



SPONSORSHIP PROSPECTUS

ADELAIDE UNIVERSITY HOCKEY CLUB





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ABOUT AUHC

The Adelaide University Hockey Club is one of the oldest continuing hockey clubs in South Australia. It was formed in 1912 and operates as part of Adelaide University Sports. We have over 250 members comprising of Adelaide University students, graduates, students at other universities as well as juniors. Adelaide University Hockey Club is open to all hockey players not just Students and Alumni. Our members are based all over Adelaide as AUHC is not a regionally based club.

AUHC has both Men's and Women's teams competing in most senior grades in the State's Hockey League including Premier League, the highest level of competition within South Australia.

In 2021, AUHC entered a total of 12 senior teams including 6 senior men's teams, 5 women's teams and a masters men's team, as well as several junior teams ranging from U9s to U18s. We are also proud to continually have players selected in both State and National Hockey Teams including the Adelaide Fire.

Our club is based at the West Beach Hockey Centre where AUHC and AU Sport jointly own and operate an international standard artificial water turf, watering system and lighting system. The hockey ground was named in honour of Olympian, Trevor Smith in 1992 in recognition of his outstanding service to hockey and to the Adelaide University Hockey Club, in particular.

AUHC also owns and operates a fully licenced bar and clubrooms at this facility which is open for all members and spectators during AUHC trainings and games. AU Sport is currently in the process of building a new shared clubrooms facility at West Beach which should be completed in the middle of 2021.

Keeping in line with AU Sport ideologies, the AUHC endeavours to instil a sense of pride within its members and the community, as seen through the new AU Sport slogan: 'Join our pride'.



2021 Hockey Season

The 2021 hockey season runs from the end of March through to September.

Round 1 for our higher grades commences on the weekend of March 20, with our lower grades commencing on the weekend of April 10.

Our junior teams begin their season at the end of April / start of May



Target Market Demographics

The age of AUHC players ranges from 8 through to 50 years old, with the majority falling between 18 and 30.

“Generation Y” undergraduates, (typified by their strong brand advocacy, high spending habits and willingness to try new activities and products) dominate the playing membership.

The ‘reach’ of AUHC is far broader, however, than the playing membership: members of the AUHC represent a diverse cross-section of the community, primarily students and alumni of The University of Adelaide. Members and past players are leaders in society in fields of Law, Medicine, Engineering, Finance, Sports Administration, Politics and Business.



Scholarships

The Adelaide University Hockey Club and Adelaide University Sport are proud to offer a variety of scholarships to support its members through the challenging times of balancing elite sport and study.

Max Weir Intervarsity Hockey Award

The scholarship of \$500 recognises the contribution of a hockey player who is active and involved in their club, University or Local Community and likely to contribute to the Adelaide University Hockey Club through their participation in the University Nationals.

Marty Pudney Memorial Scholarship

The scholarship of \$500 is awarded to a playing member of AUHC who is a first-year player with the club (or second year player in exceptional circumstances). They must be a current student and have previously resided in country or regional Australia and have relocated to Adelaide for study within the current or previous year. This person shall be an exemplary contributor to the club, both on and off the field. Characteristics such as honesty, humour, bravery, and commitment to the club are worthy of this Scholarship.

Charlie Jessop Scholarship

The scholarship of \$2000 is awarded in recognition of Charlie Jessop, an AU Sport life member who made significant contributions to the University of Adelaide, AU Sport & the Law faculty. The scholarship is awarded to a Law student, who not only excels in their chosen sport, but also gives valuable service to their AU Sport Club.

Additional scholarships can be located on the AU Sport website. [Scholarships \(adelaideunisport.com.au\)](https://adelaideunisport.com.au/scholarships)

SPONSORSHIP



AUHC CALENDAR

The AUHC coordinates several club events and activities throughout the year. The table outlines a number of social events AUHC plans to hold throughout the 2021 season.

Dates are confirmed before the season.



SPONSOR LEVELS

With a range of benefits available to sponsors, the AUHC will work with our sponsors to develop a tailored package to suit the specific needs, profile, and promotional budgets of each corporate partner.

We would be delighted to consult with you to identify a package that is appropriate for your organisation.

Sponsorship opportunities have a range of benefits, outlined in detail in the appendix titled 'Sponsor Packages'.

EVENT NAME

PRE-SEASON WINE TOUR

PRESIDENT'S CUP

SPONSORS DAY

GAMES NIGHT

QUIZ NIGHT

CLUB DAY AND DINNER

PAST PLAYERS DAY

FAMILY DAY

PUB CRAWL

END OF SEASON BALL

#AUHC

SPONSOR BENEFITS

LEVEL	AMOUNT	VALUE-IN-KIND INVESTMENT
AUHC PLATINUM SPONSOR	> \$10,000	Negotiable
AUHC GOLD SPONSOR	\$5,000 - \$9,999	Negotiable
AUHC SILVER SPONSOR	\$2,000 - \$4,999	Negotiable
AUHC BRONZE SPONSOR	\$1,000 - \$1,999	Negotiable
AUHC GAME DAY SPONSOR	\$300 - \$500	Negotiable
AUHC PLAYER SPONSOR	Grade Dependent	Negotiable

Advertising

One of the strongest benefits for sponsors involved with the AUHC is the opportunity to raise the profile and awareness of their brand across a vast audience, a wide age bracket and directly to University students.

