

BENTLEIGH FOOTBALL NETBALL CLUB

# THE DRAGON CLUB

COTERIE GROUP



PROUDLY SUPPORTING





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# THE DRAGON CLUB

## Coterie Group

The Dragon Club was formed in 2013 by a group of 10 business men, all past players of the Bentleigh Football Netball Club and all passionate about the club. The members, most of whom did not have time to dedicate to the club full time wanted to find a way to support the club in their own time and utilizing their own specialist skills.

The Dragon Club does not run the Club but operates in conjunction with the Football Netball Club. The Dragon Club's focus is on business partnerships, marketing and sponsorship. Building and growing an extensive network of business partnerships, products and services. Through this we seek to not only benefit the Bentleigh Football Netball Club but also create pathways and opportunities for young men and women in our community. We also seek to contribute to the community through charitable donation and our own provident fund.

The Dragon Club will be the major driver behind a Season Launch each year and continue the long and much loved tradition of the Sponsors lunch and ever growing Dragon Club business lunch.

## CURRENT DRAGON CLUB COTERIE GROUP MEMBERS

Chairman	Brett Marshall	Managing Director Cambridge Plumbing P/L
Vice Chairman	Aaron Clough	National Account Manager Samsung Australia
Treasurer	Mark Eyles	Partner, Lardner Partners. Chartered Accountants
Financial Controller	Ross Hall	Bank Manager CBA
Sponsorship manager and business development manager	Sarah Radlow	Managing Director of Yabba Creative
Secretary	Lisa Grainger	Facts Management Regional Sales Manager
	Paul Dimattina	Managing Director Dimattina Coffee P/L
	Russell Holmesby	Sports Journalist
	Peter Pirera	Director of Associated Print Management

# **DRAGON CLUB COTERIE GROUP CHARTER**

Dragon Club Coterie Group. Est. 2013 Charter. Rev 20

The Dragon Club and its members main objective is to act and associate to provide support to the Bentleigh FNC. To benefit the off field financial stability and long term viability of the BFNC. To enable sustainable and responsible recruitment to the BFNC and ensure that this recruitment meets the Dragon Club criteria of credentials and character.

To promote a program of development from within the BFNC and assist with player development. To build on and strengthen relationships with the Bentleigh Junior FC and facilitate the pathway through from the BJFC to the BFNC . To assist with the promotion and development of the Bentleigh Netball Teams and encourage an environment of inclusiveness and respect of all members of our club.

The Dragon Club will also endeavour this year to further develop our five charitable relationships Nightlife disability service, Project 37 Provident Fund, Click Foundation, Griefline & Tour De Cure.

The Dragon Club and its members will promote and encourage the utilisation of Dragon Club business partners, sponsors and members by other Dragon Club business partners, sponsors, members and all Bentleigh FNC members and affiliates.

Dragon Club members agree to conduct their business and all dealings through the club with honesty, integrity, and transparency and with a view to benefit the club, it's business partners, sponsors, and charitable beneficiaries .

The Dragon Club charter and membership is not legally binding as it is not deemed necessary by the founding members, as we trust and have faith in the moral compass of all that we accept to join as we have faith in our own.

All positions of Office Bearer are open to application at the end of each season/ end of year ending 30/10 each year.

All positions shall be offered/ motioned/ seconded and passed or if challenged and the challenge seconded, the position shall be put to a vote according to the DC Vote structure .





## BFNC COMMITTEE

We have a football/netball club committee comprising of experienced members, the Executive of which is as follows:

President	Paul D Dimattina
Vice President	Brett Copper
Secretary	Jayde O'Brien
Treasurer	Mark Eyles
Manager of Merchandise	Jeff Mackie
Communication Co-ordinator	Sarah Radlow
Social Co-ordinator	Taryn McGaw
Player Subscriptions	James Coles
Facilities manager	Gary Morgan
Netball Co-Ordinator	Olivia Scott
General Manager	Garry Matlock

# BUSINESS PARTNERSHIP PACKAGES

On behalf of the committee and players of the Bentleigh Football Netball Club and the Dragon Club we would like to thank you for providing the opportunity for our Club representative to present a partnership/advertising proposal to your organization. We never take our business partners for granted and understand that without developing mutually beneficial relationships with our business partners that local community clubs like ours would struggle to survive. Our aim is to achieve long term relationships that are mutually beneficial for both parties, giving our business partners both value for money and promotion of their business. We are aware that business partners seek return on investment and believe we have the network and promotional capacity to ensure this in season 2020 and beyond.

