



DASMESH
SPORTS CLUB

Sponsorship Packages 2019/2020



dasmeshsportsclub@gmail.com



www.facebook.com/dasmeshsportsclubvictoria



www.dasmeshsportsclub.com.au

About Us

Founded in 2013, Dasmesh Sports Club is a not for profit club with **over 450 members** where all the club's activities are managed by Volunteers. We offer several different sporting and cultural services. We have great affiliations in the community and have a strong connection to the local community with a membership base located in the Lynbrook and Cranbourne area. We are proud of our '**all are welcome**' policy towards new players, young or old, experienced or beginners as our mission is to encourage participation in sports and physical activities thus providing an outlet for our kids to learn cultural dance, promote community involvement and support.

We are also the largest community club that participated in the Annual Australian Sikh Games in 2019. We have four netball teams including under 13, under 15, women's open and mixed open netball. We also have three soccer teams (juniors, open and over 35s), a volleyball team and a cricket team. We also promote cultural activities and offer Bhangra classes to children aged 7 and above.



**U13 Netball 2019
Premiers (1st Place)
at Casey Netball**



**U9 Winner Lynbrook
Falcons Sports Club
Club tournament**

Our netball teams are affiliated with Dandenong Netball Association and Casey Netball Association. Cricket is engaged in a league every week, and our soccer teams compete in the Football Victoria league under 'Lynbrook Falcons' branding¹.

Our largest expenses are sport registrations, uniforms and coaching fees and as we grow, we need the help of sponsors to sustain all the activities. **We plan to make sports accessible to all with lower fees** and this is only possible through our sponsorship relationships.

¹ *We conduct all our soccer activities through Lynbrook Falcons Sports Club in compliance with Football Victoria guidelines which require club names to be consistent with an area. As such, Lynbrook Falcons Sports Club and Dasmesh Sports Club are affiliated clubs and the delineation in entity name is for Football Victoria league matches only.

Dasmesh sports participation

Some of the tournaments/ leagues we have been involved in include:

- New year cultural event (500 attendees)
- Annual Sikh games (100,000-150,000 attendees)
- Griffith games participation (20,000 + attendees)
- Doveton games participation (3000 attendees)
- Shepparton games (2000 attendees)
- Bundoora games (4000+ attendees)
- Lynbrook Falcons junior soccer tournament (1500+ attendees)
- Football Victoria summer league (two u8, two u9, one u10, one u15, main team and veterans team), each team play 18 matches in all over Victoria.
- Two senior teams, one u15 and one u13 netball team play at Dandenong Netball Association and Casey Netball Association leagues throughout year.



PLATINUM SPONSOR - \$5,000

- Main Stadium naming rights for “Casey Cardinia Multicultural Athletic Meet 2019” the duration of the event. This is strictly on “first come first serve basis”
- Welcome Gate with logo.
- Interview for Radio.
- Participation in both Opening and Prize distribution Ceremonies.
- Interview for social Media (10 mins)
- Logo on volunteer’s T-shirt.
- Special announcements throughout the event.
- Facility to erect up to 2 Promotional Marquees in an CCMAM event. Great for events like Athletic meet where placement of marquees is in the central viewpoint.
- Promotion on social media: Weekly ‘Boosted Promotion’ on Facebook. Our last promotion reached 50k+ people on Facebook. Promotion on other social media’s like Instagram etc.
- Large sponsor logo on DSC banner for display at sports days, tournaments, and training areas including at the upcoming Australian Sikh Games 2020 (audience of over 100,000 spectators and players from around Australia) includes placements of Conflutes.
- Promotion and introduction at all DSC events throughout the year with up to 2–3 minute introduction of the business and any specific promotion points.
- Large sponsor logo on sports uniforms. This is on “first come first serve basis”.
- Large sponsor logo consistently advertised on the Club’s public website on all pages
- Large sponsor logo displayed on any publication issued by DSC including PowerPoint presentations, certificates or trophies for players or mentions in the local newspapers.
- Two free tickets to DSC Events.
- Constant live mentions and acknowledgement on stage with certificate of the sponsor at ‘DSC Events’
- Placement of Sponsor Banner/large signage on stage for display at all events of Dasmesh Sports Club.
- Special Exposure during all DSC events.

