

# PARTNERSHIP PROPOSAL 2024



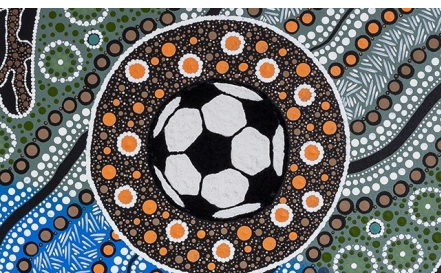
FESTIVAL OF  
COMMUNITY  
SOCCER

16TH MARCH 2024

EMPOWERING  
WOMEN AND  
GIRLS

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# INTRODUCTION



Dear Prospective Partner,

Join us in creating a lasting impact on our community through the **Festival of Community Soccer 2024**. This initiative, born from the dedication of passionate volunteers, goes beyond a soccer celebration – it's a movement to empower women and girls, fostering opportunities, confidence, and a sense of belonging.

Soccer, at the core of our initiative, is seen as a catalyst for positive change. The Festival of Community Soccer is a commitment to breaking down barriers and opening doors to empowerment and equality. Your support is pivotal in making a significant impact on the lives of women and girls through soccer. We invite you to be an essential part of this transformative journey.

Thank you for considering this opportunity. We eagerly look forward to collaborating with you to make the Festival of Community Soccer 2024 an inspiring and inclusive event.

Warm regards,  
The Festival of Community Soccer



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Embarking on the Festival of Community Soccer 2024 is a testament to the collective vision of dedicated volunteers deeply entrenched in their love for soccer and a genuine commitment to community development. Beyond being a conventional sports event, this festival has evolved into a dynamic platform that transcends boundaries, symbolizing empowerment, inclusivity, and positive change within our community.

Inspired by the 2023 FIFA Women's World Cup in Perth, the festival strategically aligned itself with the global soccer stage, aiming to bring the spirit of international soccer to a local level by creating a unique 'cup' for women and girls, fostering a sense of pride and belonging.

More than a mere celebration, the **Festival of Community Soccer** deliberately leverages soccer's transformative power for the betterment of our community. Anchored in the principles of unity, opportunity, and equality, the festival redefines traditional sports gatherings, providing a distinct platform for women and girls to showcase their skills and experience the profound benefits of community involvement through soccer.



# BACKGROUND



# TIMELINE OF EVENTS

- **DECEMBER 3RD: GEORGE ST FESTIVAL**  
Official presentation at George St Festival.
- **FEBRUARY 10TH: SPONSOR RECEPTION AT FCFC**  
Festival will be announced as part of Fremantle City Football Club 's open day.
- **MARCH 16TH: FESTIVAL DAY**  
Mass participation 5-a-side competition Walyalup at (Fremantle) Oval.



# SPONSORS INFO



Your sponsorship is a pivotal investment in the **Festival of Community Soccer**, fueling empowerment for women and girls through soccer. With different options, your support guarantees brand visibility, community engagement, and a significant role in fostering positive change:

INVESTMENT	Amount
<del>Platinum Sponsor (1 only):</del>	<del>\$10K</del>
Gold Sponsor (2 only):	\$7K
Major Sponsor (3 only):	\$5K
Bronze (Max 5) :	\$2.5K

# BENEFITS

	PLATINUM	GOLD	MAJOR	BRONZE
<b>LAUNCH EVENTS</b>				
Speaking opportunity at 3 launch events.	At 3 events	At 2 events	At 1 event	-
Sponsor acknowledgement at launch events .	✓	✓	✓	✓
<b>SPONSOR SIGNAGE</b>				
Invitation to erect and use a promotional marquee at Fremantle Oval.	✓	✓	-	-
Arena advertising inside and outside at Fremantle Oval.	✓	✓	✓	✓
<b>MEDIA</b>				
Sponsor acknowledgement in all media releases to newspapers, radio and TV.	✓	✓	✓	✓
Social media posts acknowledging sponsorship level.	3 exclusive posts	2 exclusive posts	1 exclusive post	Event posts
<b>PROMOTIONAL MATERIAL</b>				
Sponsor logo to be on all event collateral including on players' certificate of participation.	✓	✓	✓	✓

# HOW THE PROJECT WILL BE PROMOTED



TACTIC	HELP FROM	BY WHEN
Stakeholder meetings	Local governments peak bodies, football clubs	
Social Media Campaign	Football West, Football Clubs	November
EDMs	Football Clubs	
Media Launches	All partners	December
Video Messages	Star players	
Media Releases	All partners	December

**COMMUNICATION PLAN**



# EVALUATION THE EVENT

## VISITORS IN 2023

We estimate there were 600 visitors at Fremantle Oval on Saturday and 400 at Tompkins Park on Sunday.



## VISITORS IN 2024

Anticipating a vibrant turnout, we project an increase in visitors for 2024, especially with the event falling in the middle of March, marking the end of summer—a historically favourable period. We have confidence in the enthusiastic participation of our community, making the upcoming event a resounding success.



# OUR SUPPORTERS

Join the growing number of supporters for this special event!

**Mel Spillman (Woods),  
Aboriginal Artist.**

"Djookan Spirit," is a visual masterpiece that symbolizes the growth and development of girls through sports.



This captivating piece not only celebrates the spirit of soccer but also embodies the essence of knowledge-sharing, teaching, and learning.

To explore more of Mel's remarkable work, visit [www.maarakoolart.com](http://www.maarakoolart.com)

We extend our sincere gratitude to Mel Spillman for infusing our event with her artistic brilliance and meaningful representation.

PROUDLY CO-HOSTED BY



THANK YOU!



Community Bank  
Fremantle





# CONCLUSION

Thank you for considering partnership with the **Festival of Community Soccer**. Together, let's create an inspiring and inclusive event that champions empowerment and positive change through soccer. We look forward to the opportunity to collaborate and make a lasting impact within our community.

## OUR SOCIALS

 @festivalofcommunitysoccer

 @girlsfestivalofcommunitysoccer

 [www.festivalofcommunitysoccer.com.au](http://www.festivalofcommunitysoccer.com.au)