The challenges for the Bentleigh Football Netball Club lie not only on the field, but off the field. Whilst the club provides a great opportunity for those living in our community to both play and support Australian Rules Football there are significant costs associated with fielding 4 football teams (Seniors, Reserves and Under 19's, & Women's ) and 4 Netball teams. Business partnership plays a significant part in allowing the club to meet its costs. We are a not for profit organisation, run by volunteers. This means that your sponsorship would go directly towards the running of the club and support of our community partners.

- We currently have a registered playing list totalling 160, including netballers and women's footballers,
- These numbers are supported by off field personnel and social members totalling approx. 40.
- We have 410 past players registered on our official mailing list and our junior affiliate club, the Bentleigh Juniors, have a list totalling 250 players plus parents and club officials and the Bentleigh Auskick Program has over 170 children enrolled.
- All of these members added together allows us to provide significant community exposure for your business.

Season 2013 saw the introduction of a strategic business plan implemented by the Coterie group. This plan was proven to be successful again in 2014, 2015 , 2016, 2017, 2018 and it is the intention of all of the coterie group to be 100% committed to continuing this plan in 2020 and beyond.

# BUSINESS PARTNERSHIP PACKAGES CONTINUED

It is our belief that the business expertise and experience of our Coterie Group and our Football Committee sees us well placed to successfully provide and maintain a strong business/working relationship with your company.

The Dragon Club provided a range of support packages including social membership, player sponsorship, premiership club membership and proud partner sponsorship.

Silver - \$1000 Gold - \$1,500 Platinum \$3,000 plus Major \$6,000 plus

Advertising and sponsorship packages can be tailored specifically to suit the needs and requirements of our business partners. We invite you to please consider becoming a member of our Partnership Team and take advantage of our advertising and promotional opportunities for season 2020. We are more than prepared to provide additional information and/or explanation regarding any matters raised in this letter.



## RESTAURANT SPONSORSHIP - PHYSICAL DONATION

We are offering local traders the opportunity to support their local club in a different way. Come in and prepare your amazing food on 2 Thursday nights after training and you will be able to advertise your amazing cuisine.

- As a Restaurant Sponsor of the Bentleigh Football and Netball Club you will receive the Silver sponsorship benefits valued at \$1,000

## SOCIAL MEMBERSHIP - COST \$50

- As a Social Member of the Bentleigh Football and Netball Club you will receive the following benefits for the entire season.
- 1 X Stubby Holder
- Invitation to the Social Members luncheon round 16
- Entry into our Member's draw held in our social rooms after every Home game.
- Discount on drinks and discounted ticket prices

## PLAYER SPONSORSHIP - COST \$200

- As a Player Sponsor of the Bentleigh Football and Netball Club you will receive the following benefits for the entire season.
- Player Sponsorship for the 2020 season
- Player sponsor on slideshow

# DRAGON CLUB PARTNERSHIP PACKAGES

If you want substantial promotion of your business and to be entertained at the same time, then becoming a Dragon Club Business Partner is the choice for you. Our partnership packages provide both ground and social room signage, advertising on our website and App and complimentary invitations to numerous entertainment events, including our exclusive Dragon Club lunch where you will be wined and dined with all of our other Dragon Club members and Business Partners and be entertained by a high profile guest speaker.

In 2020 we are offering Silver, Gold, Platinum Packages and Major Partnership Packages.

## SILVER MEMBERSHIP – COST \$1,000.00

As a Silver Sponsor of the Bentleigh Football and Netball Club you will receive the following benefits for the entire season.

- Company Fence signage for the year.
- Social Media advertising including our new website.
- Signage in clubrooms, including ads on large screen TV and projector screen.
- 2 X seats at the Sponsors Day luncheon at a home game throughout the year.
- Player Sponsorship for the 2020 season
- Complimentary Social membership providing discount benefits with club sponsors.
- Acknowledgement of Sponsorship at the season Launch
- Appreciation Plaque and Tax Invoice.
- 1 X seat at the Dragon Club business lunch
- Speaking spot as Sponsor of the Week on a Thursday night once during the year.

## GOLD MEMBERSHIP – COST \$1500.00

As a Gold Sponsor of the Bentleigh Football and Netball Club you will receive the following benefits for the entire season.

- All benefits of the Silver Membership provided to your business to meet the requirements of your company.
- 1.8m x .9 m Company Fence signage for the year.
- 2 X tickets to Presidents dinner at the Bentleigh Football Club on match day with guest speaker
- 1 X additional seat at the Dragon Club business lunch
- 2 X tickets to the Red and Blue Ball held at a premium venue

## PLATINUM MEMBERSHIP – COST \$3000.00

As a Platinum Sponsor of the Bentleigh Football and Netball Club you will receive the following benefits for the entire season plus a personally tailored package specifically designed to meet the requirements of your company including as a minimum:

- All benefits of the Gold Membership provided to your business
- Platinum website exposure.
- 2.4 x .9 m Company Fence signage for the year.
- 2 X Thursday night speaking spot
- Acknowledgement at all major functions.



