



Established 1954

2017 CTTFA Season

Dear Sir/Madam,

CONSIDERATION OF SPONSORSHIP FOR BELLVILLE CITY FC (“BCFC”)

BCFC is a proud amateur community-based club in the Bellville area. Situated just off Durban Road at the PP Smit Sports Grounds, the club caters for a multitude of teams across mini (foundational phase), junior and senior divisions and expects to boast **over 450 active members across all demographic groups of our country for the upcoming season:**

- **15 Mini / Junior teams, ranging from U7 to U19 age groups**
- **8 Senior teams**

The club is part of the Cape Town Tygerberg Football Association and is managed by a strong elected Committee, who are striving to improve the service we provide to the football players and the community.

We are proud of the fact that we retain very low subscription fees in comparison to neighbouring clubs, in order to make the club and sport more accessible to all within the community.

One of the aims of BCFC for this year is to attract sponsors that can assist the club in covering operational expenses related to running a football club, whilst also providing brand coverage and value to the sponsors brand via the association with the club.

As such, it is our pleasure to present several commercial sponsorship options for your consideration.

Commercial Sponsorship Options:

Bellville City 1st XI Only

- 1) **R25 000 cash sponsorship for the season (April – October 2017), which will include:**
 - a) Your company name/logo on the front of the **1st Team match day jerseys (Home and Away)**. Being in the Cape Town Tygerberg FA Premier Division, they travel all around the peninsula playing football, hence ample brand visibility opportunity. We would also give your company the right of first refusal for the sponsorship of upcoming seasons.

Note: We have a standard kit design and supplier in place, hence would arrange branding via the supplier and in consultation with your company.
 - b) Your company would have the right to place advertising boards (max. 4) for the season in or around the club and/or around the perimeter of the 1st team pitch at PP Smit fields.

PP Smit Sports Ground, Bellville

Sean Smit (Chairman), Kim Wiehan (Vice Chairlady – Juniors), Andrew Goodrich (Vice Chairman – Seniors), Tracey Snare (Treasurer)



- c) Your company will have the right to have primary real estate on Bellville City FC's website (www.bellvillecityfc.co.za), i.e. Home Page, Merchandise Page, 1st Team Page - to a maximum of 4 pages, including click through to your company website (if applicable).

2) **R10 000 cash sponsorship for the season (April – October 2017), which will include:**

- a) Your company name/logo on the front or back of the **1st Team warm up/training top**. Our teams travel all around the peninsula playing football, hence ample brand visibility opportunity. We would also give your company the right of first refusal for the sponsorship of upcoming seasons.

Note: We have a standard kit design and supplier in place, hence would arrange branding via the supplier and in consultation with your company.

- b) Your company would have the right to place advertising boards (max. 2, at own cost) for the season in or around the club and/or around the perimeter of the 1st team pitch at PP Smit fields.
- c) Your company will have the right to have secondary real estate on Bellville City FC's website (www.bellvillecityfc.co.za), i.e. Merchandise Page, applicable team page, to a maximum of 2 pages, including click through to your company website (if applicable).

All other Bellville City Senior & Junior Teams

3) **R10 000 cash sponsorship for the season (April – October 2017), which will include:**

- a) Your company name/logo on the front of the **team match day jersey**. Our teams travel all around the peninsula playing football, hence ample brand visibility opportunity. We would also give your company the right of first refusal for the sponsorship of upcoming seasons.

Note: We have a standard kit design and supplier in place, hence would arrange branding via the supplier and in consultation with your company.

- b) Your company would have the right to place advertising boards (max. 4, at own cost) for the season in or around the club and/or around the perimeter of the 1st team pitch at PP Smit fields.
- c) Your company will have the right to have primary real estate on Bellville City FC's website (www.bellvillecityfc.co.za), i.e. Home Page, Merchandise Page, to a maximum of 4 pages, including click through to your company website (if applicable).



4) **R5 000 cash sponsorship for the season (April – October 2017), which will include:**

- a) Your company name/logo on the front or back of the **team warm up/training top**. Our teams travel all around the peninsula playing football, hence ample brand visibility opportunity. We would also give your company the right of first refusal for the sponsorship of upcoming seasons.

Note: We have a standard kit design and supplier in place, hence would arrange branding via the supplier and in consultation with your company.

- b) Your company would have the right to place advertising boards (max. 2, at own cost) for the season in or around the club and/or around the perimeter of the 1st team pitch at PP Smit fields.
- c) Your company will have the right to have secondary real estate on Bellville City FC's website (www.bellvillecityfc.co.za), i.e. Merchandise Page, applicable team page, to a maximum of 2 pages, including click through to your company website (if applicable).

Other / General Sponsorship Options

5) **R3 500 cash sponsorship for the season (April – October 2017), which will include:**

- a) This would enable the team to acquire:
- i) Six (6) training footballs
 - ii) A football ball bag, which would **include you company name/logo on the bag**.
 - iii) Twenty (20) warm-up/training cones.
 - iv) An agility ladder for match day warm up/training
- b) Your company would have the right to place an advertising board (at own cost) for the season in or around the club and/or around the perimeter of the 1st team pitch at PP Smit fields.
- c) Your company will have the right to have secondary real estate on Bellville City FC's website (www.bellvillecityfc.co.za), i.e. Applicable team page, to a maximum of 1 page, including click through to your company website (if applicable).

6) **R2 000 Advertising/Marketing sponsorship for the season (April – October 2017), which will include:**

- a) Your company will have the right to have primary real estate on Bellville City FC's website (www.bellvillecityfc.co.za), i.e. Home Page, Merchandise Page, to a maximum of 4 pages, including click through to your company website (if applicable).
- b) Your company would have the right to place an advertising board (at own cost) for the season in or around the club and/or around the perimeter of the 1st team pitch at PP Smit fields.



- 7) **R1 000 Advertising/Marketing sponsorship for the season (April – October 2017), which will include:**
- a) Your company will have the right to have secondary real estate on Bellville City FC's website (www.bellvillecityfc.co.za), i.e. Home Page, Merchandise Page, to a maximum of 2 pages, including click through to your company website (if applicable).
 - b) Your company would have the right to place an advertising board (at own cost) for the season in or around the club and/or around the perimeter of the 1st team pitch at PP Smit fields.

I hope and trust that the above commercial options to partner with BCFC in a sponsorship arrangement is deemed an attractive and beneficial one for your company, from a brand and CSI initiative perspective.

Please feel free to contact myself or our Chairman, Sean Smit (sean@bellvillecityfc.co.za or 083 360 7233), should you require any further information about the club or that proposed above.

Otherwise, we look forward to discussing the opportunity further with you.

Yours in Sport

Andrew Goodrich
Senior Vice-Chairman

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