
WEST'S  **BAKERY**



Small Business Partnering with
North Launceston Football Club Incorporated
(West's Star Bakery Northern Bombers)



North Launceston Football Club
PO Box 1453,
Launceston TAS 7250

6334 2359
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www.northlauncestonfc.com.au

WEST'S BAKERY



We thank you for taking the time to review the opportunities available when partnering with the Northern Bombers.

This proposal details the history and purpose of the Club and outlines packages the Club has designed with small business in mind.

The Club is all about providing young men from the entire North East region of Tasmania a facility to develop their football potential and assist them gaining and enhancing community responsibility awareness and general life skills.

Playing football at the highest level in Tasmania creates an environment for other support people to join the Club in further developing their individual skills and creating a Club atmosphere centred on family, community and continuous improvement

Without the support from business operations of all sizes the Club would not be able to deliver the fantastic programs to the players and support staff as described in this document.

Thane Brady
President and Corporate Partner Director
North Launceston Football Club Incorporated

About us...

North Launceston Football Club Incorporated (NLFC) plays in the Tasmanian State League under the name the Northern Bombers.

The Tasmanian State League is the highest standard of Australian Rules Football played regularly in Tasmania.

The Northern Bombers is one of Tasmania's premier Australian Rules Football Clubs and are located at Aurora Stadium, Tasmania's only AFL venue.

The Northern Bombers prides itself on fostering a family culture. There have been many times over the years when two or more brothers have played in the same senior side and there have been many families who have had several generations represented in our teams.

The Northern Bombers achieved a well earned honour in May 2006 when it was inducted into the Tasmanian Football Hall of Fame. It is one of only a few Clubs in the State to be so recognised.

The Northern Bombers are a strong and proud Club with a rich history and a large band of loyal volunteers and supporters. It has been well served by the many people who have worked on its management boards and many committees over many years. The Northern Bombers shall long continue to be a major force in Tasmanian football as well as one of the State's most enduring community sporting organisations

History

Australian Rules football has been the major sport in Northern Tasmania since 1886 when the Northern Tasmanian Football Association (NTFA) was founded. North Launceston Football Club had its beginnings in 1893, when it was called Railway. It competed in the NTFA Junior Competition for three years, winning the premiership in 1895 and then being admitted to the senior competition the following year.

Its name was changed to Essendon Football Club in 1898 and in that year the Club won both senior and junior premierships. At the annual general meeting on 9 May 1899, the Club's name was changed again to North Launceston Football Club and it retained its red and black uniform.

Since those early days, the Club has gone from strength to strength, however it has always cherished its northern suburbs origins, and still enjoys having the Club referred to as "Swampies".

North Launceston Football Club spent most of the nineteen hundreds with the red robin as its emblem with the teams being known as the Robins. The Club name and emblem was changed to the Northern Bombers in 1998.

North Launceston Football Club has a proud record on the field. It has been NTFA premiers on twenty five occasions and runners-up on more than thirty. It won Tasmanian State Premierships in 1905, 1906, 1949, 1952, Statewide League Premierships in 1995 and 1998 and was runner-up in the State competition in many other years.

North Launceston Football Club entered the Tasmanian State League in 2009. In 2010 all three sides made the finals with the under 18 team winning the premiership.



Northern Bombers Club Song

Music to "Sunnyside Up"

See the "BOMBERS" fly up, up
To win the Premiership flag
Our boys who play this grand old game
Are always striving for glory and fame
See the "BOMBERS" fly up, up,
The other teams we don't fear
They all try their best
But they can't get near
As the "BOMBERS" fly up

Aurora Stadium

York Park Story

York Park, now known as Aurora Stadium, has always been central to sporting and cultural life in Launceston and the northern region, but it is only since 1999, that it has firmly established itself as the home of AFL football in Tasmania.

There was no doubt that the York Park of 1998 had the potential to be raised to AFL standard. It had played host to many of the State's momentous football moments including perhaps the most famous of all – the 1960 match between Tasmania and Victoria where in front of a crowd of 15,000 the home team won.



It had also played host to many NTFA Grand Finals and has been the home of the North Launceston Football Club since 1893.

There is ample parking around the facility and it is only a five minute walk from the Central Business District where accommodation and restaurants are located.

The State Government struck an agreement with Hawthorn and in 2001, the first year of AFL in Tasmania; there was one game – Hawthorn V Adelaide. The Hawks won in front of a record crowd of 17,460, toppling the previous record of 15,600 at the 1960 Tasmanian triumph against Victoria.