## MAJOR SPONSORSHIP (PRICE NEGOTIATED ON AN INDIVIDUAL BASIS.)

As one of the main sponsors of the Bentleigh Football and Netball Club you will receive the following additional benefits for the entire season plus a personally tailored package specifically designed to meet the requirements of your company.

- All benefits of the Platinum Membership provided to your business
- Score Board signage for the entire year
- Table at Sponsors Day luncheon at a home game throughout the year.
- Free entry to all official club functions throughout the year for 4 people.
- Major Sponsor Sign on web site
- Roll out banner roll in room size 2 x .9 meters approximately.
- 3 Speaking spot on Thursday nights
- Major sponsors introduction at 3 functions and opportunity to respond
- 2 X tickets to every major function, Season launch, Intimate evening with special guests and Dragon Club Business Lunch
- Promotion and Networking Priority of Business.
- 4 x.9m Company Fence signage for the year.
- A mention in our sponsor spotlight section of one of our Newsletters





# PREMIERSHIP CLUB

Members, supporters and affiliates of the Bentleigh Football & Netball Club, the Dragon Club coterie group needs your help and support.

As you would be aware the greatest challenge for our great club is sustainable success, financial responsible management, junior pathway and of course winning that elusive DIVISION 1 PREMIERSHIP. Since our entry into first division we have been extremely competitive with fantastic seasons in 2016 and 2017 finishing runners up and preliminary finalists respectively. We have continued to improve upon our skills in the 2018 the 2019 seasons, however we operate on a budget far below our competition. We rely heavily on the hard work conducted by the dragon club and because of this we are very close to the ultimate success but we need more support.

THIS IS YOUR OPPORTUNITY TO MAKE A DIFFERENCE & PUT SKIN IN THE GAME

We are asking our members and supporters to exceed the level of buy in shown at powerhouses, Dingley, St Pauls and Mordialloc. Whilst we recognise not everyone can sponsor, or have a business that can, fundamentally we can't keep relying on the same entities to fund the vast majority of operating expenses year in year out.

We are on the cusp of a successful era with our age profile and talent base in a healthy position to challenge for the premiership. At present we have a number of talented players showing high levels of interest in joining our wonderful family club.

WE NEED TO SEIZE THE MOMENT.

It was quite amazing how many people approached Pete Pirera (Senior Coach), Dimma (President) & Marshy (Dragon Club Chairman) during the seasons past. suggesting what recruits we needed and the missing components the side needed to win the flag. Well here's the chance for you to take a huge step towards that collective goal. To become an integral member of an exclusive club, to be part of a team that takes this club to top and remains there for era of golden success.



PREMIERSHIP CLUB MEMBERSHIP' Cost: \$500

INCLUSIVE:

- § All members to be named on a board mounted on our memorabilia wall
- § All members to receive a BFNC polo shirt
- § One entry into the members only raffle held after each home game – winner does not have to be present to win
- § A complimentary ticket to the members lunch inclusive of food & drink
- § One entry into the members only super raffle drawn at RD18 luncheon – Prizes below
  - o 1st Prize RETURN AIRFARES FOR 2 AND ACCOM for 5 NIGHTS to the WHITSUNDAY'S
  - o 2nd Prize COMMERCIAL COFFEE MACHINE
  - o 3rd Prize SAMSUNG 55 INCH TV

Should you wish to syndicate a membership you can with two people for a total cost of \$600 – this addition \$100 will entitle your syndicate to the above package, plus an additional polo top, name on memorabilia wall & ticket to the luncheon on RD18

Please help make this great club, greater and consider joining now. Payments accepted until June 30th 2020

#### PAYMENT DETAILS

\$500

ACC NAME: DRAGON

CLUB

BSB: 633 000

ACC NUMBER: 151702982

REF:

YOUR NAME & PREMIERSHIP CLUB

Please feel free to reach out to me or conversely I will contact you over the next few weeks to discuss the opportunity,

Look forward to your support and response

Aaron Clough

0418 462 492

aaron.c@samsung.com

# CURRENT PARTNERS

## MAJOR PARTNERS

Dimattina Coffee  
Lamaro's  
Cambridge Plumbing  
Brighton Toyota  
Bentleigh RSL  
Bendigo Bank Murrumbena  
Centre Plumbing Plus  
Lexus  
John Barnes & Co Locksmiths  
Lardner Partners Group

