



## **LA TROBE UNIVERSITY VOLLEYBALL CLUB SPONSORSHIP PROPOSAL**

La Trobe Sports Stadium,  
Bundoora VIC 3086

**Max Vollebergh**  
Club President

Phone: 0403 845 992  
Email: [latrobeuvolleyball@gmail.com](mailto:latrobeuvolleyball@gmail.com)

**Dear Prospective Sponsor,**

La Trobe University Volleyball Club strives to provide opportunities for everyone in our community to participate in healthy, safe, and inclusive volleyball activities in a fun and family orientated environment. The club is managed by dedicated volunteer staff, all of whom tirelessly provide their skills, time and assistance to ensure the club can offer a variety of structured programs.

As we are a local community sports club, our major source of revenue is generated from membership fees and donations received from generous individuals & businesses. These funds are then reinvested into the club for the benefit of all members.



Our club formed in 2018 and has since grown into the biggest volleyball program in the northern suburbs boasting over 500 members.

We launched our performance program in 2019 with one Women's team and have taken big strides in growing this ever since. Currently we have a budding State League program, entering 9 senior teams (5 Men's, 4 Women's) and 3 Junior teams (2 Boy's, 1 Girl's) in 2022, looking to grow the Junior and Women's aspect in 2023.

Our initial strength came from our social program, which has only gone from strength to strength since our inception. We now run our Sunday Social program with over 40 participants every week, which will have increased capacity to grow in 2023. Our Junior social program launched in 2021 and will only grow in 2022 with several school programs launching in the new year. So far we have increased from 8 weekly attendees, to over 20.

We send our home-grown coaches into schools through the sporting schools' program to grow our game in the northern corridor with the aim of growing our Junior social program along with it. We hope to launch a magnitude of different age brackets within the Junior program, allowing for Primary school aged athletes and High school aged athletes to develop at their own pace.

We pride ourselves on being a strong University club, whilst still serving our local community. We make a conscious effort to ensure we fulfill our obligation to our local community, by offering a full range of programs, at an affordable price for all.

Kind regards,

**Max Vollebergh**

La Trobe University Volleyball Club  
0403 845 992

## Sponsorship Proposal

The La Trobe University Volleyball Club understands that in the current economic climate, organisations require value for any sponsorship money. Thus, the committee has put together a variety of sponsorship packages to provide local businesses and organisations a flexible opportunity to support their community.

As a sponsor of La Trobe University Volleyball Club, we guarantee to promote your brand/product/service throughout the club and wider community at every opportunity. La Trobe University Volleyball Club endeavours to create an environment that puts family values to the forefront and prides itself on acting with integrity, innovation, and teamwork.

The opportunities that La Trobe University Volleyball Club can offer to an interested party are included as follows; Please find further explanation as to what each item entails below the package descriptions

### MAJOR SPONSORSHIP PACKAGE- Exclusive to one major sponsor \$ amount negotiable

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<b>Signage</b>	<ul style="list-style-type: none"><li>• Banner signage at all events</li><li>• Sponsor logo on back of player uniforms and all attire. <b>For length of sponsorship.</b></li><li>• Corflute signage at stadium during trainings and home rounds (4 per year at this stage)</li><li>• Corflute signage at State Volleyball Centre with our club branding</li><li>• Logo included on media Wall Banner</li></ul>
<b>Communications</b>	<ul style="list-style-type: none"><li>• Sponsor logo in all media distribution</li><li>• Sponsor logo on club website</li><li>• Sponsor logo on all club communications</li><li>• Access to membership database to send club specific offers (club will forward material)</li></ul>
<b>Events</b>	<ul style="list-style-type: none"><li>• Major event named after sponsor. <b>Details to be negotiated.</b></li><li>• Double passes to annual major fundraiser (x3)</li><li>• Invitation to display business material or hold information booth at home rounds and events</li></ul>
<b>Other</b>	<ul style="list-style-type: none"><li>• Naming right to club programs ('Brand name' social program, Junior program etc)</li><li>• Naming rights for club awards</li><li>• Naming rights for state league teams</li></ul>

