

**BELMONT JUNIOR  
SOCCER CLUB**



**SPONSORSHIP  
PROPOSAL**



**2021**

**BELMONT JUNIOR SOCCER CLUB  
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## INTRODUCTION

Belmont Junior Soccer Club (BJSC) is an active, family-friendly junior soccer club based in Cloverdale, Western Australia. It caters for children ranging from 4 to 18 years of age, with all teams entered into the appropriate Football West junior competitions.

With more than 45 nationalities represented, Belmont Junior Soccer Club is one of the most diverse junior soccer clubs in Western Australia.

The Club trains and plays at Miles Park in Cloverdale, where it has a dedicated Clubroom, canteen & change room facilities. There is also a playground, basketball court and plenty of on-site parking.

Incorporated in 1984, Belmont Junior Soccer Club was originally known as Kewdale Junior Soccer Club before changing its name.

With a history spanning over 30 years, we are a local fixture in the Belmont community. We are small but strong, and our teams regularly make it to the grand finals each year.

The Club's goal is to provide inclusive opportunities to every child who enjoys playing soccer - regardless of race, gender or religion - and to help create a healthy, more connected community.

That's why the BJSC motto is to play with HEART: Humility, Effort, Attitude, Respect & Teamwork.

## CLUB STATISTICS

Number of teams:	14
Age range	4-18 years old
Number of players	300
Facebook	500+ followers
Club e-newsletter	500+ subscribers
Website traffic	900+ unique page views per month
	64% new visitors per month

## OUR TEAMS

At Belmont Junior Soccer Club, our junior teams cater for children from 4 to 18 years old. We currently have fourteen active teams comprising of nearly 300 children.

Our teams include:

### **Kick-Off (4-5 years old)**

MiniRoos Kick-off is a fun, safe, friendly way to teach little ones between the ages of 4 and 5 years old how fun the game of soccer can be. The Club runs 45 minute sessions each Friday that help build skills through games and simple drills, delivered in a fun and inclusive environment.

### **Miniroos (6-12 years old)**

The MiniRoos program is open to 6 to 12 year olds of all abilities, introducing soccer to children using short, fun-packed sessions. It focuses on learning new skills, being active and socialising.

### **Juniors (13-18 years old)**

Junior teams are for boys and girls from 13 to 18 years old, with teams competing in Football West's Junior League. They play 11-a-side on a full-sized soccer field.

Over recent years, the Club's Junior teams have proven to be formidable opponents, with many reaching the semi-finals and finals at the end of the season.



## CLUB COMMUNITY

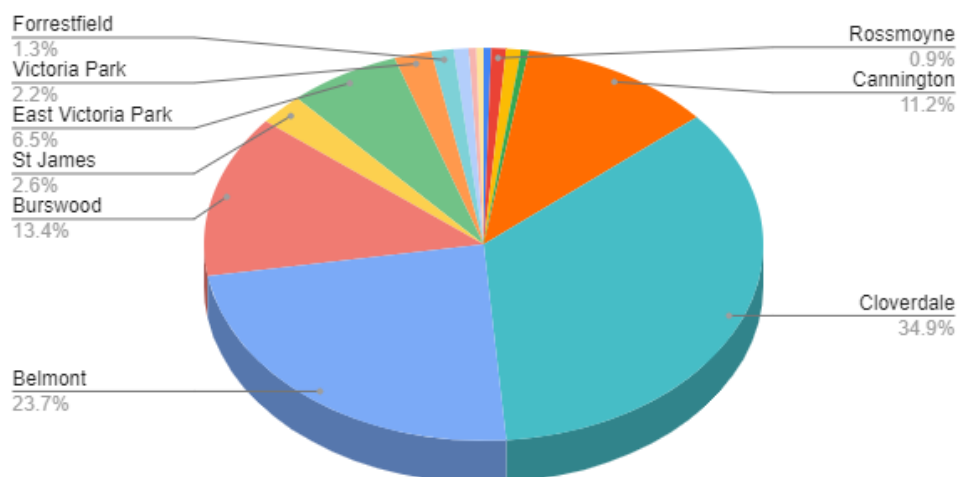
Belmont Junior Soccer Club is one of the most diverse junior soccer clubs in Western Australia, with approximately 45 nationalities represented.

They include children from Chinese, African, Burmese, Sudanese, Middle Eastern, Japanese, Italian, Maori, Pakistan, Sri Lankan, Indian, Philippines, Korean, British & Malaysian descent.



