



Sponsorship Prospectus 2008

CLUB HISTORY AND PAST OPERATIONS

Melbourne University Futsal Club provides and facilitates Futsal competitions and teams for students and staff at Melbourne University. We cater to the needs of all players from top tier players to the semi-casual player. Melbourne University Futsal Club is the newest addition to Melbourne University Sport. The Club was founded in 2005 as Novatech Melbourne Futsal Club with the sponsorship and support of Novatech Controls, the world leaders in oxygen probes, analysers and sensors. After 1 year of operation the Club gained a provisional affiliation with Melbourne University Sport and in 2007 was officially affiliated with Melbourne University Sport as Melbourne University Futsal Club.



Futsal is a format of five-a-side football that is played extensively throughout the world. The name 'Futsal' was chosen by FIFA when it took over as the governing body of the sport in 1989. As a small sided game, players are constantly placed in situations where they must receive or play whilst under pressure or in confined spaces. As a game it places considerable demand on technique, movement, tactical awareness and fitness.

In Victoria Futsal is still under development and the Club was formed in response to the growing popularity. Currently we are one of the only Clubs to focus on senior level competition in Victoria.



The Club runs various activities and programs throughout the year including the Friday Night League (FNL), a number of seasonal tournaments and the Titans Spring Cup. The Club's top division team is the MU Titans, which currently plays in the Oakleigh Division 1 Futsal League. In their first season the team finished in the top 4 to gain a semi-final berth. Unfortunately the team lost their semi-final to the eventual winners of the league.

The Friday Night League is open to all Club members and is one of the most popular competitions on campus. Currently 9 teams compete on a Friday night on the Melbourne University Hockey Pitch, the competition was so popular that teams had to be turned away all throughout the year due to field booking restrictions.



OPERATIONS IN 2008

After the success of 2007, the Club has planned a number of expansions to its current operations. The Division 1 squad is to be increased and have 2 teams competing in two different leagues. A women's team is also being formed in 2008 and will also be entered into a different league.

The Friday Night League is also being expanded, a Cup style tournament will be added each season for all teams.

At the end of 2007, a series of exhibition matches were played against the Melbourne University Soccer Club, a 5-a-side indoor game, 11-a-side outdoor game and an 8-a-side hybrid rules game. It was a very successful series and both clubs have agreed to make the series an annual event.

WHAT THE CLUB CAN OFFER

The Club recognises that businesses need to have return on their investments. We always aim to provide maximum exposure and promotion of all our sponsors. Melbourne University has over 50,000 students and over 30,000 staff and academics, a hub of information and fresh ideas it is an ideal locality for any corporate promotion. In 2008 the Club will have teams playing in 3 different external venues all over the Melbourne metro areas as well as having exhibition matches and tournaments in public venues around the inner metro areas.

Promotional opportunities include Melbourne University Orientation Week where more than 10,000 students attend. Friday Night League presents a very unique opportunity, more than 9 teams compete in the league on the Hockey Pitch, which is an extremely popular venue to students to come and play. The last few rounds of the league and finals often see many friends and family come down to support the teams. The athletics tracks, basketball court, tennis courts, gym and pool are all located around the hockey pitch which means exposure not only to league players but everyone that plays sports at Melbourne University.

We believe the value of the promotion to our members, their friends and family, supporters, spectators and opponents will more than outweigh the cost of your financial contribution to us.



SPONSORSHIP PACKAGES

GOLD - \$4000 - Major Sponsor

- Company Logo on jersey for both Division 1 teams, logo central on front (as seen in photo)
- Naming rights to Friday Night League (i.e. XYZ Futsal League)
- Naming rights to Club and Friday Night League trophies (i.e. XYZ Player of the Year Award)
- Signage and banners at Friday Night League matches (every Friday)
- Advertising on website (all pages)
- Access to membership mailing list, up to 6 mailings a year
- Invitation to all exhibition matches and Club events
- 1 piece of memorabilia signed by the entire Division 1 squad, choice of either team signed ball, jersey or framed photo



SILVER 1 – \$1500 - Minor Sponsor

- Company logo on jersey for both Division 1 teams, logo below player number on back
- Naming rights to one of the seasons' Cup competition (i.e. XYZ Easter Cup)
- Naming rights to Cup trophies (i.e. XYZ Golden Boot Award)
- Signage and banners at Friday Night League matches (every Friday)
- Advertising on website (all pages)
- Access to membership mailing list, up to 2 mailings a year
- Invitation to all exhibition matches and Club events