## GOLD PARTNERS

Jetway Travel  
Telstra Shop Bentleigh  
Topolinos  
Vivace  
Nation Wide Meats  
Toscanos  
Samuel Smith & Sons  
Oz Style  
K4 Construction  
Sandringham Sports Physio  
Gary Morgan Painting  
Dimattina International

## PLATINUM PARTNERS

Bayside Companion Dog Training School  
Roo Baa  
MCP Group  
Express Group  
Associated Print Management  
The Boundary Hotel  
Seymour Law  
Main Hall Bells Hotel  
Woodards Real Estate  
Alliance Insurance  
South Melbourne Glass  
Il Gambero

## SILVER PARTNERS

Julie Fidler Tennis Coaching  
Tower Audio  
Hurricane Ladders  
Scotia Engraving  
Espresso Hit  
Rodgers Reidy  
Long Fine Hospitality Supplies  
Korner & Co  
SMN Talking Talent  
Nick Staikos  
Cleo's Deli  
Transcrete

# PARTNERSHIP REGISTRATION FORM

Business Name: \_\_\_\_\_

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

Phone Number: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mobile Number: \_\_\_\_\_

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

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

Connected Player (if applicable): \_\_\_\_\_

Please email artwork in A4 landscape and jpeg style with this form to [info@bentleighfnc.com](mailto:info@bentleighfnc.com) for:

- 1.8m x 9m fence sign and A3 Laminated sign (President's Club),
- jpeg format (square shape) for website advertising

## REMITTANCE ADVICE

Partnership Level (please tick appropriate one):

To assist with operations and cash flow payment by or prior to due dates would be gratefully appreciated.

Social Membership	<input type="radio"/>	Player Sponsorship	<input type="radio"/>	Premiership Club	<input type="radio"/>	Silver Package	<input type="radio"/>	Gold Package	<input type="radio"/>
<hr/>									
		Platinum Package	<input type="radio"/>	Major Package Custom payment plan	<input type="radio"/>				

1. Please find enclosed Cheque for \$\_\_\_\_\_ made payable to "Dragon Club"

2..Online Banking:

BSB – 633000

Account No: 151702982

Account Name: Dragon Club

(Reference/Description details must state your sponsorship name.)

Please forward your sponsorship registration form to:

Bentleigh FNC [info@bentleighfnc.com](mailto:info@bentleighfnc.com)

Or Post To 1/2 Independence St Moorabbin 3189

Bentleigh Football Club Inc. A0031519U

ABN 78 589 336 417 Arthur Street, Bentleigh, 3204 P.O. Box 188, Moorabbin, 3189

[info@bentleighfnc.com](mailto:info@bentleighfnc.com) / [www.bentleighfnc.com](http://www.bentleighfnc.com)

A photograph of three female netball players from Bentleigh FNC celebrating on the field. They are wearing red and navy blue uniforms with rainbow-colored accents. The player in the foreground is shouting with her mouth wide open, while the other two players are embracing her. The background is a blurred outdoor setting.

**BENTLEIGH FNC IS A  
SPORTING COMMUNITY  
THAT IS RICH IN  
HISTORY, TALENT AND  
SUPPORT FOR EACH  
OTHER.**



# NIGHTLIFE DISABILITY SERVICES INC.

Nightlife Disability Service (Nightlife) is a small charity which provides, flexible night time service for people with disabilities living in their own homes in the Southern region of Melbourne. Nightlife aims to not only be an emergency overnight service but a service that liberates and makes an 'ordinary' life possible for people with disabilities. It enables people to live as independently as possible in their own homes and enjoy an inclusive lifestyle. The type of support people receive from Nightlife varies and is uniquely tailored to each person's needs.

## STRUCTURE

Structure Nightlife is an incorporated association funded by DHS. Nightlife is a registered charity with public benevolent institution status. Nightlife is governed by a Committee of Management. It employs a Manager and numerous disability support workers along with a small fleet of cars for use to visit people that use our service.

## VISION

- Making an ordinary life possible for people with disabilities

## MISSION STATEMENT

- Delivering high quality night time supports which are ethically driven, dignified, respectful and tailored to each person's unique lifestyle, culture and relationships.

Nightlife achieves this by having a flexible highly trained team of support workers that not only carry out rostered visits but can also adjust their working rosters at short notice to assist people if a request comes in. It allows people with disabilities to have a meaningful night time social life knowing supports are available when they return home.

To try and give you an understanding of how Nightlife impacts on someone's life I can use my story. The only reason I have been able to be an active part of the Bentleigh FC was because my parents provided me with supports once these commitments were over.

