

SPONSORSHIP PROPOSAL 2020



ABOUT JGFA

Jamie Gosling Football Academy is led by Far North Queensland's leading youth soccer development coach and ex-professional footballer, Jamie Gosling.

Jamie was born and raised in Bath, England where he played professionally in the Football League for a number of clubs, including Yeovil Town and Torquay United. The former FNQ Heat midfielder played alongside and against some greats of the game, notably playing alongside England and Southampton striker Charlie Austin, and playing against Liverpool in 2004 - Harry Kewell included - in a thrilling FA Cup tie with Yeovil. Jamie has also coached the likes of Scott Sinclair (Aston Villa, Manchester City, Swansea and Celtic).

Towards the latter end of his playing career, Jamie made the move across the world to showcase his talents here in Australia. After stints in New South Wales and Victoria, Jamie relocated up north and was instrumental in FNQ Heat's rise to fame. Prior to JGFA, Jamie was FNQ Heat's Community Development Officer, delivering junior coaching across clubs and schools, and becoming widely regarded as the region's leading youth football development coach.

Jamie's qualifications along with his vast amount of experience helps him understand, nurture and develop every child to their full potential. This experience is something Jamie is passionate about giving back and passing on to the youth of FNQ.

Our Academy offers children aged 2-16 a well structured program consisting of four, 10 week terms encompassing all aspects of the game. Jamie Gosling Football Academy provides a comprehensive, focused and ever-evolving system with top quality coaching that will enable the players to progress in a fun but educational environment.

WHY SHOULD I GET INVOLVED?

Jamie Gosling Football Academy allows for involvement on all levels and provides a wonderful opportunity to build your organisation's profile in the community.

Sponsorship of this program provides great opportunities for mutual benefit and offers a unique platform to promote your brand, program and services to a broad audience.

By becoming a Jamie Gosling Football Academy sponsor, your organisation is able to demonstrate your commitment to the young generation of Cairns Football players and the community at large.

With more than 500 children currently enrolled in our program, your exposure is guaranteed to reach their families and friends.

Families of the Jamie Gosling Football Academy are also strongly encouraged to utilise our sponsors' services.

OUR MARKETING PLAN



Along with extensive communication with the Academy families, we market **Jamie Gosling Football Academy** and our sponsors on all social media outlets, any printed marketing material including flyers for open days, carnivals, holiday clinics and will be distributed within our Academy, the local neighbourhood, other football games and events and in outside clubs.

These are just a few of the potential benefits offered by sponsoring Jamie Gosling Football Academy (JGFA), with the Academy confident it can help generate brand awareness, customer loyalty and genuine business opportunities among its registered members and extended community of family and friends.

JGFA allows for involvement on all levels and provides a wonderful opportunity to build your organisation's profile in the community.

Sponsorship of JGFA provides great opportunities for mutual benefit and offers football mad children the chance to train at quality facilities and use the finest equipment. By becoming a JGFA sponsor, your organisation is able to demonstrate your commitment and support to the Academy and the development of young players in the Far North Queensland region.

Since the existence of JGFA, we have worked with thousands of aspiring footballers and it is our passion to keep striving to provide the best possible coaching and mentoring of these young children.

MARKET REACH

4,500

NEWSLETTER DATABASE

Sponsor promotion through our extensive MailChimp newsletter database, with 20+ newsletters sent out each year.



3,200

SOCIAL MEDIA CONNECTIONS

Daily engagement through dynamic content on our Facebook, Instagram, and Twitter accounts.



FURTHER MARKET REACH

Jamie Gosling Football Academy has further extensive reach throughout the FNQ community through its various football events hosted during each year, including JGFA Champions League, After School Soccer Clubs, Little Goslings Football Academy, FNQ School Soccer Championships, FNQ Total Football Titles, and its winter 5-a-side tournament annual. Sponsors will be provided with exposure and marketing opportunities through these engagement events.

SPONSORSHIP PACKAGES

To assist you, we have developed a list of opportunities that we have sought sponsorship for. We want our generous sponsors and supporters to know precisely what their kind donations will be allowing our Academy to provide.

You can choose which option you'd like to sponsor, as each area of the Academy has specific sponsorship opportunities that they directly benefit from with the support.

BRONZE - \$490

SILVER - \$990

GOLD - \$2,490

MAJOR PARTNER - \$4,990

SCHOLARSHIPS - \$1,000

SPONSORSHIP PACKAGES

BRONZE - \$490

As a Bronze Sponsor your level of sponsorship will be recognised on all JGFA social media at a Level 3 positioning, including a link to your website.

Your company logo will be included in all JGFA promotion and advertising (web, print and social media) at the Level 3 positioning.