The potential of York Park (now Aurora Stadium) and AFL in Tasmania has been realised.

Aurora Stadium is the home of AFL football in Tasmania and the Northern Bombers home ground.

Functions

Level 1

Level 1 of the Aurora Function Centre is leased from the Launceston City Council (LCC) by the NLFC and is known as Northern Bombers Social Rooms and overlooks the ground and the magnificent Inveresk Precinct. It is a wonderful setting for any type of event you may be planning up to 130 people.



Level 2

Level 2 of the Aurora Function Centre is a well appointed and classy facility for your special event.

With full glass frontage overlooking Aurora Stadium ground, a sunny aspect and first class fittings, this room provides a warm and welcoming atmosphere for all types of special events and can cater for up to 200 people.



- Audio Facilities
- Plasma screens
- Air conditioning
- Lectern
- Bar facilities
- Accessible via lift from ground floor

For cocktails, formal dinners, business lunches, product launches, media briefings and all manner of special occasions - the opportunities at Aurora Function Centre are limitless.

Regardless of the type of event, a function at Aurora Function Centre is certain to be something distinctly different and very memorable for all your clients or guests.



Corporate Partner Objectives

Corporate partnership with the Northern Bombers will seek to:

- Showcase your community involvement and corporate responsibility,
- Create awareness of your business,
- Create an opportunity for business networking
- Provide a facility to entertain employees, customers, suppliers and supporters of your business
- Involve you and your key personnel and families in Club activities,
- Reinforce your branding,
- Build your brand equity and
- Help the Northern Bombers to achieve their goals.

Benefits to your small business

Engaging as a small business partner of the Northern Bombers presents a unique opportunity for your business to associate with the Northern Bombers.

The Northern Bombers understand that different organisations have varied sponsorship requirements therefore our corporate partnership packages can be tailor made to suit your needs.

Corporate partnership benefits include, but are not limited to:

Reputation	Your organisation will achieve goodwill by aligning with the Northern Bombers as well as providing the opportunity to demonstrate your business principles and enhance your corporate image.
Brand Awareness	Your business name and logo will appear on our website (which is currently undergoing a complete restructure), and printed materials. The Northern Bombers also include key corporate partners at special events held throughout the year. You will receive media coverage through our organisation and through advertising. Regardless of your target market, we can reach your existing and potential customers.
Advertising	<i>The Northern Bombers can</i> provide your business with brand recognition through their advertising. The Northern Bombers regularly contact their extensive membership base via email, direct personal mobile telephone text and newsletters, which provides information on upcoming events and current activities. By providing a link within these emails, the Northern Bombers can drive traffic to your business website.

Corporate partnership levels and benefits provide your business with excellent exposure, a persuasive internet presence and a direct link to the Northern Bombers extensive support base



Small Business Partnership Levels and Benefits

The level of your small business partnership contribution determines the range of benefits enjoyed.

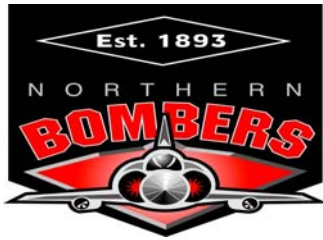
Your business will find the set packages of benefits helpful in determining a suitable level of investment to meet your sales, promotional and community investment needs.

Small Business partnership agreements can be tailored to meet your specific needs including flexible payment arrangements.

Some opportunities include:

- Website and media presence
- Ground signage
- Junior & Club TSL zone development program involvement
- Game day naming rights
- Coaching staff marketing and motivational speaking opportunities
- Match day hosting employees, customers & suppliers at Aurora Stadium
- Club vehicle branding
- Discounts on the use of meeting rooms and function rooms at Aurora Function Centre,
- Attendance at special events and projects,
- Meetings, incentives and conventions,
- Media and advertising opportunities,
- Event / Project / Product exclusivity and
- Tailored State exposure.

