

TOWARDS

ZERO

TAC

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ZERO ... the only acceptable number





LINDON WAY

President

Multiple Teams, One Club

P R E S I D E N T

2024 promises to be a very exciting time at the Hillside Football Club. As we enter our 25th year of operation, there is no greater time to jump onboard the Sharks as a corporate sponsor with many opportunities to invest in this great community club.

We know times are tough with rising costs, but we believe that the corporate partner value proposition at the emerging Hillside Football Club offers a great platform and partnership opportunity for your business.

Local sport and broad community participation is at the heart of what we do at the Hillside Football Club boasting players from Under 8's to 16's in our juniors right through to our senior and super's programs. HFC is super excited to welcome a second Senior Women's team in 2024 which provides even greater pathways to our young female players who have had fantastic success at u14, 16 and 18 levels. Our male program continues to go from strength to strength winning a Senior Reserves premiership in 2023 and fielding 3 supers/masters teams and a thirds team for the first time in our history.

The club is committed to our 'local' players and will endeavour to ensure our upcoming junior players make the transition to play senior football with The Sharks. Our junior contingent is as strong as always, with multiple teams in each age group. We aim to teach and develop all junior players to ensure they enjoy the game whilst learning the required skills.

Five junior sides made finals in 2023 with two of these eventual premiers (U16s youth girls and u14 Mixed Div 6). Four of our seven senior group sides made finals, culminating in our reserve's premiership. Our senior men's side won its first final in Division 1 and first since 2013.

At HFC, we aim to have a broad, inclusive, family-oriented club for all abilities. We believe in a one club, multiple teams' philosophy and is something that we are especially proud of. HFC is about more than just football though. Hillside Football Club operates in the City of Melton and continue our strong leadership in raising awareness for many community issues and initiatives. In 2023 we again led our community in supporting the TAC's Zero campaign to ensure that we are all safer on our roads. Our indigenous round and playing jumper were a great reflection on our cultural awareness and diversity. Violence against women and pride rounds are other key initiative that the HFC continue to support and have been embraced by our members and supporters for many years now.

If you would like to be a part of our club, sponsor or have an innovative idea to share about how we can help each other, then please be sure to get in touch with our Sponsorship Manager, Sebastian Buccheri on 0411 201 908 or me directly on 0419 754 053.

We are looking forward to continued growth across our whole club.

Regards
Lindon Way
President
Hillside Football Club



Hillside Football Club

KEY STATS

753
MEMBERS

24
PROUD YEARS

As a community club
playing at the
highest level of football
available in
Victoria