Your support will help provide:

- Coaches uniforms
- Cones and poles
- Player bibs
- Training mannequins
- Training water bottles
- Player headwear
- Player kit bags
- Player agility training kits
- Goalkeepers equipment

SPONSORSHIP PACKAGES

SILVER - \$990

As a Silver Sponsor your level of sponsorship will be recognised on all JGFA social media at a Level 2 positioning including a link to your website.

Your company logo will be included in all JGFA promotion and advertising (web, print and social media) at the Level 2 positioning.

You will also receive regular promotion (at least once per month) on JGFA Facebook with promotional photos of your business, and a general bio or specific to your business supporting JGFA.

Your support will help provide:

- Coaches uniforms
- Cones and poles
- Player bibs
- Training mannequins
- Training water bottles
- Player headwear
- Player kit bags
- Player agility training kits
- Goalkeepers equipment

PLUS

- Little Goslings Football Academy gear
- After School Soccer Club gear
- JGFA merchandise (hats, bottles, bags)

SPONSORSHIP PACKAGES

GOLD - \$2,490

As a Gold Sponsor your level of sponsorship will be recognised on all JGFA social media at a Level 1 positioning including a link to your website.

Your company logo will be included in all JGFA promotion and advertising (web, print and social media) at the Level 1 positioning. You will also receive regular promotion (at least once per month) on JGFA Facebook with promotional photos of your business, and a general bio or specific to your business supporting JGFA.

Your support will help provide:

- Coaches uniforms
- Cones and poles
- Player bibs
- Training mannequins
- Training water bottles
- Player headwear
- Player kit bags
- Player agility training kits
- Goalkeepers equipment
- Little Goslings Football Academy gear
- After School Soccer Club gear
- JGFA merchandise (hats, bottles, bags)

PLUS

- Portable goals
- Adidas footballs

EXTRA BONUSES

- 1 x Private coaching session with JGFA senior coach (for children aged 5-15 nominated by Major Partner)
- 1 x JGFA School Holiday Clinic voucher (for children aged 5-15 nominated by Major Partner)
- JGFA Polo Shirt

SPONSORSHIP PACKAGES

MAJOR PARTNER - \$4,990

As a Major Partner, your level of sponsorship will be recognised on all JGFA social media at a Level 1 positioning including a link to your website. Your company logo will be included in all JGFA promotion and advertising (web, print and social media) at the Level 1 positioning. You will also receive regular promotion (at least once per month) on JGFA Facebook with promotional photos of your business, and a general bio or specific to your business supporting JGFA.

Your support will help provide:

- Coaches uniforms
- Cones and poles
- Player bibs
- Training mannequins
- Training water bottles
- Player headwear
- Player kit bags
- Player agility training kits
- Goalkeepers equipment
- Little Goslings Football Academy gear
- After School Soccer Club gear
- JGFA merchandise (hats, bottles, bags)
- Portable goals
- Adidas footballs

PLUS

- Grounds hire contribution

EXTRA BONUSES

- 3 x Private coaching session with JGFA senior coach (for children aged 5-15 nominated by Major Partner)
- 2 x JGFA School Holiday Clinic voucher (for children aged 5-15 nominated by Major Partner)
- Your Company logo on the back of JGFA player per/post training kits
- available to purchase
- JGFA Polo Shirt

SPONSORSHIP PACKAGES

SCHOLARSHIPS - \$1,000

Jamie Gosling Football Academy is passionate about making the beautiful game accessible to all children in the community. JGFA currently has two exciting Scholarship opportunities on offer:

- **JGFA Indigenous Scholarship Program**
- **JGFA Girls Scholarship Program**

JGFA Indigenous Scholarship Program

JGFA is proud to run Far North Queensland's first ever soccer scholarship program for Aboriginal and/or Torres Strait Islander children. The 12-month scholarships (worth \$1,000) see local Indigenous children aged between 6-14 years offered free elite coaching and mentoring at the region's number one soccer academy.

JGFA Girls Scholarship Program

JGFA delivers a scholarship program for female soccer players in the Cairns region, offering female footballers aged between 6-14 free elite coaching and mentoring. Since the Academy started three years ago, JGFA has strived to grow girls' love for soccer, especially through our dedicated girls-only squad.

As a sponsor of one of our Scholarship programs, you will receive:

- Naming rights to the scholarship program - for example, '(Your company name) Indigenous Scholarship Program'
- Level 2 positioning on all JGFA social media, including a link to your website.
- Your company logo will be included in all JGFA promotion and advertising (web, print and social media) at Level 2 positioning.



JAMIE GOSLING FOOTBALL ACADEMY

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