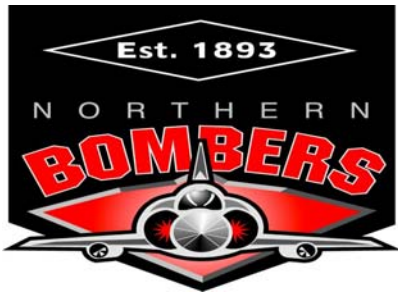




Silver Corporate Partner

\$5,000 per annum

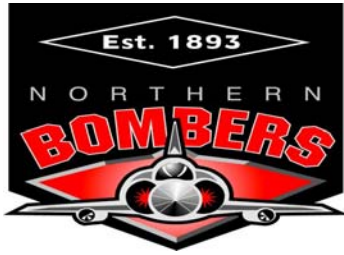
- Your business will be named as a silver corporate partner of the Northern Bombers. This includes your business profile displayed on Club sponsorship boards, web sites, newsletters and in the Annual Report.
- The opportunity for your business to provide promotional material via the Club newsletter that will be delivered to all new members of the Northern Bombers.
- One exclusive home game corporate networking function for 20 persons. The package consists of free gate entry, hosting in the Northern Bombers modern corporate facilities inclusive of complimentary food and beverage up until the conclusion of the senior game.
- Electronic advertising at all Northern Bombers home games by television monitors.
- Coverage on the Northern Bombers website, newsletter and email updates.
- Eight complementary tickets to the annual NLFC “OAMPS Corporate Networking Function” - attended by over 250 guests held in the KWMC Blue Room – level 2 Aurora Function Centre during a high profile home game.
- Invitation for two persons to attend our end of season Trophy Night – attended by over 200 people.
- Fifty Admit One Adult Home Passes - free gate entry to the nine home games played at Aurora Stadium.
- Two complementary Club merchandise packages including Jacket, polo top, hat, gear bag and refreshment holders.
- Two complementary tickets to any Club match day function inclusive of the “Presidents Luncheon” – 20% discount on any additional tickets.
- Opportunity to address the players and supporters tea to increase business awareness.
- 20 % discount on function and meeting room hire.



Bronze Corporate Partner

\$2,500 per annum

- Your business will be named as a bronze corporate partner of the Northern Bombers.
- Coverage on the Northern Bombers website, newsletter and email updates.
- 4 complimentary tickets to the annual NLFC “OAMPS Corporate Networking Function” - attended by over 250 guests held in the KWMC Blue Room – level 2 Aurora Function Centre during a high profile home game
- 25 Admit One Adult Home Passes - free gate entry to the nine home games played at Aurora Stadium.
- A complimentary Club merchandise package including Jacket, polo top, hat, gear bag and refreshment holder,
- Two complimentary tickets to any Club match day function inclusive of the “Presidents Luncheon” – 20% discount on any additional tickets
- 20 % discount on function and meeting room hire



Gold Card Corporate Partner

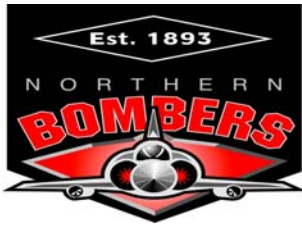
\$700 per annum

The Gold Card corporate partner package allows a business representative and a guest to attend any of the Northern Bombers home games.

The package consists of free gate entry, hosting in either the Northern Bombers modern corporate facilities inclusive of complimentary food and beverage up until the conclusion of the senior game or being hosted by the “Northonians” – the Clubs past players and officials team in their bar located within the Gunns Stand. The Northonians bar allows for a more social day at the football and also has TOTE facilities.

When the Gold Card partner notifies the Club of the elected venue arrangements are made to cater to such requests. As the Northonians do not have food facilities, vouchers are provided for the partner and guest to access food from any of the Club catering facilities.





Player Individual Sponsorship

\$550 per annum

Each North Launceston Football Club Incorporated (NLFC) player is requested to find an individual sponsor to assist with offsetting the annual player expenses. As many NLFC players are young men involved with educational pursuits, finding their own corporate partner to support them is difficult.

NLFC helps these players by approaching local businesses requesting they encourage these young men in their aim of competing at the highest level of their skills and abilities and to further develop their playing career.

Players are NLFC's greatest asset. It costs NLFC approximately \$200,000 per season to provide the players with the following:

Player Facilities and Programs

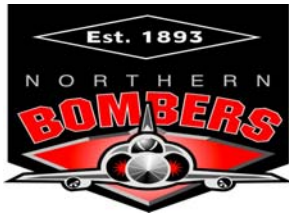
- Home games are played at the best football facility in Tasmania (arguably Australia), Aurora Stadium;
- Training is principally conducted on Invermay Park (adjacent to Aurora Stadium). In addition at least 25 training sessions per season are held on Aurora Stadium;
- Players are provided with all NLFC playing attire;
- Players are provided with NLFC's uniform inclusive of pre-season training attire;
- Players are provided with in house gymnasium facilities;
- NLFC provides a comprehensive 3 nights per week training program overseen by the NLFC Head Coach Jeff Dunne (duel St. Kilda Football Club Best and Fairest winner, former Victorian VFL representative and former Tasmanian Football Captain) and assistant coaches supplemented by day and weekend training and rehabilitation programs;
- NLFC provides Strength and Conditioning and other specialist Coaches to manage players' individual improvement strategies throughout the year;
- NLFC provides a qualified sports training team supervised by a qualified medical practitioner to support players prepare for training and games and manage injury and rehabilitation;

Player Facilities and Programs cont...