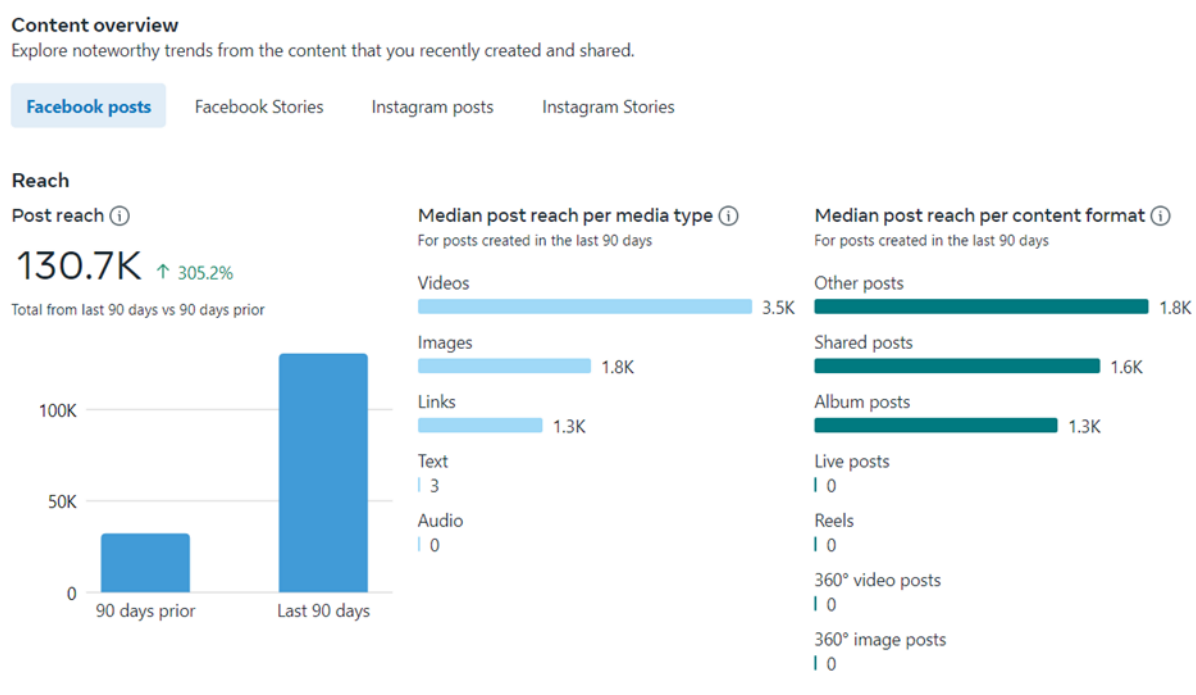
21 & 500+
TEAMS & PLAYERS

Across Junior Boys and
Girls, Senior Men, Senior
Women and Super
competitions

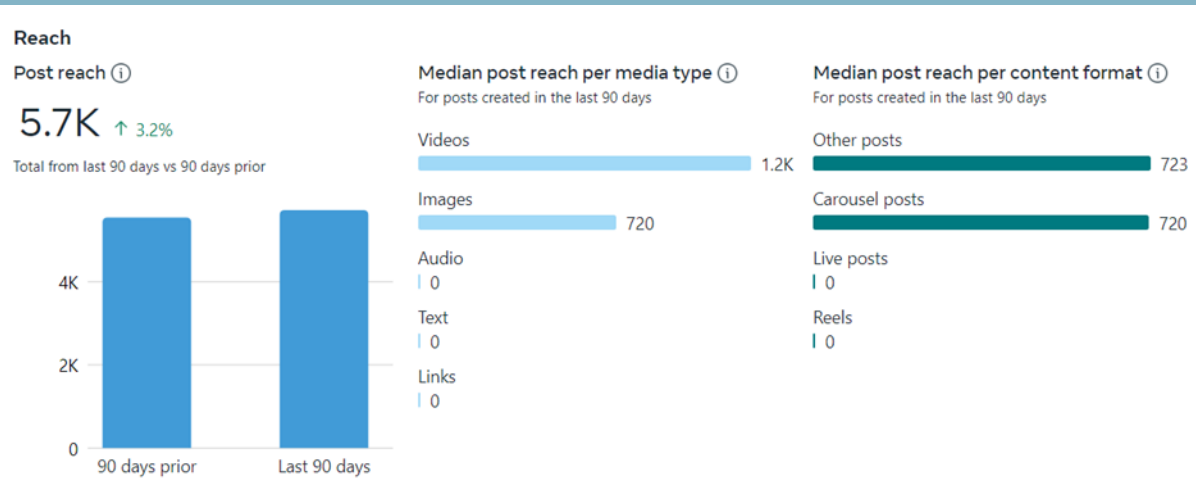
KEY MEDIA STATISTICS

2023 season – 1st January to 31st October

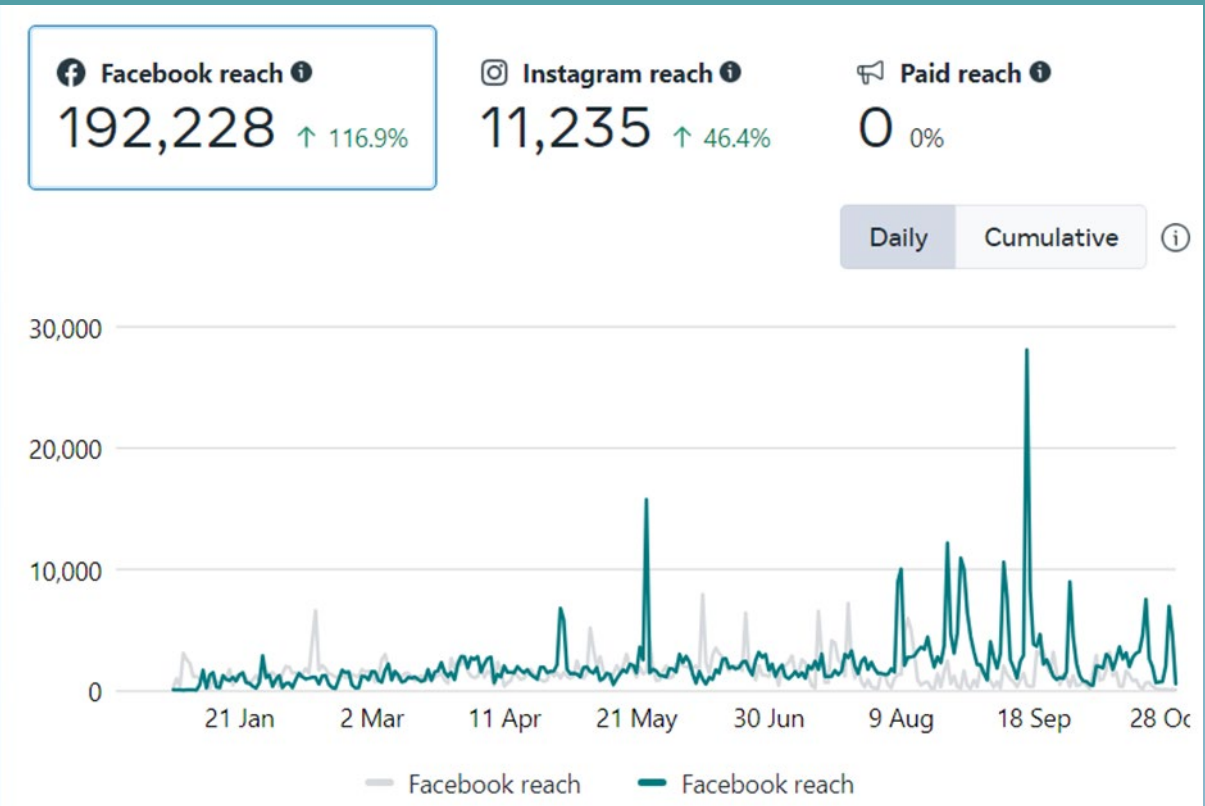
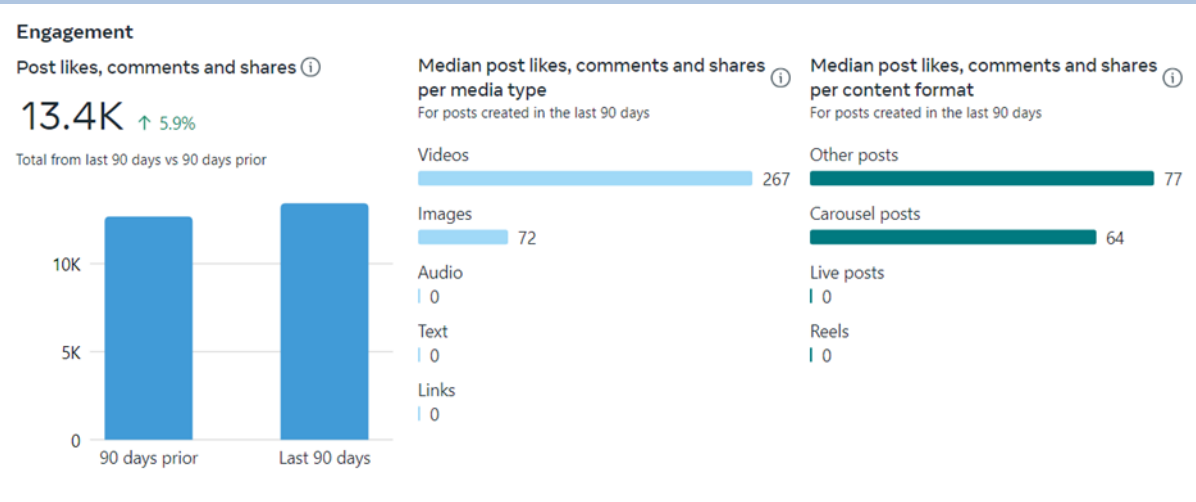
Facebook



Instagram



Instagram Engagement



COMMUNITY

Hillside, Sydenham,
Caroline Springs,
Taylors Lakes, Taylors Hill,
Plumpton, Fraser Rise, Rockbank

Average Home Game
Attendance
1,000



TEAM COMMITTED



OUR HISTORY

The Hillside Football Club known as “The Sharks” was formed in 1999.