### PREMIUM SPONSOR PACKAGE -\$TBC

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<b>Signage</b>	<ul style="list-style-type: none"><li>• Banner signage at all events</li><li>• Sponsor logo on back of player uniforms and all attire. <b>For length of sponsorship.</b></li><li>• Corflute signage at stadium during trainings and home rounds (4 per year at this stage)</li><li>• Logo included on media Wall Banner</li></ul>
<b>Communications</b>	<ul style="list-style-type: none"><li>• Sponsor logo in all media distribution</li><li>• Sponsor logo on club website</li></ul>
<b>Events</b>	<ul style="list-style-type: none"><li>• Double passes to annual major fundraiser (x3)</li><li>• Invitation to display business material or hold information booth at home rounds and events</li></ul>
<b>Other</b>	<ul style="list-style-type: none"><li>• Naming rights for club awards not taken by larger sponsors</li></ul>

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### **GOLD SPONSORSHIP PACKAGE - \$TBC**

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<b>Signage</b>	<ul style="list-style-type: none"><li>• Corflute signage at stadium during trainings and home rounds (4 per year at this stage)</li><li>• Sponsor logo on some merchandise (level tbc)</li><li>• Logo included on media Wall Banner</li></ul>
<b>Communications</b>	<ul style="list-style-type: none"><li>• Sponsor logo in all media distribution</li><li>• Sponsor logo on club website</li></ul>
<b>Events</b>	<ul style="list-style-type: none"><li>• Double pass to annual major fundraiser (x3)</li><li>• Invitation to display business material or hold information booth at home rounds and events</li></ul>
<b>Other</b>	<ul style="list-style-type: none"><li>• Naming rights on awards not taken by larger sponsors</li></ul>

### **RED SPONSORSHIP PACKAGE - \$TBC**

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<b>Signage</b>	<ul style="list-style-type: none"><li>• Sponsor logo on some merchandise (level tbc)</li><li>• Corflute signage at stadium during trainings and home rounds (4 per year at this stage)</li></ul>
<b>Communications</b>	<ul style="list-style-type: none"><li>• Sponsor logo in all media distribution</li><li>• Sponsor logo on club website</li></ul>
<b>Events</b>	<ul style="list-style-type: none"><li>• Double pass to annual major fundraiser (x2)</li></ul>
<b>Other</b>	<ul style="list-style-type: none"><li>• Naming rights on awards not taken by larger sponsors</li></ul>

### **FRIENDS OF LTUVC SPONSORSHIP PACKAGE - \$500**

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<b>Signage</b>	<ul style="list-style-type: none"><li>• Sponsor logo on some merchandise (level tbc)</li></ul>
<b>Communications</b>	<ul style="list-style-type: none"><li>• Sponsor logo in all media distribution</li><li>• Sponsor logo on club website</li></ul>
<b>Events</b>	<ul style="list-style-type: none"><li>• Double pass to annual major fundraiser</li></ul>
<b>Other</b>	<ul style="list-style-type: none"><li>• Naming rights on awards not taken by larger sponsors</li></ul>

### **IN KIND SPONSORSHIP – To be negotiated.**

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The purchase of an IN-KIND sponsorship can be made in the following ways:

- Training Guernsey Sponsor
  - Player Bag Sponsor
  - Club Apparel Sponsor. Club polos and hooded Jumpers.
  - Goods and services
  - Warm up/ bench tops
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**Please note that La Trobe University Volleyball Club is flexible and open to any and all types of IN-KIND SPONSORSHIP and will endeavour to offer options for all interested parties.**

### **Donation**

If you would like to donate to **La Trobe University Volleyball Club** but are unable to commit to any of the sponsorship categories listed in this proposal, please feel free to contact the club and discuss ways in which you or your business can assist.