- NLFC provides swimming pool rehabilitation sessions throughout the season and further provides any registered player with a three month Launceston Aquatic membership during period of prolonged rehabilitation;
- NLFC provides specialist development opportunities for players. In season 2010 NLFC launched the Drive to Arrive program where its under 18 team attended a full day safety driving training at Symmonds Plains Raceway delivered by John Bowe Driver Training;
- NLFC provides players with an assortment of meals and non alcoholic beverages inclusive of pre-season BBQ's, in season weekly player teas prepared by a qualified chef and match day recovery food and beverage;
- NLFC regularly provides guest speakers to inform and further educate players on topics such as drugs and alcohol;
- NLFC provides consultants to educate and manage programs for players on topics such as nutritional requirements;
- NLFC provides each player with a home and away free gate entry pass and provides each player with 20 home game free admittance passes to encourage the player to invite family and friends to each NLFC home game to support and encourage the player. This player benefit alone costs the NLFC \$160 per player; and
- NLFC upgrades basic travelling away transport over and above AFL Tasmania's grant funding to ensure players arrive at the venue at the most appropriate time in order to maximise player welfare and performance.

In return for a business supporting a NLFC player, the business owner shall receive the following:

- Business identified on NLFC's website located in the individual player profile section;
- Business identified in multi-media slide show in NLFC's club rooms and via ground screen during and after match days;
- Business provided with 20 adult admit one tickets to NLFC home games;
- Business owner provided with an invitation for two to attend the annual "OAMPS Networking Corporate Function" held at Aurora Function Centre during a prominent match day;
- Business owner invited to the annual NLFC player Guernsey Presentation Evening;
- Business owner awarded full membership of NLFC for that season,;
- Business owner invited to all match day corporate functions with a 30% discount offered to all associated attendees; and
- Business owner invited to one player tea as a guest of the sponsored player.



Home Game Corporate Network Hosting 2011

- Market and promote your business whilst having fun with your dedicated and loyal employees, customers and suppliers!
- Reward people who have assisted your business becoming successful in Tasmania!
- Reward yourself for going the extra yards!
- NLFC participates in the highest standard of Australian Rules Football (AFL) in Tasmania at Aurora Stadium, one of the best football and corporate hosting facilities in Australia.
- Come along to our home games as an individual, or bring along small or large groups of friends, employees, clients and or suppliers. Meet other business people in a warm, friendly and non threatening environment.
- Watch excellent live Tasmanian football in modern and fully equipped facilities

Services

(based upon three hours)

Complimentary gate entry

Quality footy finger food

CUB Bulk beer, soft drink and our selected wine

Rates

1-10 guests \$66.00 per person

11-20 guests \$55.00 per person

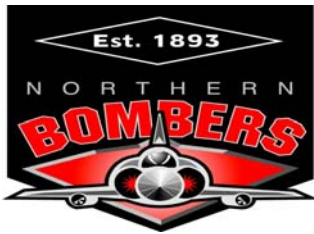
21 & over guests..... \$ 44.00 per person

For availability and bookings call the club Head of Marketing and Promotions

Mr Ian McCallum

0411 702 197

Email: ian.mccallum@rhtas.com.au



**ALF Corporate Hosting at
Aurora Stadium 2011**

The Club has limited opportunities left in season 2011 for corporate hosting during Hawthorn games played at Aurora Stadium.

Tables of 10 inclusive of gate entry, meals and basic beverages hosted in the Aurora Function Centre Level1 cost \$2,100.

For availability please contact General Manager Rob Donnelley on 6334 2359.