With passion, strength and continued success, the Club has grown to be a force in the Essendon District Football League.

The Sharks have a substantial representation of junior teams, Under 18.5's, a successful Reserve side and a thriving up-and-coming Senior side primed for premiership success.

As a competitive football club, we are serious about our future.

The Sharks, a family-friendly club with strong values centered on:

Strength
Honesty
Agility
Respect
Knowledge
Success

is a successful club both on and off the field.

With quality people running and playing for the Club, development and sustainability is our singular aim.



OUR SUCCESS

1999	Club Commences Operations
2000	
2001	
2002	Under 13/14 Premiers (Div 2)
2003	
2004	
2005	
2006	
2007	Under 18 Premiers
2008	Under 18 Premiers
2009	
2010	Under 16 Premiers (Div 5)
	Under 13/14 Premiers (Div 2)
	Under 14 Premiers (Div 5)
2011	
2012	Reserves Premiers (Div 2)
2013	Seniors Premiers (Div 2)
	Reserves Premiers (Div 2)
2014	Under 13/14 Premiers (Div 1)
2015	Under 16 Premiers (Div 5)
2016	Under 18 Premiers
2017	
2018	Under 18 Girls Premiers (Div 2)
	Under 15 Premiers (Div 6)
	Under 13 Premiers (Div 5)
2019	Reserves Premiers (Div 1)
	Under 15 Premiers (Div 2)
	Under 13 Premiers (Div 4)



2021	Under 16YG Premiers Under 14 Div 2 Premiers	2022	Under 16 Boys Premiers (Div 2) Under 18.5s Premiers (Div 1)	2023	Reserves Premiers (Div 1) Under 16 Girls Premiers (Div2) Under 14 Mixed Premiers (Div 6)
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WINNING CULTURE

INFRASTRUCTURE



ACHIEVEMENTS IN 2019-2023

CHANGING ROOMS

Works were completed on the construction of new change rooms during season 2019 and were ready for the Senior Womens clash on 28 June. These rooms provide a female friendly environment and improve our player facilities.

CLUBROOMS EXPANSION

August 2021 saw the commencement of a 750k refurbishment of the HFC social rooms including a new bar and an additional 60sqm of space.

BORONIA RESERVE DEVELOPMENT

Boronia Reserve has been identified as the club's second home ground. Installation of lights were completed in early November 2019 which will provide the club with new night-time training facilities.

FENCING

New fencing around Hillside was installed, in conjunction with the SHCC. This creates a modern looking facility and adds a level of safety for all those on gameday.





COMMUNITY PRIDE

We all have someone to drive safely for.

For your support this weekend,
stand together for safer roads.



ACTIVE KIDS

We work closely with community partners such as schools, other sports clubs and groups to encourage kids to participate in football – it keeps kids active, helps develop social skills, friends and most importantly it's fun!

ANTI-BULLYING

We are aware of our responsibility to provide a safe and fun environment for everyone to enjoy. We educate kids on anti-bullying behaviour and have a policy in our code of conduct.

MULTI-CULTURAL

We encourage members from all cultures and we are proud to have a diverse membership base at the club. We voluntarily raise awareness by having a football round dedicated to raise multi-cultural awareness.

EQUALITY

The club welcomes people of all ages, race, culture and sex. We have an anti-discriminatory policy in our code of conduct.

ANTI-VIOLENCE

We have an anti-violence policy and raises awareness of this with a round dedicated to this cause where all senior teams make an anti violence pledge before their games.



I WILL STAND UP,
SPEAK OUT &
ACT TO PREVENT
MENS VIOLENCE
AGAINST WOMEN.
THIS IS
MY OATH! SH

SPONSORSHIP OPTIONS

Our 2024 Sponsorship packages offer a range of options to suit everyone, from individuals right through to corporate packages. Below are our current packages which we are more than happy to customize in order to meet any specific requirements or budgets.