Advertising packages are offered to every level of sponsorship. The level of advertising will be proportional with the level of sponsorship.

Naming Rights

AUHC Platinum and Gold Sponsors are offered naming rights to one 'special event' as part of their overall investment. This may include, but is not limited to, a one-off event or an ongoing event.

Experimental Marketing

AUHC Platinum and Gold sponsors have the opportunity to develop innovative and interactive activities, competitions and/or to host stalls at AUHC games and/or events (subject to AUHC approval).

Sales Activities

The AUHC will grant the sponsor exclusive rights within the product category for AUHC hosted events. This is only offered to sponsors who secure rights as an AUHC Platinum or Gold sponsor.

Exclusivity

The AUHC will ensure that no other competing companies or products (as determined by the AUHC) will be permitted to be promoted via the AUHC. Exclusivity is only offered to Platinum and Gold Sponsors.

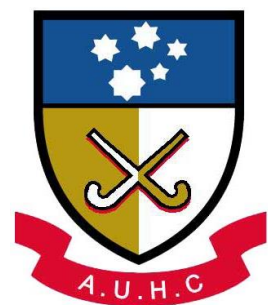
See the appendix entitled 'Sponsor Packages' for further details.

Network

Being involved with the AUHC also provides ready access to a pool of talented, motivated, youthful, team-oriented undergraduates, graduates and professionals, both male and female.



SPONSOR PACKAGES



AUHC PLATINUM SPONSOR



Investment: > \$10,000

Value in-kind: Negotiable

Length: Minimum 1-year agreement

Advertising

Logo on all AUHC printed material including:

- Premium recognition as Platinum Sponsors on the AUHC website.
- Premier recognition as Platinum Sponsors in all AUHC communications.
- Premier recognition at Platinum Sponsors at all AUHC home games.
- Premier recognition as Platinum Sponsors at all AUHC functions.

Advertising

Logo on AUHC digital media, including but not limited to:

- Opportunity to display signage during all matches at the West Beach Hockey Centre.
- Regular features of your company or business in our weekly 'Substandard' newsletter.
- Regular features of your company or business on all communication outlets.

VIP Functions

- Invitations to attend any of the club's special events.
- Invitation to the AUHC Sponsors Game day/dinner.

Tax Receipt for your Company

Exclusivity

Exclusivity as the sole sponsor within the product category (i.e. beverage category, retail category etc.)

Sales Activities

Exclusive product rights at AUHC-hosted events and functions.

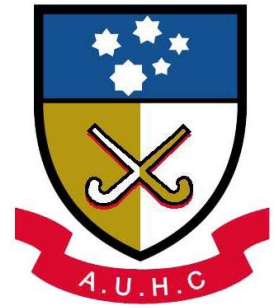
Experimental Marketing

Right to develop and deliver experimental marketing campaigns during the contract period at all AUHC-hosted events. There is also the opportunity to provide branded giveaways and samples.

Advertising – Web

- Company name, logo and description with link displayed on AUHC website under 'Platinum Sponsors'.
- Monthly social media promotion (Facebook and Instagram) and/or sharing of relevant marketing collateral.
- Access to social media advertising opportunities utilising AUHC's extensive reach and tailored demographics to maximise awareness of your product/service.

AUHC GOLD SPONSOR



Investment: > \$5,000 - \$9,999

Value in-kind: Negotiable

Length: Minimum 1-year agreement

Sales Activities

Exclusive product rights at AUHC-hosted events and functions.

Experimental Marketing

Right to develop and deliver experimental marketing campaigns during the contract period at all AUHC-hosted events. There is also the opportunity to provide branded giveaways and samples.

Advertising

Logo on all AUHC printed material including:

- Recognition as Gold Sponsors on the AUHC website.
- Recognition as Gold Sponsors in all AUHC communications.
- Recognition as Gold Sponsors at all AUHC home games.
- Recognition as Gold Sponsors at all AUHC functions.
- Opportunity for unique and/or sharing of relevant social media posts.

Advertising – Web

- Company name, logo and description with link displayed on AUHC website under 'Gold Sponsors'.
- Opportunity to feature stories on website.

Advertising – Social Media

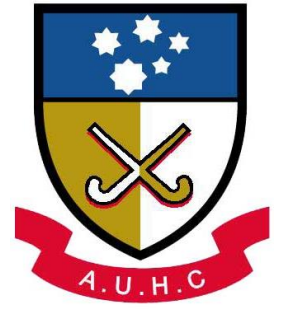
- Monthly social media promotion (Facebook & Instagram) and/or sharing of relevant marketing collateral.
- Access to social media advertising opportunities utilising AUHC's extensive reach and tailored demographics to maximise awareness of your product/service.

