



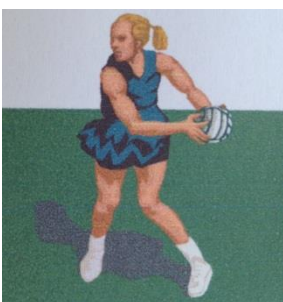
**Bentleigh Football Netball
Club
Dragon Club**



2018

Partnership Proposal

Proudly Supporting:



Coterie Group

ABN: 78 589 336 417

Address: 1/2 Independence St Moorabbin 3189

Community, Care, Pathway, Development, Success



Bentleigh Football Netball Club Dragon Club



Contents:

1. The Dragon Club
2. Dragon Club Coterie Group Charter
3. Advertising and Partnership Invitation
4. Nightlife Disability Services
5. Project 37
6. Bentleigh Football Club
7. Bentleigh Netball Club
8. Meet Our Partners 2017
9. Partnership Registration Form



Bentleigh Football Netball Club Dragon Club



The Dragon Club

Coterie Group

The Dragon Club was formed in 2013 by a group of 10 business men, all past players of the Bentleigh Football Club and all passionate about the club. The members, most of whom did not have time to dedicate to the club full time wanted to find a way to support the club in their own time and utilizing their own specialist skills.

The Dragon club operates outside of the football / netball club and does not run the club, committee or football department. The Dragon Club's focus is on business partnerships, marketing and sponsorship. Building and growing an extensive network of business partnerships, products and services.

Through this we seek to not only benefit the Bentleigh Football Netball Club but also create pathways and opportunities for young men and women in our community. We also seek to contribute to the community through charitable donation and our own provident fund.

The Dragon Club will be the major driver behind a Season Launch each year and continue the long and much loved tradition of the Sponsors lunch and ever growing Dragon Club business lunch.

Current Dragon Club Coterie Group Members 2018

Chairman - Brett Marshall	Managing Director Cambridge Plumbing P/L
Vice Chairman - Aaron Clough	National Account Manager Samsung Australia
Treasurer - Mark Eyles,	Partner, Lardner Partners. Chartered Accountants
Financial Controller - Ross Hall	Bank Manager CBA
Major Business Lunch Co-ordinator - Bruce Fox	Sales Director Premium Communications
Secretary – Lisa Grainger	Teacher Holmesglen Tafe.
Paul Dimattina	Managing Director Dimattina Coffee P/L
Russel Holmesby	Sports Journalist
Ron Roberts	Managing Director John Barnes and Co Locksmiths
Greg Clough	Founder and owner of Onyx Group
Peter Pirera	Director of associated print management
Glenn Richards	Telstra Manager
Scott Kennedy	Business owner Sound storm entertainment



Bentleigh Football Netball Club

Dragon Club



Dragon Club Coterie Group Charter

Dragon Club Coterie Group. Est. 2013 Charter. Rev 18

The Dragon Club and its members main objective is to act and associate to provide support to the Bentleigh FNC.

To benefit the off field financial stability and long term viability of the BFNC.

To enable sustainable and responsible recruitment to the BFNC and ensure that this recruitment meets the Dragon Club criteria of credentials and character.

To promote a program of development from within the BFNC and assist with player development.

To build on and strengthen relationships with the Bentleigh Junior FC and facilitate the pathway through from the BJFC to the BFNC .

To assist with the promotion and development of the Bentleigh Netball Teams and encourage an environment of inclusiveness and respect of all members of our club.

The Dragon Club will also endeavour this year to further develop our three charitable relationships.

Nightlife disability service (please see attached information details)

"Project 37 Provident Fund" (please see attached information details)

Click Foundation

The Dragon Club and its members will promote and encourage the utilisation of Dragon Club business partners, sponsors and members by other Dragon Club business partners, sponsors, members and all Bentleigh FNC members and affiliates.

Dragon Club members agree to conduct their business and all dealings through the club with honesty, integrity, and transparency and with a view to benefit the club , it's business partners , sponsors , and charitable beneficiaries .