PLATINUM

\$ 5,000 +

Customised packages which may include prominent fence signage, website & social/digital media advertising, merchandise advertising and club events.



GOLD

\$ 3,000

Large fence signage, website & social/digital media promotions and club events.



BRONZE

\$ 1,500

Small fence signage, website & digital media promotion



COMMUNITY PARTNER

\$ 500

Website exposure and opportunity to promote business to club members on Tradies Corner

PLATINUM PACKAGE

\$5,000+

(2 - y e a r c o m m i t m e n t)

> ADVERTISING BENEFITS

- Large fence sign prominently located at Shark Park
- Digital advertisement on scoreboard
- Sponsorship promoted via social media plus 7 mentions during season
- Logo placed onto thesharks.com.au Sponsor page & season merchandising tops, including the possibility of logo placement on playing apparel.
- Special promotional days on Good Friday Blockbuster, Registration Day (Feb)

> EVENTS

- 2 x Annual Ball tickets
- 2 x Presidents Lunch tickets
- Opportunity to promote you, your staff and your organisation at Club functions and training sessions (including Presentation Days)

> MERCHANDISE

- 2 x Club Polos

GOLD PACKAGE

\$3000

(2 - y e a r c o m m i t m e n t)

> ADVERTISING BENEFITS

- Large fence sign at Shark Park
- Digital advertisement on scoreboard
- Sponsorship promoted via social media plus 4 mentions during season
- Logo placed onto thesharks.com.au Sponsors page
- Logo placed on junior and senior warm up tops

> EVENTS

- 2 x Presidents Lunch tickets
- 1 ticket to event of choice – at club

> MERCHANDISE

- 1 x Club Polo

Both the platinum and gold packages have customisable options, some of which may include naming rights for hillside recreation reserve, event sponsorship etc. Naming Rights for Hillside Reserve for commitments greater than \$10,000 per annum, minimum 2 years

BRONZE PACKAGE \$1,500

(2 - y e a r c o m m i t m e n t)

> ADVERTISING BENEFITS

- 1 x small fence at Shark Park
- Sponsorship promoted via social media plus 2 extra mentions during season
- Logo placed onto thesharks.com.au Sponsors page

> EVENTS

- 1 x Presidents Lunch tickets
- Opportunity to promote your organisation at Club functions

COMMUNITY PARTNER PACKAGE \$500

(1 y e a r c o m m i t m e n t)

> ADVERTISING BENEFITS

- Rolling digital advertisement on Club TV (within Club Rooms)
- Logo placed onto thesharks.com.au Sponsors page
- Opportunity to promote business at one club event

> EVENTS

- 1 x Presidents Lunch ticket

KEEN TO SUPPORT?

To talk through any of our sponsorship options or request a customisation please reach out to:

Sebastian Buccheri
Sponsorship Manager
0411 201 908
symmetrymove@gmail.com





Sponsorship Agreement Season 2024

Between

The Hillside Football Club

&

(insert Business or Individual Name)

Sponsorship Agreement

This forms an agreement between both parties. This agreement is bound to the terms and conditions set out herewith and shall be abided by all signatories.

COMPANY NAME _____
AUTHORISED BY _____ SIGNATURE _____
POSITION _____
ADDRESS _____
TELEPHONE _____
EMAIL _____

Particulars of Agreement

- 1. The standard particulars included in Sponsorship prospectus.
- 2. Logo to be supplied ASAP, so as the HFC can commence advertising and design of materials
- 3. Hillside FC to have banner/signage up as soon as possible, ensuring maximum benefit for the sponsor
- 4. Full payment or agreed instalments of _____
shall be paid within 14 days of invoice and no later than 1st April if payment is being made in FULL.
- 5. Tickets to events to be supplied to Sponsor at least 2 weeks prior to event commencement.

Mutually agreed upon package extras / Conditions:

- 1. _____
- 2. _____
- 3. _____
- 4. _____

Signatories

I _____ of _____

_____ AGREE TO THE TERMS AS SET OUT ABOVE.

Signed: _____ Name: _____

HFC Signatory: _____ Date _____

Name: _____