consider supporting it in 2021. We are very proud of our club - the history, culture and community that makes MHSOBFC what it is. This prospectus should give you an insight into our club's story, vision and values. We are always interested in ways to build and create relationships with our community and so if you are interested in working with us in 2021, in any capacity, we would love to hear from you.



**Melbourne High School  
Old Boys' Football Club**

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# WE STRONGLY BELIEVE IN COMMUNITY

The Melbourne High School Old Boys' Football Club (MHSOBFC) is the only State School based club remaining in the prestigious Victorian Amateur Football Association (VAFA) competition. Boasting 23 Premierships throughout its 92 year history, MHSOBFC is an exceptionally proud club, steeped in traditions of commitment to community and excellence.

We currently have 4 teams - Seniors, Reserves, Thirds and Under 19's playing in the VAFA competition. Our club thrives in rich culture of good sportsmanship and looking out for one another. We are a volunteer-run club with a passion for community and giving our best. Our community involvement extends to our own NAB AFL Auskick Program which has been running for the past 20 years and attracts 75 families from the local area.



# CLUB HISTORY

## ... SO FAR

The real origin of the current MHSOBFC can be traced back to August 1907 when a football team of past students played the school team, at the old East Melbourne ground.

The opening match was not very successful for the past students, with the school side recording a 58 point win. Despite repeated attempts, the past students lost again in 1908 and 1909, the latter match being played at the original Fitzroy ground in Brunswick Street. The Old Boys had their first victory over the School in 1912 by two points, in a low scoring, closely fought encounter. After the ending of World War I these now famous games between the Old Boys and the School team recommenced and were played each year until the outbreak of World War II.

The first proposal to enter a team in the Metropolitan Amateur Association was made in 1923 and the formal establishment of the Football Club dates from 24 April 1928. The Club stayed in D Section until 1938 although it had played finals fairly regularly. Under Percy Sitch the Club started its ascendancy up the grades – Len Boyd-Gerny's 155 goals and VAFA B&F in 1938 certainly helped the Club cause. The C Grade premiership was won in 1939. After winning B Grade in 1946 the Club began its A Grade passage.

It was not until 1953 that the Club was in A Grade coming 6th. Albeit not for long, as the club was again back to B Grade in 1956 and then to C Grade – success and inconsistency constant companions.

David Parkin, as Captain of the School 1st XVIII and Under 19 team, made his senior debut with the club in 1960, helping it from C Grade to B Grade. This was the era of MHSOB Football Club great John 'Jocka' Nelson. MHSOB Football Club managed to climb back to A Grade in 1962, where it remained for many years under coaches Geoff Paul, Peter Kanis, Brain Kann and 'Jocka' Nelson until the end of 1972. For many years the Club played in the middle Grades, enjoying occasional success but also disappointment. After marking time in D, C and B Grades, under Warren Fall's coaching the club returned to A Grade in 2000. Three successful years in A Grade then saw the Club again slip from A to C Grade by 2004.

A successful rebound in 2004 saw the Club win the C Grade pennant. After consolidation in B Grade in 2005–2006, a disappointing 2007 saw MHSOB Football Club again competing in C Grade until winning its most recent premiership – C Grade in 2009.

In 2012, the club moved from C Grade into Division 1 with coach Paul Dodd, before dropping to Division 2 in 2013. After a couple of years with Luke Egan in the coaching role, Matt Nicholas took the reins and held the Senior role from 2015–2019. Matt Nicholas was successful in leading the Seniors to a 2018 semi-final and 2019 prelim.

Today Bernie Pretty holds the Senior Coach role and has every intention of leading our capable and committed playing group to a Premiership in 2020.



**We think  
COMMUNITY**



**We stand for  
INTEGRITY**



**We provide  
OPPORTUNITY**



**And we have  
DRIVE**



# OUR FACILITIES

MHSOBFC is nestled in the heart of the Chapel Street precinct and is located in the iconic Melbourne High School grounds. The beautiful oval is across from the Yarra river with the majestic Melbourne High School building as a backdrop. The quality of our playing facilities is of such high standard that AFL clubs, including Sydney Swans and Gold Coast Suns use the ground for pre-game training sessions when in Melbourne.