The Dragon Club charter and membership is not legally binding as it is not deemed necessary by the founding members, as we trust and have faith in the moral compass of all that we accept to join as we have faith in our own.

All positions of Office Bearer are open to application at the end of each season/ end of year ending 30/10 each year .

All positions shall be offered/ motioned/ seconded and passed or if challenged and the challenge seconded , the position shall be put to a vote according to the DC Vote structure .



Bentleigh Football Netball Club Dragon Club



Office Bearer Positions. 2018

Chairman.	Brett Marshall.
Vice Chairman. Communications	Aaron Clough
Treasurer.	Mark Eyles
Secretary.	Lisa Grainger
Financial Controller.	Ross Hall.
Major Business Lunch co-ordinator .	Bruce Fox.

Sub official positions .

Sponsorship Director. Paul Dimattina.

Inaugural Members

Paul Dimattina	Greg Clough
Alan Jenkin	Aaron Clough
Mark Eyles	Barry Cloke
Ross Hall	Bruce Fox
Paul Jemmison	Brett Marshall

Respectfully,

The Dragon Club



Bentleigh Football Netball Club

Dragon Club



2018 Business Partnership Packages

On behalf of the committee and players of the Bentleigh Football Netball Club and the Dragon Club we would like to thank you for providing the opportunity for our Club representative to present a partnership/advertising proposal to your organization. We never take our business partners for granted and understand that without developing mutually beneficial relationships with our business partners that local community clubs like ours would struggle to survive.

Our aim is to achieve long term relationships that are mutually beneficial for both parties, giving our business partners both value for money and promotion of their business. We are aware that business partners seek return on investment and believe we have the network and promotional capacity to ensure this in season 2018 and beyond.

The challenges for the Bentleigh Football Netball Club lie not only on the field, but off the field. Whilst the club provides a great opportunity for those living in our community to both play and support Australian Rules Football there are significant costs associated with fielding 4 football teams (Seniors, Reserves and Under 19's, & Women's) and 3 Netball teams. Business partnership plays a significant part in allowing the club to meet its costs. We are a not for profit organisation, run by volunteers. This means that your sponsorship would go directly towards the running of the club and support of our community partners.

- We currently have a registered playing list totalling 160, including netballers and women's footballers,
- These numbers are supported by off field personnel and social members totalling approx. 40.
- We have 410 past players registered on our official mailing list and our junior affiliate club, the Bentleigh Juniors, have a list totalling 250 players plus parents and club officials and the Bentleigh Auskick Program has over 170 children enrolled.
- All of these members added together allows us to provide significant community exposure for your business.

Season 2013 saw the introduction of a strategic business plan implemented by the Coterie group. This plan was proven to be successful again in 2014, 2015, 2016, 2017 and it is the intention of all of the coterie group to be 100% committed to continuing this plan in 2018 and beyond.

We have a football/netball club committee comprising experienced members, the Executive of which is as follows:

President:	Paul D Dimattina
Vice President	Brett Copper
Secretary	Matthew Thorpe
Treasurer:	Mark Eyles
Manager of Football Operations:	Chris Smith
Communication Co-ordinator:	Liam Dimattina
Social Co-ordinator:	James Watts
Special Events	Luke Holmesby
Netball Co-ordinator	Chris Clement
Subscriptions	James Coles
Social and player sponsorships	Jeff Mackie
Social and player sponsorships	Gary Morgan



Bentleigh Football Netball Club Dragon Club



Partnership /Advertising Packages Continued

It is our belief that the business expertise and experience of our Coterie Group and our Football Committee sees us well placed to successfully provide and maintain a strong business/working relationship with your company.

The Dragon Club provided a range of standard President's Club Sponsorship packages,

Silver - \$750 Gold - \$1,200 Platinum \$3,000 plus

Major \$6,000 plus

Advertising and sponsorship packages can be tailored specifically to suit the needs and requirements of our business partners.

