



SACRAMENTO AUSTRALIAN FOOTBALL CLUB

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Member Club of the **United States Australian Football League** – a 501(c)(3) Non-Profit Organization

March 2020

Dear Community Leader,

The Sacramento Australian Football Club is currently seeking to partner with local businesses and corporate sponsors for the 2020 season.

Why are we looking to partner with you?

The Sacramento Australian Football Club is a large group of active young adults who take pride in our city and strive to promote our business partners along with our club. The SAFC is a non-profit organization that relies on sponsorships and fundraising in order to operate annually.

SAFC Overview

The Sacramento Australian Football Club (SAFC) was founded in 2009 and is managed by a group of passionate volunteers. Australian Football, or “footy” is somewhat obscure, and most people have not heard of it. Footy is a fun, fast paced game that is played on a very large field (similar to a cricket field) with 18 players per team. The game incorporates skills from multiple other sports (basketball, soccer, volleyball, etc) which makes it even more unique. Australian Football is a professionally recognized sport in Australia and has been around since 1841. The sport has grown in the states over the past twenty years and there are nearly 60 amateur teams in the U.S. as of 2019.

The Sacramento Australian Football Club is a 501(c)(3) non-profit organization which holds numerous free fitness events and youth clinics for the Sacramento community in addition to our pay for play adult leagues. It is one of our clubs immediate goals to grow our youth participation and hold pay for play youth leagues. Currently our club attends local area elementary and high schools to introduce the sport in addition to our free youth events throughout the summer.



The SAFC currently offers three levels of competition to members. Australian tag footy is a social, non-contact version of the game designed to introduce new players and teens to the sport. Our metro league offers both mens and womens full-contact games locally and if players wish to, they may participate on a national level for the Sacramento Suns or Lady Suns. The Sacramento Suns & Lady Suns compete locally against visiting teams and travel throughout the year to regional games and tournaments as well as the United States Australian Football League (USAFL) Nationals Tournament, held in October every year.

Our largest overhead is the cost of field rentals and uniform purchases. Our field rentals can cost upwards of \$3,000 for one year as our season runs from early spring until late fall. Uniforms can be worn year to year, however we'd like to purchase our first set of youth uniforms which can cost approximately \$1,500. It would be wonderful to find one sponsor to cover our full annual costs for both our youth and adult programs, however we understand that businesses should only contribute what they find reasonable. In return, our club has several advertising opportunities.

What the SAFC can offer in return of sponsorship:

- Logo on event specific flyers
- Logo featured on the club website, www.sacfooty.com, throughout the 2020 calendar year
- Logo featured in our newsletter, distributed to a member database of 400+
- Feature promotions of your business or events on social media channels throughout the remainder of 2020 calendar year; Facebook (1,500+ followers), Instagram (500+ followers) or Twitter (900+ followers)
- Logo added to a feature 2' x 3' sponsor banner displayed at local league games throughout the 2020 season*
- Logo featured on our tag league uniforms for the 2020 spring and summer leagues (approximately 100 shirts)*
 - Shirts are worn on game days, and social events throughout the season.



**A minimum sponsorship of \$500 is required for logo 'printing' including adding your logo to our sponsorship banner and tag league uniforms.*



Interested in further promotion of your logo? Ask us about other opportunities!



Funds collected from various sponsor arrangements will be invested into the Sacramento Australian Football Club's operations, such as purchasing new equipment, field rentals, and costs associated with hosting our multiple leagues, youth clinics and free community fitness events.

Please respond by **April 1, 2020** in order to give the club the appropriate time to have shirts and banners produced. In addition, we ask that you provide your logo in a high quality, high resolution format such as a vector, scalable e.g., .eps, .ai et cetera.

We thank you for your time and consideration. Please do not hesitate to contact me if you have any questions.

Kind Regards,

Makenzie Adamo

Makenzie Adamo | SAFC President

SACRAMENTO AUSTRALIAN FOOTBALL CLUB

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The Sacramento Australian Football Club's Mission Statement and Club Achievements are included below:



Mission Statement

To build a thriving Australian Football community in Sacramento that encourages participation, champions the spirit of competition, creates pathways for development, and cultivates social relationships.

SAFC club achievements from the last ten years:

- Over 440 participants in our social co-ed tag leagues
- 194 male participants in our men's metro tackle league
- 99 female participants in our women's metro tackle league
- 135 male participants in our national team, the Suns
- 95 female participants in our national team, the Suns
- 275 females at youth school clinics
- 350 males at youth school clinics
- 47 males at free youth summer community clinics (2018 + 2019)
- 25 females at free youth summer community clinics (2018 + 2019)
- 2014 Division 3 Men's National Championship
- 2018 Division 2 Women's National Championship
- Approximately 5 men and 8 women selected over the years from the Sacramento men's and women's teams to represent the USA in international competitions.
- Several local Sacramentoans moved to Australia to play in local leagues and the VFLW; the semi-pro Women's Australian Football League.
- The SAFC is recognized as a leader among the United States Australian Football League (USAFL) for Leadership and our Youth Programs.