2011 Tasmanian State League (TSL) Fixture

Round	Date	Day	Northern Bombers Against	Venue	Day/Night	Seniors Commence	Colts Commence
1	08-Apr-11	Friday	South Launceston	Aurora Stadium	Night	7.40pm	5.10pm
4	30-Apr-11	Saturday	Glenorchy	Aurora Stadium	Day	1.10pm	10.40am
7	28-May-11	Saturday	North Hobart	Aurora Stadium	Day	2.00pm	11.30am
8	05-Jun-11	Sunday	Launceston	Aurora Stadium	Day	1.00pm	10.30am
10	26-Jun-11	Sunday	Burnie	Aurora Stadium	Day	1.00pm	10.30am
11	02-Jul-11	Saturday	Devonport	Aurora Stadium	Day	2.00pm	11.30am
14	22-Jul-11	Friday	Launceston	Aurora Stadium	Night	7.40pm	5.10pm
17	20-Aug-11	Saturday	Glenorchy	Aurora Stadium	Day	2.00pm	11.30am
18	26-Aug-11	Friday	South Launceston	Aurora Stadium	Night	7.40pm	5.10pm

Mission Statement

- To maintain at all times the highest levels of professionalism and integrity.
- To compete successfully in the highest level of competition available.
- To facilitate opportunities for players of all age groups to achieve their maximum potential.
- To continue to earn, maintain and build on the wide-spread support and respect of the community.
- To provide facilities and a social environment which will encourage member support and participation.
- To provide a high profile medium which will ensure our continuing attraction to the corporate sector.
- To at all times recognise our responsibility as custodians of the history, tradition and future of the Club.

Glorious in Victory, Valiant in Defeat

Accreditations

All coaches have completed as a minimum AFL Level 1 coaching certificate.

All Bar Staff have completed Responsible Serving of Alcohol (RSA) course and have been awarded RSA certificates by the Commissioner of Licensing Tasmania.

Certificate for level 1 accreditation in the Australian Drug Foundation Good Sports Program.





Friends for Life (FFL)

NLFC proudly supports FFL as its preferred charity.

FFL is a non-profit organisation supporting young adults, aged 18 - 40, on their journey with cancer.

FFL celebrates the life and experiences of Natalie Daley, who in her 24 years, achieved much and inspired many.

Natalie passed away in 2008, after a 5 year battle with Hodgkins Lymphoma.

Her journey with cancer gave everyone that knew her an unwanted personal introduction into the gap in the health system for adolescents and young people, and the impact that cancer has on them, their siblings, parents, families and friends.

Join in the journey, offer your support and help give other young adults living with cancer, memories that will last a lifetime.

As a partner with the Northern Bombers, FFL can have a link to your company web site also.

Contact us

Courtney Fechner
President
Friends for Life Inc
7 Industry Lane
Coburg VIC 30

Mobile: 0408905887

info@friendsforlife.org.au

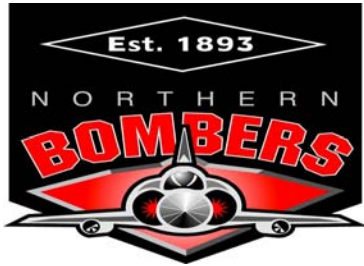
www.friendsforlife.org.au

FFL is an Incorporated Association in Tasmania and is required under law, to comply with the Associations Incorporation Act 1964. This includes annual auditing by an external auditor.

ABN: 71 206 457 690

FFL are recognised by the Australian Taxation Office (ATO) as a charity and are required to submit specific financial information on an annual basis.

FFL are approved by the Australian Taxation Office as a Deductible Gift Recipient and Tax Concession Charity and therefore all donations are fully tax deductible.



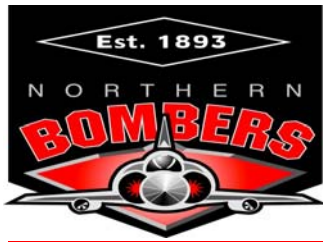
The Northern Bombers would welcome the opportunity to discuss the corporate partnership proposal further at any time convenient to you.

Contact Us

Thane Brady
President and Corporate Partner Director
North Launceston Football Club Incorporated
PO Box 1453
Launceston Tas 7250

Phone: 03 6334 2359
Mobile: 0418 130 005
northern.bombers@bigpond.com.au
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Application for Corporate Partnering

Company / Business Name	<input type="text"/>
Contact Person	<input type="text"/>
Postal Address	<input type="text"/>
Phone	<input type="text" value="Landline"/> <input type="text" value="Mobile"/>
Fax	<input type="text"/>
Email	<input type="text"/>

Level of Corporate partnership:

- Gold Card
- Silver
- Bronze
- Player

Details of any other corporate partnering requirements:

North Launceston Football Club Incorporated is an incorporated association in Tasmania and is required under law, to comply with the Associations Incorporation Act 1964.

This includes annual auditing by an external auditor

ABN 47 003 095 526