We invite you to please consider becoming a member of our Partnership Team and take advantage of our advertising and promotional opportunities for season 2018. We are more than prepared to provide additional information and/or explanation regarding any matters raised in this letter.

Yours sincerely,

Brett Marshall
Chairman
Dragon Club
Mobile: 0418 373 899
email: brett@cambridgeplumbing.com.au



Bentleigh Football Netball Club



Dragon Club

DRAGON CLUB PARTNERSHIP PACKAGES

If you want substantial promotion of your business and to be entertained at the same time, then becoming a Dragon Club Business Partner is the choice for you. Our partnership packages provide both ground and social room signage, advertising on our website and App and complimentary invitations to numerous entertainment events, including our exclusive Dragon Club lunch where you will be wined and dined with all of our other Dragon Club members and Business Partners and be entertained by a high profile guest speaker.

In 2016 we are offering Silver, Gold, Platinum Packages and Major Partnership Packages.

Silver Membership – Cost \$750.00:

- 1.8m x .9 m football ground fence sign at all Bentleigh Senior and U/19 matches (total 18.)
- A3 laminated sign in Social Rooms.
- Company logo scrolling on front page of our website – www.bentleighfc.com
- Invitation to season launch
- 3 x invitation to Presidents Club luncheons at the Bentleigh Football Club on match days.
- Complimentary Social membership providing discount benefits with club sponsors.
- Appreciation certificate and Tax Invoice.
- 1 x complimentary ticket (\$100 per additional guest) to exclusive Sponsors lunch, all inclusive of food and beverages and a high profile guest speakers.

Gold Membership – Cost \$1200.00:

- All of the benefits of Silver Membership.
- Complimentary tickets for yourself and one guest to the Red and Blue Ball held at a premium venue.
- Company logo permanently on front page of our website.
- Separate page on Bentleigh Football Netball Club website and linked to your website.
- Speaking spot as Sponsor of the Week on a Thursday night once during the year.

Platinum Membership – Cost \$3000.00:

All benefits of the Gold and Silver Memberships provided to your business plus a personally tailored package specifically designed to meet the requirements of your company.

These benefits may include the following options:

- Platinum 2.4 x .9 ground banner.
- Platinum website and App exposure and links to website
- 1 x Thursday night speaking spot
- Acknowledgement at major function



- 2 tickets to Sponsors lunch and Red and Blue Ball

Bentleigh Football Netball Club

Dragon Club



Major Sponsorship (Price negotiated on an individual basis.)

All benefits of the Gold and Silver Memberships provided to your business plus a personally tailored package specifically designed to meet the requirements of your company.

- Major Sponsor Sign on web site and app and link to sponsor website
- 4 x .9 meter banner Sign on fence
- Roll out banner roll in room size 2 x .9 meters approximately.
- 2 Speaking spots on Thursday nights
- Major sponsors introduction at 3 functions and opportunity to respond
- 2 x tickets to every major function, Season launch, Red and Blue ball, Sponsors Lunch, and Dragon Club Business lunch.
- Promotion and Networking Priority of Business.

Nightlife Disability Services Inc.

Nightlife Disability Service (Nightlife) is a small charity which provides, flexible night time service for people with disabilities living in their own homes in the Southern region of Melbourne. Nightlife aims to not only be an emergency overnight service but a service that liberates and makes an 'ordinary' life possible for people with disabilities. It enables people to live as independently as possible in their own homes and enjoy an inclusive lifestyle. The type of support people receive from Nightlife varies and is uniquely tailored to each person's needs.

Structure

Nightlife is an incorporated association funded by DHS. Nightlife is a registered charity with public benevolent institution status. Nightlife is governed by a Committee of Management. It employs a Manager and numerous disability support workers along with a small fleet of cars for use to visit people that use our service.

Nightlife's Vision:

- Making an ordinary life possible for people with disabilities

Nightlife's Mission Statement:

- Delivering high quality night time supports which are ethically driven, dignified, respectful and tailored to each person's unique lifestyle, culture and relationships.