**For further information about any of the sponsorship packages listed in this proposal please contact:**

**Max Vollebergh**  
**La Trobe University Volleyball Club**  
0403 845 992

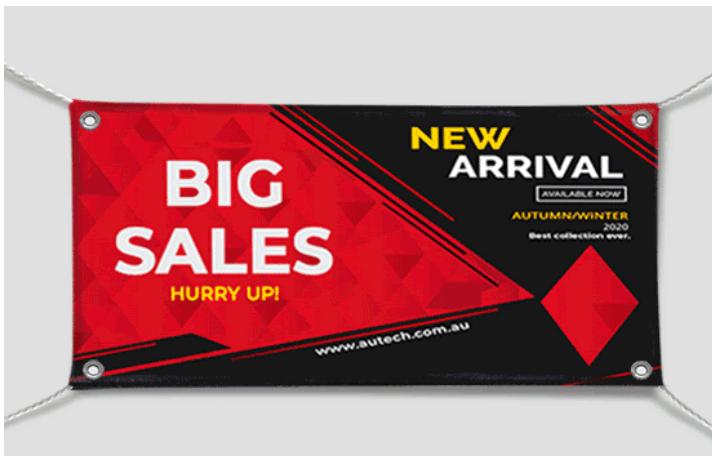
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<https://www.vividads.com.au/products/triangle-signs>  
<https://www.vividads.com.au/products/pullup-banners>  
<https://www.bannerbuzz.com.au/8x8-step-and-repeat-banners/p>  
<https://www.bannerbuzz.com.au/marketing-materials>

The below are further details on what each item contains

### Signage:

Banner signage at all events

- The club will take on the responsibility of having vinyl banners or retractable signs made up to display next to courts or hanging from the divider nets. Examples can be seen below



Sponsor logo on back of player uniforms and all attire. **For length of sponsorship**

- Sponsors logo would be placed on; playing uniform, warm up shirt, polo shirt, training singlet, cap, Shorts, bags, supporter tees. If only on some items, they would appear on warm up shirts, singlets, supporter tees, playing uniform depending on package

Corflute signage at stadium during trainings and home rounds (3-4 home rounds, per year at this stage)

- These signs could be placed along the court boundaries, easily brought out during trainings and game days.

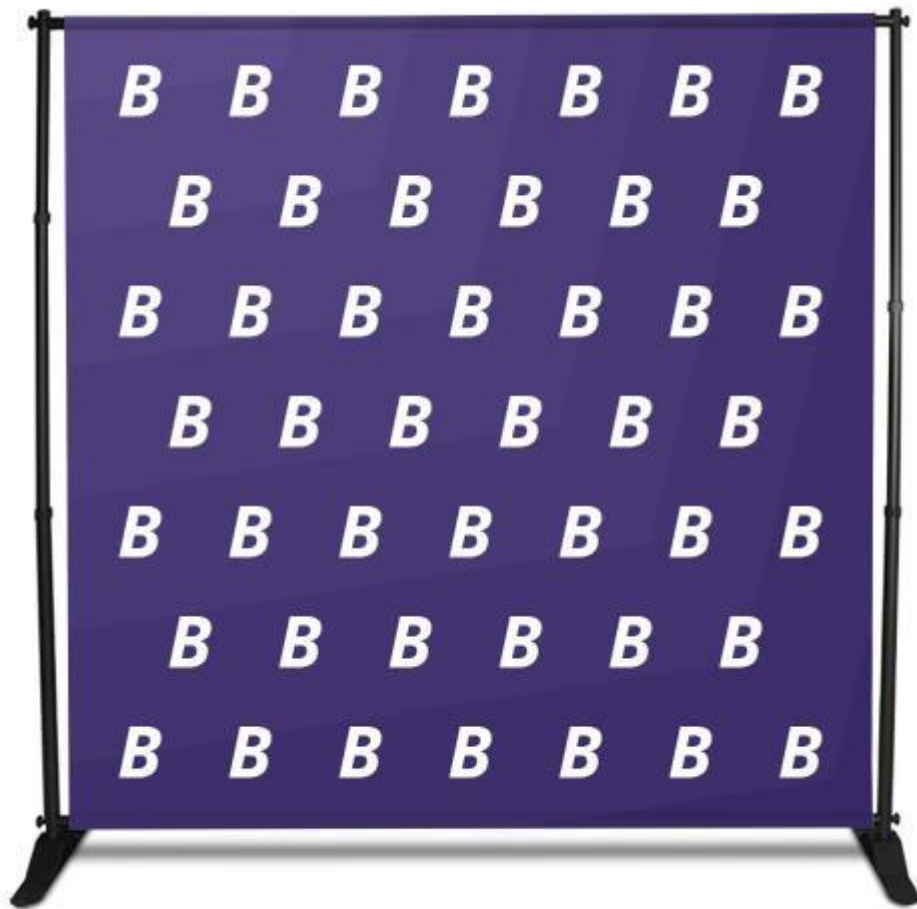
Corflute signage at State Volleyball Centre (Dandenong Basketball Centre) with our club branding

