

Dragons Supporters Club Queensland Inc.



Sponsorship Prospectus

About the Dragons Supporters Club Qld Inc.

The Dragons Supporters Club Queensland Inc. (Supporters Club) proudly defines itself as being the oldest rugby league based supporters club in Australia.

Established by a handful of enthusiasts in 1987, the Supporters Club has operated and grown continuously since. The Supporters Club has attracted well over 1,900 members since its creation, with an impressive 435 financial members in a single year.

The Supporters Club exists with the single purpose of enabling members to come together in a supportive atmosphere to support the St George Illawarra Rugby League Football Club.

The Supporters Club's Patron is internationally renowned rugby league legend, successful businessman and NRL Immortal Mr Norm Provan. Norm has been our Patron since 1992.

The Supporters Club is a not-for-profit Incorporated Association and is registered with the Queensland Office of Fair Trading. The Supporters Club's Constitution, Annual Report and Annual Financial Reports are lodged annually and held by that same department in accordance with the relevant Act. In accordance with the Supporters Club's policy of transparency and honesty, the above documents are freely available to all members via the Supporter Club website, as well as non-members via the Office of Fair Trading.

Supporters Club Assets

Undoubtedly, the Supporters Club's greatest assets are its members, who reside in Queensland, interstate and overseas.

While member turnover is inevitable, with peaks and troughs mirroring the team's on-field performance, the Supporters Club proudly boasts a stable core of members numbering several hundred. Additionally, up to 150 new members join the club for shorter periods of time. Understandably, family pressures, residential relocation or other unavoidable circumstances cause them to pause their membership from time-to-time.

Notwithstanding its wonderful and vibrant membership, the Supporters Club is a financially sound organisation with its own website (www.dragonsqld.com.au), its own Facebook site (Dragons Supporters Club Qld Inc), its own merchandise and online store, its own monthly newsletter as well as its own monthly online magazine. Further the Supporters Club benefits from an enormous amount of goodwill willingly provided by the St George Illawarra Rugby League Football Club and from within the general community.

Our Community Support Program

In addition to the standard services offered by similar membership organisations, in 2010 the Supporters Club launched its community support wing, aptly called the Qld Dragons Angels.

The purpose of the Qld Dragons Angels is to raise money via raffles, the sale of merchandise and donations to financially support individuals and organisations identified as requiring their support.

Annual donations from the Qld Dragons Angels vary based on available funds and identified causes, but an annual target of not less than \$1,000 in donations is the group's present target.

Presently the Qld Dragons Angels support the following organisations with annual donations:

- ♥ Joanne Mackay Foudation
- ♥ Nicole Fitzsimons Foundation
- ♥ Jazzie * Foundation
- ♥ The Mark Hughes Foundation

Additionally, "as-required" gifts (often cash) are provided to members and/or their families, should they find themselves in unfortunate circumstances.

The fabulous and important work done by the Qld Dragons Angels helps place the Supporters Club as truly unique in comparison to other membership-based organisations.

Sponsorship Opportunities

The Supporters Club has 3 broad categories of sponsorship, which are based on the commitment a sponsor can provide. These are:

Sponsorship Value		Sponsorship Category
Over \$2,000	-	Golden Era
\$1,000 - \$2,000	-	Red V Legends
\$0 - \$1,000	-	Dragons On Fire

Each Sponsorship Category is vitally important to the Supporters Club and each is highly valued by all members.

In recognition of the support each category of sponsor provides, the Supporters Club has developed sponsorship packages that aim to reflect the commitment given by each of our sponsors.