Since Nightlife started it has meant my parents no longer provide those supports, Nightlife has also eased the anxiety as to what will happen to me if no one can provide those supports. Nightlife has also meant that my parents can go away without being concerned about what would happen if I had an issue overnight as Nightlife are only a call away.

My parents started travelling and they had only just returned from a three week European trip celebrating 50 years of marriage in June 2012 before mum passed away. I can say that my mum's passing has been eased in the knowledge that her and my father were able to have that time together in part because Nightlife provides the supports it does.

Nightlife is grateful to the Bentleigh Football Club and its sponsors for their support,

Kind regards,  
Dean Richards  
President  
Nightlife Disability Services Inc

# PROJECT 37 PROVIDENT FUND

CHARTER. EST 2014

So named in honour of our much loved and respected friend and brother Paul Hutchison , who so embodied the spirit of our club and all we stand for. Paul stood as an example of a loyal, and generous man and will forever more serve us as a moral compass that reminds us of what it means to be a " Bentleigh Man" .

Project 37 is a provident fund and by definition stands to care and provide for the welfare of BFC members and associates , business partners, sponsors or community members who may have fallen on unforeseen , desperate or difficult times.

Distribution of funds will be on an annual basis and will be open to application, discussion, debate and if necessary a vote of members according to the Dragon Club Voting Structure.

Respectfully  
The Dragon Club.



# CLICK FOUNDATION

EST. 2009

The Click Foundation was established in 2009 with one purpose in mind:  
To help find a cure for epilepsy.

Because epilepsy is a complex condition, finding a cure will require substantial research and therefore substantial funding.

Whilst epilepsy and seizures affect at least 20% of Australians directly or indirectly, the level of funding generated for and applied to research in no way reflects the seriousness and human cost of epilepsy.

The World Health Organisation acknowledge that epilepsy is the least understood and most underfunded of all neurological conditions.

Epilepsy affects 1 in 5 Australian workers. Directly or indirectly.

Every worker deserves a fair go and the right to reach his or her full potential.

Click at Work is an epilepsy education and seizure first aid program which covers:

What epilepsy is

Common questions about epilepsy in the workplace

Different types of seizures and what they look like

What to do when someone is having a seizure

25% of people who have epilepsy don't know they have it. Often they will attribute certain behaviour to just "having a turn" when a proper diagnosis can minimise their seizures and even save their life.

The Click Foundation is working alongside Australia's leading brain research institutes to educate the community about epilepsy and seizures and help them generate the funding they need to find a cure.



The Click Foundation

# TOUR DE CURE

EST. 2009

Cancer research has been very successful at driving up survival rates. We're getting closer to our dream of a world without cancer, but there's still an urgent need for more effective treatments, capable of improving survival and quality of life. With your support, we will achieve this. Through our magical, challenging and inspirational tours and events across Australia, we raise money to fund the boldest research, the most talented scientists and the groundbreaking projects that we believe will have the biggest impact on cancer. We're passionate about cycling – it's in our DNA – but we cover ground to cure cancer in many different ways: walking, swimming, running, dancing. From humble beginnings in Sydney in 2007, the TDC family has grown to become a national movement of more than 10,000 people, inspiring support across Australia. Some people ride with us. Others come to heal. Many give up their holidays to volunteer with us and want nothing in return. Regardless of our personal stories, we're united by a shared purpose: to cure cancer. We appreciate every single donation we receive, and ensure that every dollar goes where it is needed most. As an events-based company, we're proud that more than 70% of our income goes straight into funding world-class cancer projects.



**RIDING TO  
CURE  
CANCER**

# GRIEFLINE

GriefLine Community and Family Services Inc.

(GriefLine) listens, cares and supports people experiencing loss and grief, at any stage in life.

We manage Australia's only dedicated loss and grief national telephone counselling service. We provide anonymous support and specialist counselling services to individuals and families. All calls are confidential and free.

Our volunteer counsellors undergo intensive training and are professionally supported by GriefLine.

We also deliver responsive, evidence-based and personalised services for individuals, families and community groups.

Online counselling is also available nationally.

## Our Mission

To listen, care and support those experiencing loss and grief at any stage in life.

## Our Vision

Deliver exemplary counselling and support to the community as the eminent national organisation for loss and grief services.

## Our Values

Our values underpin the work that we do and guide us in the way we interact with those we care and support and with each other.

Respect – in all that we do to achieve our mission

Wellbeing – we strengthen people and communities through counselling support and confidence building

Integrity – be ethical and honest whilst maintaining the highest of standards

Sensitive – demonstrate understanding, empathy and kindness when engaging with people in a culturally diverse community

Innovative – continuously improve what we do and how we do things to empower the individual and encourage positive change



# GriefLine



# BENTLEIGH HISTORY

## FOOTBALL

The current Bentleigh Football Netball Club, formerly known as the Bentleigh Methodists and Bentleigh Uniting, was formed in 1965 and played in the Eastern Suburbs Protestant Churches Football Association.