SILVER 2 - \$1500 – Women's Team Sponsor

- Company logo exclusively on women's team jersey
- Naming rights to Women's team (i.e. MU XYZ Team)
- Signage and banners at Friday Night League Matches (every Friday)
- Advertising on website (all pages)
- Access to membership mailing list, up to 2 mailings a year
- Invitation to all exhibition matches and Club events
- 1 piece of memorabilia signed by the women's squad, choice of either team signed ball, jersey or framed photo

The 3 packages are guidelines to give potential sponsors an overview of what they will receive for different levels of sponsorship on an annual sponsorship. Commitments for longer than 1 year and different parts of packages can be negotiated and the Club is more than happy to accommodate different sponsor needs. Further additions to packages can be added including:

- Display of products/pamphlets at Club matches and events (including O Week period which sees over 10,000 students attend)
- Opportunity to speak before/after games, and at functions
- Sponsorship of merchandise with company logo (i.e. hats, calendars, etc)
- Company logo on staff uniforms, including coaches, referees and Club polo shirts



WHAT WILL SPONSORSHIP PROVIDE FOR THE CLUB

Our Club is a non-profit organisation and our mission is to promote Futsal to the students and staff of Melbourne University as well as the general public and also to facilitate players with training and management. In order for us to provide for our players there are significant costs associated. Membership fees and fees for from our Friday Night League only cover a small portion of our operating costs, and therefore sponsors are required to ensure that the Club stays financially sound and is able to operate without any financial restrictions.

Sponsorship funds are used to cover the following:

- Uniforms for Division 1 squads
 - Approximately \$50.00 per player
- Printing of company logo on Division 1 uniforms
 - Approximately \$20.00 per uniform, plus \$200 setup cost at printers
- Subsidising player registration costs
 - Player registration is approximately \$45.00 per player depending on the league and venue
- League registration fees
 - \$150.00 per team per season
- Game match fees
 - \$49.00 to \$60.00 per game per team, seasons run from 17 weeks to 30 weeks depending on the league and venue
- Training venue hire
 - \$55.00 per session per team, training is usually conducted once a week per team
- Equipment purchases for training and Friday Night League
 - Balls cost \$44.00 each, on average we go through approximately 20 balls per year. Other equipment including goal nets, keeper equipment, training equipment such as bibs, cones, step ladders, etc.

All sponsorship funds are directly focused on training and match costs for the Division 1 squads. Most of the funds will be used to ensure that players have uniforms and that their registration fees are covered. It also covers the training costs associated with the squads. All coaches and staff are volunteers which help to keep our operating costs low. It costs roughly \$3000 to keep a team running for a whole season. The players contribute to approximately 1/3 of this through membership fees, but as most of our players are students we try our best to ensure that they can play without the burden of worrying about match fees and other costs. To sustain our operations, the Friday Night League generates some income for the Club. Although the main purpose of the league is to provide an opportunity for members who do not play in top tier competitions to have some fun and play in a competitive league structure.

The Club has always been financially sound, even with very limited support from Melbourne University Sports Association. We always try to provide the best possible service for our members and promote Futsal where ever we can. Sponsorship has been critical for our success and growth and we hope that this can be continued for years to come.

CONTACT DETAILS

Further information and contact details can be found at our website <http://mufutsal.no-ip.com>. Please feel free to have a look at all the photos in our Photo Gallery section.

Thank you for taking the time to read through our Sponsorship Prospectus. If you have any further questions or queries on anything you have read, please do not hesitate to contact us through any member of our sponsorship team, or through our Club email and website.

Yours Sincerely

MU Futsal Club Sponsorship Team

Jin Seok Kim
President
(M) 0423006325
(E) j.kim8@ugrad.unimelb.edu.au

Tony Shao
Vice-President
(M) 0401852943
(E) tshao@ph.unimelb.edu.au

Adolfo Unda
Women's Officer
(M) 0448769925
(E) adolfo_unda@hotmail.com



(E) melbunifutsal@gmail.com
(W) <http://mufutsal.no-ip.com>