VIP Functions

- Invitations to attend any of the club's special events.
- Invitation to the AUHC Sponsors Game day/dinner.

Tax Receipt for your Company

AUHC SILVER SPONSOR



Investment: > \$2,000 - \$4,999

Value in-kind: Negotiable

Length: Minimum 1-year agreement

Experimental Marketing

Right to develop and deliver experimental marketing campaigns during the contract period at all AUHC-hosted events. There is also the opportunity to provide branded giveaways and samples.

Advertising

Logo on all AUHC printed material including:

- Recognition as Silver Sponsors on the AUHC website.
- Recognition as Silver Sponsors in all AUHC communications.
- Recognition as Silver Sponsors at all AUHC home games.
- Recognition as Silver Sponsors at all AUHC functions.

Advertising – Web

- Company name, logo and description with link displayed on AUHC website under 'Silver Sponsors'.
- Opportunity to feature stories on website.

Advertising – Social Media

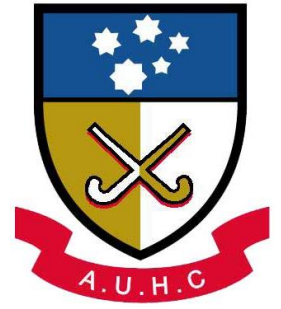
- Regular social media promotion (Facebook & Instagram).
- Access to social media advertising opportunities utilising AUHC's extensive reach and tailored demographics to maximise awareness of your product/service.

VIP Functions

- Invitation to the AUHC Sponsors Game day/dinner.

Tax Receipt for your Company

AUHC BRONZE SPONSOR



Investment: > \$1,000 - \$1,999

Value in-kind: Negotiable

Length: Minimum 1-year agreement

Advertising

Logo on all AUHC printed material including:

- Recognition as Bronze Sponsors on the AUHC website.
- Recognition as Bronze Sponsors in all AUHC communications.
- Recognition as Bronze Sponsors at all AUHC home games.
- Recognition as Bronze Sponsors at all AUHC functions.

Advertising – Web

- Company name, logo and description with link displayed on AUHC website under 'Bronze Sponsors'.

Advertising – Media

Logo on AUHC digital media, including but not limited to:

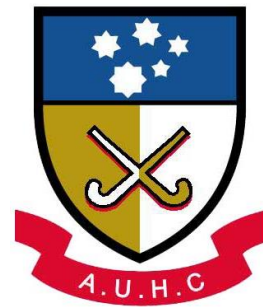
- Some social media promotion (Facebook & Instagram).
- Recognition in weekly newsletters.

VIP Functions

- Invitation to the AUHC Sponsors Game day/dinner.

Tax Receipt for your Company

AUHC GAME DAY SPONSOR



Investment: > \$300

Value in-kind: Negotiable

Length: One or more home game days

Advertising

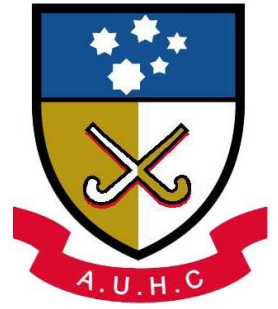
- Company name, logo and description with link displayed on AUHC website as a Game Day Sponsor.
- Social media promotion (Facebook & Instagram) leading up to game day.
- Recognition in the weekly newsletter for that round.
- Appropriate company/business signage around West Beach Hockey Centre on game day.

VIP Functions

- Invitation to the AUHC Sponsors Game day/dinner.

Tax Receipt for your Company

AUHC PLAYER SPONSOR



Investment: Player fees (grade dependent)

Value in-kind: Negotiable

Length: One season

A priceless gift of enabling a young man or woman, to become the best they can be, both in hockey and in life. Sponsor a player in any grade or leave it to us to assign you a player.

Our player sponsors support an individual player for the duration on one season.

This is a highly valued sponsorship category, as it covers the fees or uniform for the players and allows each player to take the field each week. Your sponsored player will provide you with personal updates throughout the season.

As a truly amateur club with many university students that does not pay their players, we rely heavily on the support of our player sponsors!

Advertising

- Recognition on our website.
- Regular correspondence in the form of the weekly newsletter.

VIP Functions

- Invitation to the AUHC Sponsors Game day/dinner.

Tax receipt if you need it



MORE INFORMATION

*For more information on the club,
have a look at the following links:*

Club Website

<https://www.auhc.asn.au/home/>

Facebook Page

<https://www.facebook.com/adelaideuniversityhockeyclub>

Instagram Page

<https://www.instagram.com/adelaideunihc/?hl=en>

Adelaide University Sport

<https://www.adelaideunisport.com.au/Clubs/Hockey>

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