The Club's colours were green and gold. This competition later became known as the Eastern Suburban Churches Football Association, in which Bentleigh played, until 1992, when the competition merged with the Southern League to become the Southern Football League.

Bentleigh played in this competition's Premier Grade, from 1993 until it joined the Victorian Amateur Football Association as a Division 4 Club in 2000.

During its history the Club has been known as the Terriers, Bulldogs, Dragons and since 1995, when it changed its colors to red and blue, is now known as the Demons.

The Club commenced fielding under age sides in 1972, beginning with an Under 17 team. However, it wasn't until 1987, when the Club began an alliance with the Bentleigh Juniors Football Club, that Bentleigh started to experience success with the pathway from juniors to seniors being established. This partnership has been particularly strong in the last decade with many Bentleigh juniors following the pathway through to the Bentleigh seniors.

The Club rejoined the Southern Football League as a Division 2 Club in 2011 fielding seniors, reserves and under 18's.

Since its return to the Southern Football League the Club has been particularly successful with regards to participating in finals football. The seniors have played in 2 grand finals, the reserves in 3 grand finals and the Colts (U/18's and U/19's) in 3 grand finals.

Although being a finalist and grand finalist, on numerous occasions, the Club has only tasted the ultimate success as follows:

1968 - Seniors 1978 - Reserves 1981 - Reserves 1982 - Reserves

1988 - Under 18's 1990 - Seniors and Reserves 2004 - Under 19's

2009 - Seniors and Reserves 2011 - Reserves 2012 - Reserves and U/18's 2013 - Seniors. 2014 - under 19's 2016- Reserves



First Bentleigh football team 1965

# BENTLEIGH HISTORY

## NETBALL

The Southern Football League introduced a Netball competition for its Clubs in 2012. Five Clubs of the 30 member league entered teams in the Competition's inaugural year.

The Bentleigh Football Club entered one team, being the only team entered from the Second Division of the SFL.

The netball club's first coach was Kelly Hynes who also acted as manager.

The teams members comprised wives, girlfriends and daughters of players, both past and present. Although the team did not make the finals, it was an enjoyable year for all involved and they added significantly to the social spirit of the football Club.

In 2013 the Competition expanded to a 3 Division one and Bentleigh entered teams in the First and Third Divisions.

The Club was fortunate to experience on court success with both teams making the finals, resulting in the First Division side finishing Third, and the Third Division side finishing as Runners Up.

The increase in player numbers also contributed significantly to the wellbeing of the football Club. In 2016 the netball numbers have increased and as a result the Club will be entering four teams in the SFL Netball Competition.

In the period 2016 to 2018, the Club experienced difficulty in being competitive on the court and had to reduce its team numbers down to three. In 2019 the Club appointed Steph Clegg as Head Netball Coach and Olivia Scott as Netball Co-ordinator (a committee position). The Club also secured a quality, indoor training facility for the netballers at the Tucker Road Bentleigh Primary School. Although not leading to greatly improved on court performance, these appointments, plus the excellent training venue, resulted in a vast improvement in team spirit and enjoyment of the game. Both Steph and Olivia have been reappointed in their respective positions and the Club has again retained the use of the Tucker Rd Bentleigh PS indoor training facility. In 2020 the Club will have four netball teams and is investigating an alliance with an established junior netball club with the plan of creating a netball pathway from juniors to seniors, similar to the one that exists in football with the Bentleigh Junior Football Club



Bentleigh Football Club Inc. A0031519U

ABN 78 589 336 417 Arthur Street, Bentleigh, 3204 P.O. Box 188, Moorabbin, 3189

[info@bentleighfc.com](mailto:info@bentleighfc.com) / [www.bentleighfc.com](http://www.bentleighfc.com)





**YOU TELL US WHAT  
YOUR BUSINESS  
WANTS AND HOW YOU  
DESIRE TO ADVERTISE  
IT.**

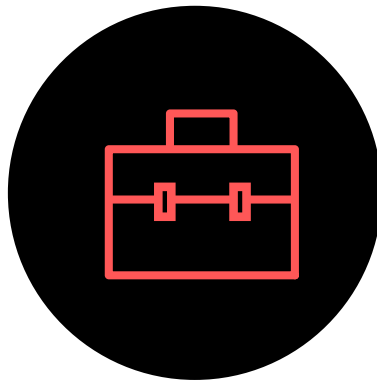
# SPONSORSHIP OPPORTUNITIES

BENTLEIGH FOOTBALL NETBALL CLUB



## SHARE YOUR EXPERTISE

Engage with and make an impact on potential customers through a speaking slot or panel participation.