## CLUB LOCAL DEMOGRAPHIC

58% of Belmont Junior Soccer Club families reside in the Belmont/Cloverdale area, with others spread throughout Perth's south-east metropolitan area:



## CLUB LOCATION & PLAYING GROUND

Belmont Junior Soccer Club's grounds are located at Miles Park (cnr Wright St & Belgravia St) in Cloverdale. Miles Park has four full-sized grass pitches, a Clubroom, refurbished canteen, basketball courts, dedicated changerooms and a playground. There is also state-of-the-art pitch sports lighting for night training.

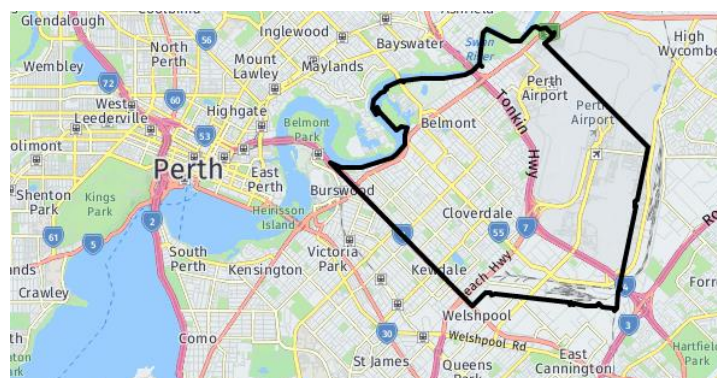


(image of Miles Park courtesy of City of Belmont)

## LOCAL DEMOGRAPHIC

The City of Belmont is one of the most diverse local government areas in Western Australia. The population for 2020 is approximately 44,642, which is forecast to grow to 65,659 by 2041.

Approximately 40% of the population is born overseas. Based on the 2016 Census, 40% of the population speak a non-English speaking language at home (source: City of Belmont)



## AWAY GAMES - WIDER PERTH DEMOGRAPHIC

Home match games for all Belmont Junior Soccer Club teams are held at Miles Park in Cloverdale.

Away match games for all teams are played at more than 20 competing junior soccer clubs throughout the Perth metropolitan area. In terms of brand awareness (particularly with Shirt & Drink Bottle Sponsorship Packages), these Away matches provide an ideal opportunity to showcase your business to families all over Perth.

Away games are spread throughout the Perth metropolitan region, from as far north as Joondalup to as far south as Mandurah.



# **SPONSORSHIP PACKAGES**

## **Refillable Drink Bottle Sponsorship**

**\$3,000 per season (min 3 seasons)**

Package Inclusions:

- Each player at Belmont Junior Soccer Club will receive a refillable drink bottle, to be used at training and during Home & Away match games
- Each drink bottle will display your business logo and the BJSC logo
- Branding via the Club's website (900 unique page views per month)
- Branding via the Club's e-newsletter (500+ subscribers)
- Branding via the Club's Facebook page (500+ followers)



# **SPONSORSHIP PACKAGES**

## **Game Day - Shirt Sponsorship**

**Starting at \$3,000 per season (min 3 seasons)**

Package Inclusions:

- 50, 100, 200 or 300 soccer shirts for BJSC players featuring your logo & the BJSC logo, to be worn each Sunday at both Home & Away match games
- Branding via the Club's website (900 unique page views per month)
- Branding via the Club's e-newsletter (500+ subscribers)
- Branding via the Club's Facebook page (500+ followers)

Due to the Club's game tops being worn by children of varying ages, your logo will be visible simultaneously at different match games at multiple sporting locations across Perth, giving your business potential exposure to thousands of families each year.

For junior teams who reach the finals, branding visibility will be even higher.





# SPONSORSHIP PACKAGES

## Game Day - Banner Signage Sponsorship

**\$1,500 per season**

Package Inclusions:

- One teardrop banner (3 metres) with your business logo prominently displayed at Miles Park in Cloverdale each Game Day (every Sunday from May to September)
- Branding via the Club's website (900 unique page views per month)
- Branding via the Club's e-newsletter (500+ subscribers)
- Branding via the Club's Facebook page (500+ followers)



## Contact details:

For more information or for any queries regarding Club sponsorship, please contact one of our Committee members:

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Jerome Wilson	Vice-President	0432 686 690	info@bjsc.org.au

For additional Club details, please visit our website at [bjsc.org.au](http://bjsc.org.au).

