



SPONSORSHIP PROSPECTUS

ADELAIDE UNIVERSITY HOCKEY
CLUB



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About Us



2023
PREMIERS



The Adelaide University Hockey Club (AUHC) is one of the oldest continuing hockey clubs in South Australia. Formed in 1912, we operate as part of Adelaide University Sports with over 250 members, providing a community for all hockey members, not just university students and Alumni.

Based at the West Beach Hockey Centre where AUHC and AU Sport jointly operate an international standard artificial water turf, watering system and lighting system, our hockey pitch was named in honour of Olympian Trevor Smith in 1992 in recognition of his outstanding service to hockey, and specifically to AUHC. The addition of new club rooms in 2022 with bar/canteen facilities, change rooms, gym, and a meeting room for team video reviews further enhance opportunities for athletes to develop their skills and improve game performance.

For the 2023 season, AUHC entered a total of 12 senior teams and 1 junior team in the Hockey SA Metropolitan Competition. Our senior teams were comprised of 6 men's and 6 women's teams ranging from the highest league, Premier League, down to Metro 6. We are continually growing our junior competition/members, and endeavour to enter more junior teams in the 2024 season. We are also proud to continually have players selected in State Hockey Teams including junior state teams and Adelaide Fire.

This year AUHC took active steps to ensure that hockey was accessible to individuals from all walks of life. AUHC's initiatives to promote gender equality and support underrepresented communities through 'Breakthrough Round' and 'Pride Round' not only strengthened the club internally, but also positioned it as a role model within the broader sporting community.

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

Our Members

We take immense pride in the vibrant and diverse community of members at AUHC, ranging in age from 8 to 65 years old who all contribute to the success of our club. From seasoned players with a wealth of experience, to enthusiastic beginners eager to embrace the sport, our club welcomes individuals of all skills levels. Our inclusive environment fosters camaraderie and teamwork, creating a space where friendships flourish both on and off the field.

As a member of AUHC, you join a community that values sportsmanship, dedication, and the pursuit of excellence. Our members not only engage in spirited matches but also actively participate in social events, community-focused rounds, and collaborative initiatives that extend beyond the hockey pitch.

Join us in celebrating the strength and diversity of our members, united by a common passion for hockey and a commitment to fostering a welcoming and supportive community. Become a part of Adelaide University Hockey Club and contribute to the legacy of excellence and camaraderie that defines our vibrant hockey family.



OUR VALUES

PRIDE

RESPECT

INCLUSIVITY

ENJOYMENT

COMPETITIVE

FAIR-PLAY

Meet Our Committee



Jemina Deane
President



Mike Johnson
Vice-President



Andrew Patten
Treasurer



Chris Neill
Social Media Coordinator



Lili Stevens
Sponsorship & Social
Events Coordinator



Zachary Bartsch
Facilities/Maintenance



Scott Millar
Higher Grade Mens Rep



Desiree Likos
Sponsorship Coordinator &
Higher Grade Womens Rep



Sponsorship Tiers

With a range of benefits available to sponsors, 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 following pages.

Club Sponsorship Packages



GOLD SPONSORSHIP PACKAGE

Minimum 1 year commitment.

Signage on pitch boundary fence (large) displayed for all matches at West Beach Hockey Centre

Weekly social media promotion on Facebook & Instagram

Recognition as Gold Sponsor with company name, logo and description with link displayed on AUHC website and weekly newsletter

Company logo (large) displayed on 'Sponsors Board' in clubrooms

Invitation to sponsors/VIP game day + 2x tickets to End of Season Ball

\$5,000+

Note: Tax receipt will be provided to all sponsors

Club Sponsorship Package



SILVER SPONSORSHIP PACKAGE

Minimum 1 year commitment.

Sponsor signage on pitch boundary fence (small) displayed for all matches at West Beach Hockey Centre

Recognition as Silver Sponsor with company name, logo and description with link displayed on AUHC website and weekly newsletter

Monthly social media promotion on Facebook & Instagram

Company logo (medium) displayed on 'Sponsors Board' in clubrooms

Invitation to sponsors/VIP game day

\$2,000-\$4,999

BRONZE SPONSORSHIP PACKAGE

Minimum 1 year commitment.

Recognition as Bronze Sponsor with company name, logo and description with link displayed on AUHC website and weekly newsletter

Monthly social media promotion on Facebook & Instagram

Company logo (small) displayed on 'Sponsors Board' in clubrooms

Invitation to sponsors/VIP game day

\$1,000-\$1,999

Note: Tax receipt will be provided to all sponsors



Club Sponsorship Package

GAME DAY SPONSORSHIP PACKAGE

Minimum 1 home day
commitment.

Recognition as Game Day Sponsor with
company name, logo and description with
link displayed on AUHC website and that
week's newsletter

Social media promotion on Facebook &
Instagram x2 posts and opportunity for
stories on game day

Company logo (small) displayed on
'Sponsors Board' in clubrooms

Invitation to your sponsored game day
and sponsors/VIP game day

\$500+

Note: Tax receipt will be provided to all sponsors



Player Sponsorship Package

PLAYER SPONSORSHIP PACKAGE

Player sponsorship provides financial assistance to a player by covering the cost of their playing fees for the season.

Minimum 1 year commitment.

Individual post of player with sponsor logo on Instagram and Facebook

Recognition as a Player Sponsor with company name, logo and description with link displayed on AUHC website

Company logo (small) displayed on 'Sponsors Board' in clubrooms

Invitation to sponsors/VIP game day

*Note: sponsorship amount is dependent on player fees

\$400 - \$800*

Note: Tax receipt will be provided to all sponsors

A group photo of the Adelaide University Hockey Club team, consisting of men and women in their club uniforms, posing in front of a hockey goal. The text 'Adelaide University Hockey Club Sponsorship Prospectus' is overlaid in large white font. The club crest is visible on the right side of the image.

Adelaide University Hockey Club Sponsorship Prospectus

Thank you for taking the time to read through our sponsorship prospectus. We would love to have you on board! Please contact us using the information below if you have any questions.

More Information

Website	https://www.auhc.asn.au/home/
Instagram	https://www.instagram.com/adelaideunihockeyclub
Facebook	https://www.facebook.com/adelaideuniversityhockeyclub/

Contact

Lili Stevens	0459320371
<i>Sponsorship coordinator</i>	social@auhc.asn.au
Desiree Likos	0424341110
<i>Sponsorship coordinator</i>	sponsor@auhc.asn.au

Address	625-671 Burbridge Rd, West Beach SA 5024
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