## GET YOUR BRAND SEEN

Showcase your brand to all conference delegates with an exhibition stand and many different signage and branding opportunities.



## CONNECT WITH LEADERS

Make personal business connections with handpicked senior decision-makers as an exclusive sponsor of a round table, breakfast briefing, lunch or after-event drinks.



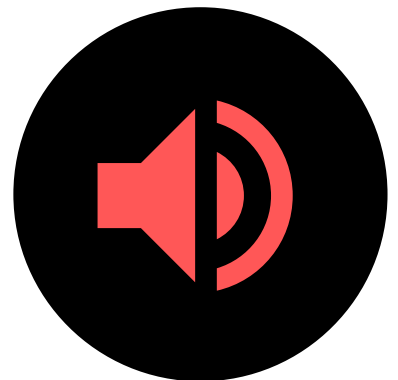
## CAPTURE LEADS

Receive delegate contact details to sustain business relationships post-event.



## BE PART OF THE ACTION

Network and build relationships with targeted senior industry professionals with conference delegate places for both your colleagues and clients.



## YEAR ROUND PROMOTION

Reach an even larger audience through a presence on our event websites, social media channels and marketing campaigns.

## LAST YEAR'S SOCIAL MEDIA

# NUMBERS & STATISTICS

With our use of the new website and our google business profile we have reach moreathletes than ever showing a big emphasis on local women interested in PlayingNetball at the club.

# 30.12K

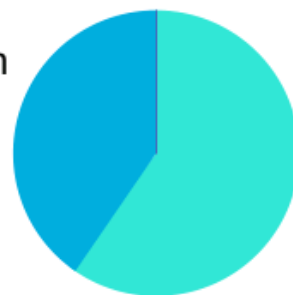
Post Impressions  
per month

# 3.81K

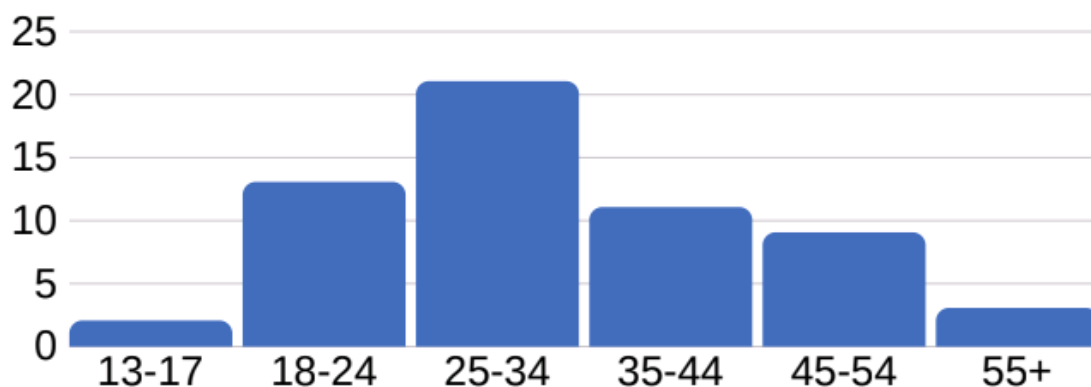
Website visits per  
month

## CONSUMER STATISTICS

Women  
40.4%



Men  
59.6%



During our time we have made great use of these platforms and they have acted as great tools in developing our club and its audience base. We have solidified our position as a leading club in communications in the SFNL and the Glen Eira/Bayside area. Looking to the future we want to further our development in the best way possible by constantly keeping an open mind to change and welcoming new members into our communications group.

We will be attempting to develop a communications sub-committee in 2020 to further manage our Social media and functions and to also create another pathway for potential new committee members to come through and see if communications is a leadership pathway they are interested in. We have had a great year in communications and we look forward to seeing the club further develop in 2020.



# PUBLISHING PROCESS

## THE BRIEF

You tell us of what your business wants and how you desire to advertise it.

**STEP  
01**



**STEP  
02**

## THE RESEARCH

Our team gathers all relevant materials for the project



**STEP  
03**

## THE IDEATION

After we gather all the facts, we do brainstorm to find the best ways to advertise your business!



**STEP  
04**

## THE PRODUCTION

Final execution of the approved idea.



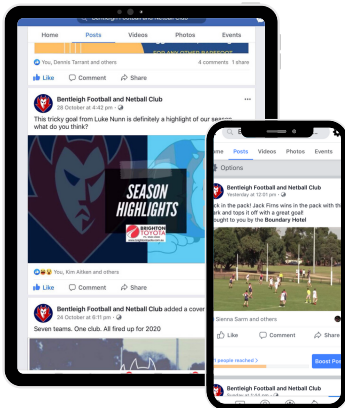
## THE DELIVERY

Done! Time to party and celebrate!