- These signs are displayed at all Volleyball Victoria events, including every state league round, state school events, Australian Volleyball League home rounds amongst other smaller events. (Seen circled in red)





Logo included on media Wall Banner



**Communications:**

Sponsor logo in all media distribution

- The sponsors logo will be attached to all social media content distributed on our pages/profiles

Sponsor logo on all club communications

- All club communications to club members will have sponsors logos on the bottom, with hyperlinks attached.

Sponsor logo on club website

- The sponsors will be displayed at the bottom of our club website listed under club partners.

<https://www.revolutionise.com.au/ltuvolleyball/home/>

Access to membership database to send club specific offers (club will forward material)

- The club will forward on any material sponsors would like to send to the club members. The club will retain the right to withhold any communications it sees as damaging to the reputation or brings the club into disrepute

## **Events**

Major event named after sponsor. **Details to be negotiated.**

- Currently the club only holds social events outside of its regular on court programs. Whilst these will be on offer to sponsors, so will any future on court event we intend to hold.

Double passes to annual major fundraiser (x3)

- In 2021 we held our first Cash-draw fundraiser. Our major event for the year was however our state league presentation night. Our night of nights, any potential sponsor would be invited and have the opportunity to speak to all in attendance

Invitation to display business material or hold information booth at home rounds and events

- As the titles gives rise to, all sponsors with this included will be invited to have a table set up at home rounds and other future on court events, to either provide information on services or sell products if they do not conflict with the stadium in questions policies.

## **Other:**

Naming right to club programs ('Brand name' social program, Junior program etc)

- Currently the club has numerous programs including Junior and Senior Socials, State League both Seniors and Juniors.
- We are also working on developing some school-based programs which will offered to prospective sponsors also once finalised and active.

Naming rights for club awards

- All awards presented on presentation night will be offered to sponsors to name.

Naming rights for state league teams

- All state league teams will be offered either as a whole program, and then individual teams (4 men's, 2 women's ,1 boys and 1 girls in 2021)



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## SPONSORSHIP ACCEPTANCE FORM

### SPONSORSHIP CATEGORIES

- ☐ EXCLUSIVE MAJOR SPONSOR
- ☐ PREMIUM SPONSOR
- ☐ GOLD SPONSOR PACKAGE
- ☐ RED SPONSOR PACKAGE
- ☐ FRIENDS OF LA TROBE UNIVERSITY VOLLEYBALL CLUB SPONSOR PACKAGE
- ☐ IN KIND SPONSORSHIP (PLEASE STATE TYPE OF SPONSORSHIP/DONATION)
- ☐ PRIVATE DONATION

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I commit to provide sponsorship of the **La Trobe University Volleyball Club**, 2022 Program in the following sponsorship category:

Sponsorship Category: \_\_\_\_\_

**Sponsorship Value:** \$ \_\_\_\_\_

Organisation / Business Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Contact Name: \_\_\_\_\_ Position Title: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

E-mail: \_\_\_\_\_

**Please note:** Payment is requested within 2 weeks of acceptance.

### Electronic Funds Transfer:

**La Trobe University Volleyball Club**  
Bank: TBC  
BSB:  
Account Number:

### Cheques should be made payable to:

**La Trobe University Volleyball Club**  
La Trobe Sports Stadium, Bundoora VIC  
3086  
(Cheques to be delivered in person)