Nightlife achieves this by having a flexible highly trained team of support workers that not only carry out rostered visits but can also adjust their working rosters at short notice to assist people if a request comes in. It allows people with disabilities to have a meaningful night time social life knowing supports are available when they return home.

To try and give you an understanding of how Nightlife impacts on someone's life I can use my story. The only reason I have been able to be an active part of the Bentleigh FC was because my parents provided me with supports once these commitments were over.

Since Nightlife started it has meant my parents no longer provide those supports, Nightlife has also eased the anxiety as to what will happen to me if no one can provide those supports. Nightlife has also meant that my parents can go away without being concerned about what would happen if I had an issue overnight as Nightlife are only a call away.

My parents started travelling and they had only just returned from a three week European trip celebrating 50 years of marriage in June 2012 before mum passed away. I can say that my mum's passing has been eased in the knowledge that her and my father were able to have that time together in part because Nightlife provides the supports it does.

Nightlife is grateful to the Bentleigh Football Club and its sponsors for their support,

Kind regards,
Dean Richards

President
Nightlife Disability Services Inc



Bentleigh Football Netball Club Dragon Club



Project 37 Provident Fund

Charter. Est 2014

Project 37. So named in honour of our much loved and respected friend and brother Paul Hutchison , who so embodied the spirit of our club and all we stand for.

Paul stood as an example of a loyal, and generous man and will forever more serve us as a moral compass that reminds us of what it means to be a " Bentleigh Man" .

Project 37 is a provident fund and by definition stands to care and provide for the welfare of BFC members and associates , business partners, sponsors or community members who may have fallen on unforeseen , desperate or difficult times.

Distribution of funds will be on an annual basis and will be open to application, discussion, debate and if necessary a vote of members according to the Dragon Club Voting Structure.

Respectfully
The Dragon Club.





Bentleigh Football Club Inc.

Home of the Mighty Demons

HISTORY

The current Bentleigh Football Club, formerly known as the Bentleigh Methodists and Bentleigh Uniting, was formed in 1965 and played in the Eastern Suburbs Protestant Churches Football Association.

The Club's colours were green and gold. This competition later became known as the Eastern Suburban Churches Football Association, in which Bentleigh played, until 1992, when the competition merged with the Southern League to become the Southern Football League.

Bentleigh played in this competition's Premier Grade, from 1993 until it joined the Victorian Amateur Football Association as a Division 4 Club in 2000.

During its history the Club has been known as the Terriers, Bulldogs, Dragons and since 1995, when it changed its colors to red and blue, is now known as the Demons.

The Club commenced fielding under age sides in 1972, beginning with an Under 17 team. However, it wasn't until 1987, when the Club began an alliance with the Bentleigh Juniors Football Club, that Bentleigh started to experience success with the pathway from juniors to seniors being established. This partnership has been particularly strong in the last decade with many Bentleigh juniors following the pathway through to the Bentleigh seniors.

The Club rejoined the Southern Football League as a Division 2 Club in 2011 fielding seniors, reserves and under 18's.

Since its return to the Southern Football League the Club has been particularly successful with regards to participating in finals football. The seniors have played in 2 grand finals, the reserves in 3 grand finals and the Colts (U/18's and U/19's) in 3 grand finals.

Although being a finalist and grand finalist, on numerous occasions, the Club has only tasted the ultimate success as follows:

1968 – Seniors	1978 – Reserves	1981 – Reserves	1982 – Reserves
1988 – Under 18's	1990 – Seniors and Reserves		2004 – Under 19's
2009 – Seniors and Reserves		2011 – Reserves	2012 – Reserves and U/18's
2013 – Seniors.	2014 – under 19's	2016- Reserves	

In addition the Club will also field 3 netball teams in the SFL Netball competition.

Bentleigh Football Club Inc. A0031519U ABN 78 589 336 417
Arthur Street, Bentleigh, 3204 P.O. Box 188, Moorabbin, 3189
info@bentleighfc.com / www.bentleighfc.com

Bentleigh Football Netball Club Inc.