**STEP  
05**



# OUR PLATFORMS



## Social Media

Our Facebook posts are interacted with by people all across Victoria, this means that when they comment on it all their friends will see it too! we had an average of 30,000 people view our posts. Instagram and Twitter both see the same content, so when we publish to these platforms there is 1,000 + of our followers that see it.



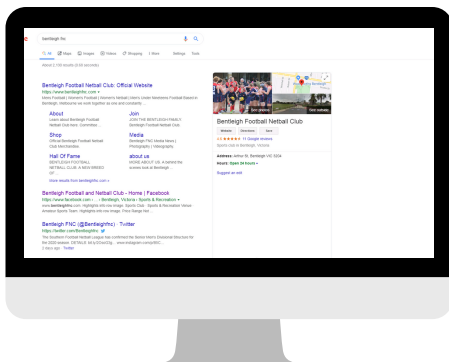
## Merchandise

We have sponsor logos on most of our apparel, this are worn by all our players around games and in everyday life.



## On the ground

With signs on the fences of Bentleigh Reserve at all our home games your brand wont be missed in the action.



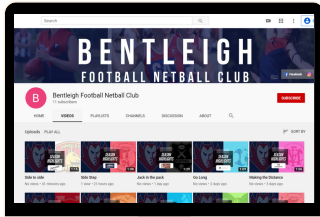
## Website

Our website posts are interacted with by people all across Victoria, this means that when they comment on it all their friends will see it too! we had an average of 30,000 people view our posts. Instagram and Twitter both see the same content, so when we publish to these platforms there is 1,000 + of our followers that see it.



## In the Rooms

We have posters and plaques advertising all of our sponsors on display in our rooms at all times. With several functions and home games throughout the year all the Bentleigh locals see their names



## Video

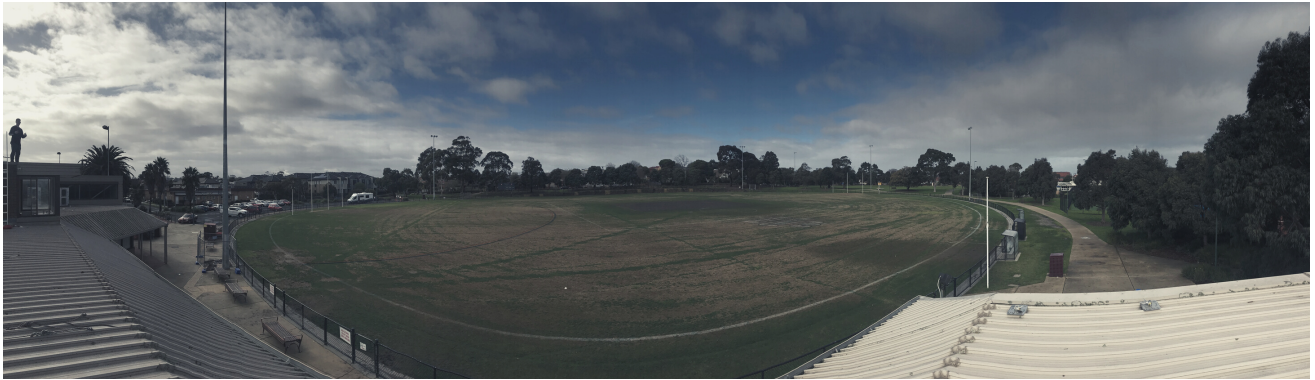
We have many videos on our Youtube account, the majority of which are brought to you by one of our amazing sponsors. This videos are also displayed on all of our other media platforms.

Whatever your industry, segment and audience, a substantial portion of your customers and leads are on social.

A recent Pew Research Center study found that 68% of adults are Facebook users. Among 18 to 24-year-olds, 78% use Instagram and 45% are on Twitter. Even among Americans 65 and older, 37% are social media users. Having access to all those customers helps you boost traffic, particularly for new site content.

Social media posts provide an opportunity for the public to find your new web content and click through to your site. And because those posts will primarily show up in the feeds of followers and people interested in your product, that traffic is typically very targeted. It won't just boost your traffic numbers – it will bring in the type of visitors you want to attract.





# **THE DRAGON CLUB**

## **PARTNERSHIP PROPOSAL**

Coterie Group

ABN: 78 589 336 417

Address: 1/2 Independence St Moorabbin 3189

Community, Care, Pathway, Development, Success