DIAMOND SPONSOR - \$4,000

- Facility to erect up to 1 Promotional Marquee in an event. Great for events like Athletic meet where placement of marquees is in the central viewpoint.
- Interview for Radio.
- Participation in both Opening and Prize distribution Ceremonies.
- Interview for social Media (5 mins)
- Logo on volunteers T-shirt.
- Special (Medium) announcements throughout the event.
- Promotion on social media: Fortnightly 'Boosted Promotion' on Facebook. Our last promotion reached 50k+ people on Facebook. Promotion on other social media's like Instagram etc.
- Large sponsor logo on DSC banner for display at sports days, tournaments, and training areas including at the upcoming Australian Sikh Games 2020 (audience of over 100,000 spectators and players from around Australia) includes placements of Conflutes. Please note banners of sponsor logo must be provided for display.
- Medium sponsor logo consistently advertised on the Club's public website on all pages
- Medium sponsor logo displayed on any publication issued by DSC including PowerPoint presentations, certificates or trophies for players or mentions in the local newspapers.
- Promotion and introduction at all DSC events throughout the year with up to 1 - 2 minute introduction of the business and any specific promotion points.
- Medium sponsor logo on sports uniforms. This is on "first come first serve basis".
- Two free tickets to DSC events.
- Placement of Sponsor Banner/large signage on stage for display at the biggest annual event of Dasmesh Sports Club.

GOLD SPONSOR - \$3,000

- Promotion on social media: Monthly 'Boosted Promotion' on Facebook. Our last promotion reached 50k+ people on Facebook. Promotion on other social media's like Instagram etc.
- Medium Participation in both Opening and Prize distribution Ceremonies.
- Interview for social Media (3 mins)
- Logo on volunteer's T-shirt.
- Special announcements throughout the event.
- Medium sponsor logo on DSC banner for display at sports days, tournaments, and training areas including at the upcoming Australian Sikh Games 2019 (audience of over 100,000 spectators and players from around Australia) includes placements of Conflutes
- Medium sponsor logo consistently advertised on the Club's public website on all pages
- Medium sponsor logo displayed on any publication issued by DSC including PowerPoint presentations, certificates or trophies for players or mentions in the local newspapers.
- Promotion and introduction at all DSC events throughout the year with up to 1 minute introduction of the business and any specific promotion points.
- Two free tickets to DSC Events
- Placement of Sponsor Banner/medium signage on stage for display at the biggest annual event of Dasmesh Sports Club.

SILVER SPONSOR - \$2,000

- **Promotion on social media:** Non-boosted promotion on social media's like Facebook, Instagram etc.
- Small participation in Opening ceremony.
- Small logo displayed on social media
- Special announcements throughout the event.
- Small sponsor logo on DSC banner for display at sports days, tournaments, and training areas including at the upcoming Australian Sikh Games 2020 (audience of over 100,000 spectators and players from around Australia).
- Small sponsor logo consistently advertised on the Club's public website on all pages
- Promotion and introduction at all DSC events throughout the year with up to 1 minute introduction of the business and any specific promotion points.
- Placement of small Sponsor logo in PowerPoint presentations on stage
- Placement of Sponsor Banner/small signage on stage for display at the biggest annual event of Dasmesh Sports Club.

SPORTS SPONSOR – From \$300 - \$1,000

- Sponsor a sport or team's uniforms or equipment.
- Sponsorship amount will depend on the size of the team and type of sports uniform or equipment required.
- Smaller sponsor Logo can be displayed on equipment or uniforms purchased.

DONATION: ANYTHING ELSE FOR THE SUPPORT OF THE CLUB.