Home of the Mighty Demons
Affiliated with the SFL Netball Association



Bentleigh Football Netball Club History.

The Southern Football League introduced a Netball competition for its Clubs in 2012.

Five Clubs of the 30 member league entered teams in the Competition's inaugural year.

The Bentleigh Football Club entered one team, being the only team entered from the Second Division of the SFL.

The netball club's first coach was Kelly Hynes who also acted as manager.

The teams members comprised wives, girlfriends and daughters of players, both past and present.

Although the team did not make the finals, it was an enjoyable year for all involved and they added significantly to the social spirit of the football Club.

In 2013 the Competition expanded to a 3 Division one and Bentleigh entered teams in the First and Third Divisions.

The Club was fortunate to experience on court success with both teams making the finals, resulting in the First Division side finishing Third, and the Third Division side finishing as Runners Up.

The increase in player numbers also contributed significantly to the wellbeing of the football Club.

In 2016 the netball numbers have increased and as a result the Club will be entering four teams in the SFL Netball Competition.

In 2016 Brett Cooper has taken over the reigns of Netball Co-ordinator in addition to holding a role on the Football Club's committee.

The netballers are currently setting up a sub committee administrative structure to assist with management of their operations including fundraising to help offset playing costs.

Although primarily funded by the players themselves, and the football Club, the netballers received some support from the Bentleigh RSL and the Boundary Hotel, both of whom are long time sponsors of the football Club.

Bentleigh Football Club Inc. A0031519U ABN 78 589 336 417
Arthur Street, Bentleigh, 3204 P.O. Box 188, Moorabbin, 3189
info@bentleighfc.com / www.bentleighfc.com

2017 Partners:

Major Partners:

Dimattina Coffee

Dimattina Restaurant Group

Cambridge Plumbing

Brighton Toyota

Bentleigh RSL

Bendigo Bank Murrumbena

Centre Plumbing Plus

Iron Man 4 X 4

Lexus

John Barnes & Co Locksmiths

Platinum Partners:

Bayside Companion Dog Training School

Roo Baa

MCP Group

Express Group

Rodgers Reidy Chartered Accountants

The Boundary Hotel

Seymour Law

Gold Partners:

Jetway Travel

Telstra Shop Bentleigh

Topolinos

Vivace

Total Waste Solutions

ONYX

APM associated print management

Woodards Real Estate

Seymour Law

Nation Wide Meats

Toscanos

Samuel Smith & Sons

South Melbourne Glass

Silver Partners:

Julie & Chris Fiddler Tennis Coaching

Moorabbin Timber

The Joint Physiotherapy

Espresso Hit

The Bentleigh Club

Long Fine Hospitality Supplies

Piazza Vercelli Café

Caffe Sienna

Nick Staikos

Dimattina Café



Bentleigh Football Netball Club 2018 Dragon Club



PARTNERSHIP REGISTRATION FORM – PRODUCT SPONSORS

Business Name:

Business Address:

Phone Number:

Fax Number:

Contact Name:

Mobile Number:

Email Address:

Web Address:

Connected Player (if applicable):

Please email artwork in A4 landscape style to peter@aprintman.com.au for:

- 1.8m x 9m fence sign and A3 Laminated sign (President’s Club),

Please email company logo in jpeg format (square shape) for website advertising to Aaron Clough at aaron.c@samsung.com

.....

Remittance Advice

Partnership Level (please tick appropriate one): To assist with operations and cash flow payment by or prior to due dates would be gratefully appreciated

Silver Due 30/4 Gold 30/5. Platinum Package 30/6. Major Package Custom payment plans.

1. Please find enclosed Cheque for \$_____made payable to “Dragon Club”
- 2..Online Banking: BSB – **633000** Account No: **151702982** Account Name: **Dragon Club**
(Reference/Description details must state your sponsorship name.)

Please forward your sponsorship registration form to:
Dragon Club Chairman Brett Marshall brett@cambridgeplumbing.com.au
Or Post To 1/2 Independence St Moorabbin 3189