Melbourne High is one of the most picturesque places to play and watch football in Melbourne. The recently renovated

changerooms are ideal for matchday preparation. Players at MHSOBFC have access to some of the best facilities in the VAFA. The Unicorn Club has a fantastic bar and function area that is used after matches and for club functions. In addition, the grounds offer signage, seating, a canteen and viewing balcony.

With frontage on the bustling Alexandra Avenue and Yarra Street, countless vehicles and pedestrians pass by our grounds every day. More than 5,000 residents now live within the Forrest Hill precinct. Cranes dotting the skyline tell the story of how quickly these apartments are multiplying.



# OUR VISION

MHSOBFC is excited by the opportunity to engage with local businesses and new markets of potential members and players in the developing Forrest Hill district. Our vision is to join with our sponsors to forge partnerships which showcase the shared values of hard work and excellence. We want to help grow the South Yarra community, by providing players, friends, families, and local businesses with opportunity.







# SPONSORSHIP CAPABILITIES

**Driven by a dedicated Committee, growing playing group, generous volunteers and sponsors, the MHSOBFC continues to grow every year.**

In 2020, MHSOBFC will feature over 200 players across 4 teams, with coaches, supporters and volunteers for each team. MHSOBFC will continue to be supported by Coterie and will host numerous social events and functions throughout the year.

MHSOBFC Sponsors become an integral part of the Old Boys' community and have the opportunity to leverage a large database of players, supporters, old boys, fellow sponsors and local residents.

MHSOBFC has a range of sponsorship opportunities available with benefits

including Display Advertising on Player and Supporter Apparel, Ground Signage, Exposure through Diverse Media including the Club Website, Facebook and eNewsletters, Networking Opportunities and more.

Our current Facebook reach includes 400+, with an engagement of 150+ on average per post and over 880 followers. Additionally, our Instagram reach is over 350+, with engagement of 40+ per post and over 380 followers.

With fantastic social club facilities, a host of exciting young players to get behind and a range of packages to suit every budget, there is no better time to get on board.

**Please view our various Club and Player Sponsorship Packages on the following pages.**

# CLUB SPONSORSHIP PACKAGES



## GREEN

\$10,000

### Branding:

- Logo on club Website and eNewsletter
- Logo on one piece of playing apparel (i.e. shorts)
- Logo on one new item of 2020 merchandise (i.e. duffle bag, training top or cap)
- Logo advertised at club functions, home games, and on Presentation Night

### Signage:

- Banner signage on game day
- Prominent logo signage to be displayed on the corner of Alexandra and Yarra Street

### Social Media:

- Posts announcing your Sponsorship of MHSOBFC on Instagram and Facebook
- Logo to appear in 4 x club videos (i.e. game day highlights package)
- Posts encouraging viewers to visit/use your business on Instagram and Facebook

### Merchandise:

- Complimentary Club Hoodie, Scarf and Beanie

### Ticketing:

- 2 x tickets to Coterie Dinner
- 4 x tickets to Home Game Luncheons
- 2 x tickets to Sponsors Day
- 2 x tickets to Presentation Night

### Other:

- Access to VAFA Advantage
- Award presented on Presentation Night to include Sponsor's name

## MAROON

\$5,000

### Branding:

- Logo on club Website and eNewsletter
- Logo on one piece of playing apparel (i.e. shorts)
- Logo advertised at club functions, home games, and on Presentation Night

### Signage:

- Banner signage on game day
- Small logo signage to be displayed on the corner of Alexandra and Yarra Street

### Social Media:

- Posts announcing your Sponsorship of MHSOBFC on Instagram and Facebook
- Logo to appear in 2 x club videos (i.e. game day highlights package)
- Posts encouraging viewers to visit/use your business on Instagram or Facebook