- Please note that Dasmesh Sports Club is not a registered deductible gift recipient. So donations are NOT tax deductible. We welcome any support you can provide to the Club

Why should you become a sponsor?

Sponsorship can result in greater goodwill for your business and networking opportunities.

Sponsorship initiatives implemented by the club are aimed at increasing the profile and sports of the Dasmesh Sports Club in the community. It also provides the opportunity to network with other businesses within our community and engage with customers and businesses that share the same values. Not only will this be beneficial from a business perspective but it will also show that your business supports a not-for-profit sports grassroots club that is family based (vegetarian & alcohol free events).

Give back to an organisation that provides sport, fitness, leadership, social skills and personal development skills to our community Sponsorship helps keep the cost of sports participation for our youth low. With your support we can provide additional resources such as our own club house, better training facilities, better events, sports refreshments and accommodation for our players for when tournaments are held away from Melbourne.

Best publicity for your product or brand. The community likes to see companies support local sports. Your brand will be advertised to parents, families, coaches, players and club supporters. In most settings, consumers tend to ignore most advertising. Many traditional ways of reaching consumers are failing. However, sporting club sponsorships are a positive and engaging way to market a brand. Support Dasmesh Sports Club and reap the benefits of more targeted advertising.

Connect with the community in a meaningful way. Joining Dasmesh Sports Club and supporting our growth will allow you to promote cultural awareness in your next generation and broader family and provide an outlet for you to connect with your heritage and community. We offer Bhangra classes, organise Teeyan performances, we teach kids of the importance of sport and community, and we hold many turban tying events to raise awareness in the younger generation. Our good work however does not just end with one religion or culture. We truly want to be a multicultural club and promote peace, kindness and community as our shared values.

We will endeavour to recognise the needs of any person or business that wishes to sponsor Dasmesh Sports Club. If you or your business does not have use for any of the benefits listed above we will work with you to find what will maximise your sponsorship experience.



What we've been up to over the years...



What we've been up to over the years...



DASMESH SPORTS CLUB PRESENTS

CASEY CARDINIA

MULTICULTURAL ATHLETIC MEET 2019

10TH NOVEMBER 2019
CASEY FIELDS REGIONAL ATHLETICS CENTRE
160 BERWICK-CRANBOURNE RD,
CRANBOURNE EAST VIC 3977, AUSTRALIA

FOR PARTICIPANT REGISTRATION
WWW.DASMESHSPORTSCLUB.COM.AU

FOR MORE INFO AND SPONSORSHIPS CONTACT
KULWANT +61 412 317 190



LYNBROOK FALCONS SPORTS CLUB BRINGS YOU

JUNIOR SOCCER TOURNAMENT

@ LAWSON POOLE RESERVE, CRANBOURNE

**SATURDAY & SUNDAY
14TH-15TH SEPTEMBER 2019**

IN ACCORDANCE WITH
FFV RULES

AGE GROUPS:
U8 (BORN 2011 OR AFTER)
U9 (BORN 2010 OR AFTER)
U10 (BORN 2009 OR AFTER)

ENTRY FEE:
\$50 PER TEAM

For Team Entries, Contact:
Nav Saini (0412 674 958)

Enquiry & Sponsorship, Contact:
Gurpreet Copi (0433 039 661)



NAVA SAAL SADE NAAL

Talent Show

ਠਵਾਂ ਸਾਲ, ਸਾਡੇ ਠਾਲਾ

Ticket only
\$ 20 !
under 15 free

Springvale Town Hall,
397 Springvale Rd, Springvale

SATURDAY | 5 Jan 2019 | 6pm - 10 pm

Bhangra / Giddha, Folk Singing, Musical Instrument, Stand-up Comedy,
Drama, Magic... we want to see it all! Contact us for participation



DASMESH SPORTS CLUB

Picnic

2pm - 4pm

Sunday 4th Nov

Banjo Patterson
Park Lynbrook

Join us with a
plate of food and fun
in the sun!