Golden Era Sponsorship

In recognition of their financial commitment, Golden Era Sponsors will receive the most attractive sponsorship package possible. This package will include:

- Naming rights to one of the following Supporters Club activities;
(*Example: The 2018 Tipping Competition Sponsored by XYZ Industries*)
 - ✓ Annual Tipping Competition
 - ✓ Annual BBQ By The Bay Event
 - ✓ Annual Player of the Year Award
 - ✓ Annual Encouragement Award
 - ✓ Monthly Newsletter “The Supporter”
 - ✓ The Qld Dragons Angels Charity arm of the club.
- TWO half-page advertisements (artwork supplied by sponsor) in the Supporters Club’s newsletter;
- TWO full-page advertisements (artwork supplied by sponsor) in the Supporters Club’s online magazine;
- Company logo and name highlighted in each edition of the Supporters Club’s monthly Newsletter;
- Company logo and name highlighted in each edition of the Supporters Club’s Online Magazine;
- Company logo and name, as well as a link to your company’s own website, highlighted on the Supporters Club’s website;
- Company logo and name highlighted on the Supporters Club’s Facebook site;
- The opportunity to promote any “special deals” your company is promoting via the Supporters Club’s Newsletter, online magazine, website and Facebook site;
- A number of unique “shout-out” articles (estimated at two per month) by the Supporters Club’s President, or representative, throughout the year on the Supporters Club’s Facebook site;
- Invitations for TWO to attend the Supporters Club’s Annual Dinner & Awards Night as guests of the Supporters Club

The value of the Golden Era Sponsorship Package is estimated at \$5,500.

Red V Legends Sponsorship

In recognition of their financial commitment, Red V Legends Sponsors will receive the following attractive sponsorship package. This package will include:

- ONE half-page advertisements (artwork supplied by sponsor) in the Supporters Club’s newsletter;
- ONE full-page advertisements (artwork supplied by sponsor) in the Supporters Club’s online magazine;
- Company logo and name highlighted in each edition of the Supporters Club’s monthly Newsletter;
- Company logo and name highlighted in each edition of the Supporters Club’s Online Magazine;

- Company logo and name, as well as a link to your company's own website, highlighted on the Supporters Club's website;
- Company logo and name highlighted on the Supporters Club's Facebook site;
- The opportunity to promote any "special deals" your company is promoting via the Supporters Club's Newsletter, online magazine, website and Facebook site;
- A number of unique "shout-out" articles (estimated at two per month) by the Supporters Club's President, or representative, throughout the year on the Supporters Club's Facebook site;
- Invitations for TWO to attend the Supporters Club's Annual Dinner & Awards Night as guests of the Supporters Club

The value of the Red V Legends Sponsorship Package is estimated at \$3,000.

Dragons On Fire Sponsorship

In recognition of their financial commitment, Dragons On Fire Sponsors will receive the following attractive sponsorship package. This package will include:

- Company logo and name highlighted in each edition of the Supporters Club's monthly Newsletter;
- Company logo and name highlighted in each edition of the Supporters Club's Online Magazine;
- Company logo and name, as well as a link to your company's own website, highlighted on the Supporters Club's website;
- Company logo and name highlighted on the Supporters Club's Facebook site;
- The opportunity to promote any "special deals" your company is promoting via the Supporters Club's Newsletter, online magazine, website and Facebook site;
- A number of unique "shout-out" articles (estimated at two per month) by the Supporters Club's President, or representative, throughout the year on the Supporters Club's Facebook site;
- Invitations for ONE to attend the Supporters Club's Annual Dinner & Awards Night as guests of the Supporters Club

The value of the Dragons On Fire Sponsorship Package is estimated at \$1,800.

Tailored Sponsorship Packages

The above sponsorship packages are crafted to support the corporate objectives of each of our valued sponsors. However the Supporters Club understands that you might see opportunities that have not been included in the above package outlines. Therefore, the Supporters Club is willing to discuss any proposal you might have and will undertake in good-faith to engage in flexible and rewarding discussions that seek to meet the objectives of your company.

Align Your Organisation

Being involved with Dragons Supporters Club Queensland Inc. is a fantastic opportunity to align your organisation with a values-based organisation delivering excellence to its membership.

If you are interested in supporting excellence and building your profile with our membership base, then please let us know. We would love to discuss how we can work together.

Contact us:

Mail: PO Box 4166, Raceview Qld 4305

Phone: Greg Nunn President - 0473 645 558

Email: president@dragonsqld.com.au