### Merchandise:

- Complimentary Club Hoodie, Scarf and Beanie

### Ticketing:

- 4 x tickets to Home Game Luncheons
- 2 x tickets to Sponsors Day incl. pre and post-game drinks and finger food
- 2 x tickets to Presentation Night

### Other:

- Access to VAFA Advantage
- Award presented on Presentation Night to include Sponsor's name





## BLACK

### \$2,500

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#### Branding:

- Logo on club Website and eNewsletter
- Logo advertised at club functions, home games, and on Presentation Night

#### Signage:

- Banner signage on game day

#### Social Media:

- Post announcing your Sponsorship of MHSOBFC on Facebook
- Logo to appear in 2 x club videos (i.e. game day highlights package)

#### Merchandise:

- Complimentary Club Scarf and Beanie

#### Ticketing:

- 2 x tickets to Sponsors Day incl. pre and post-game drinks and finger food
- 2 x tickets to Presentation Night

#### Other:

- Access to VAFA Advantage
- Award presented on Presentation Night to include Sponsor's name

## LOCAL BUSINESS

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Package can be tailored to suit the Sponsors needs.

#### Branding:

- Logo on club Website and eNewsletter
- Logo advertised at club functions, home games, and on Presentation Night

#### Signage:

- Banner signage on game day

#### Social Media:

- Post announcing your Sponsorship of MHSOBFC on Facebook
- Logo to appear in a club video (i.e. game day highlights package)

#### Merchandise:

- Complimentary Club Scarf

#### Ticketing:

- 2 x tickets to Sponsors Day incl. pre and post-game drinks and finger food

#### Other:

- Access to VAFA Advantage

# Tom Rendell

200 Game Player &  
Committee Member





# PLAYER SPONSORSHIP PACKAGES

## OPTION 1

**\$150**

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**The player you sponsor gets:**

- \$50 rebate on Playing Fees

**As a Sponsor you get:**

- A Club Beanie or Scarf
- 1 x ticket to a Game day Luncheon
- Recognition on the website, post-game presentations and Presentation Night if your player wins an award

## OPTION 2

**\$100**

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**As a Sponsor you get:**

- A Club Beanie or Scarf
- 1 x ticket to a Game day Luncheon
- Recognition on the website, post-game presentations and Presentation Night if your player wins an award

## COTERIE MEMBERSHIP

**\$500 per person or \$750 per couple**

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Membership of the MHSOBFC Coterie provides our supporters with an opportunity to ensure that the Club remains financially viable. A vibrant Coterie group will assist the Club to strive for success both on and off the field during the 2021 season of VAFA football.

**By joining us as a Coterie Member you will enjoy the following benefits:**

- An invitation to our Coterie Dinner which is an exclusive event featuring a 3-course meal where we gather to recognise outstanding service to the Club
- Prominent acknowledgement of Coterie Membership status on our Club website
- Complimentary entry to all home game luncheons

# BE OUR NEXT SPONSOR

## 01 SELECT A PACKAGE

Consider how you would like to sponsor MHSOBFC - you can choose to sponsor the Club with the Platinum, Gold, Silver or Bronze Package, a Player Sponsorship option or by becoming a Coterie Member. If none of these packages suit your interests and needs, get in contact so that we can discuss alternatives.

## 02 CONTACT US AND ARRANGE PAYMENT

Once you have locked in a Sponsorship Package we can promptly arrange the payment of your donation to allow you immediate access to all of your sponsorship benefits and provide you with an invoice. We can provide you with a receipt of your donation for tax purposes and we will begin to arrange any relevant merchandise, social media posts, signage, etc.

## 03 ENJOY THE BENEFITS OF BEING AN MHSOBFC SPONSOR

Once you are officially a club sponsor, look forward to a year of success and mutual benefits. We will keep in contact with you throughout the year to deliver the various components of your package. We will look forward to seeing you at our various events and functions. And hopefully, thanks to your support, we will win the Premiership flag.







## CONTACT US

The Melbourne High School Old Boys' Football Club would like to thank you for considering our sponsorship packages.

If there are any questions regarding this prospectus or our club, please do not hesitate to contact one of the committee members below.

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