

PHOS CAMDEN SPONSORSHIP PROSPECTUS 2023



**Plympton High Old Scholars &
Camden Sports and Social Club Incorporated**

Premierships:

PHOS:

1972/1977 - A5
1979 - A4, A4R
1989 - A3,
1991 - A11
1996 - C9
1998 - C9
1999 - C9, U9, U15
2000 - A1, U13,
2001 - C9, U13
2002 - A1, C9, U9
2003 - C17, U11
2004 - U9, U11, U15
2005 - A2R, U9, U12, U16
2006 - U13,
2007 - U14
2008 - A2R, U12, U13
2009 - B2, U11, U12
2010 - U11, U12
2012 - U14
2015 - Div 3, D3R, C3,
2017 - U16.5 (Div 1) Div 3R, Div C3
2018 - U13 (Div 1 South)
2021 – U17.5
2022 – U14

Camden:

1937
1959
1972-A2
1974-A1
1975-A1
1976-A1

Greek Camden:

1988-1R & A8
1990-A1
1991-A1

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PHOS are proud Members of:



community way of life!

CLUB OVERVIEW

HISTORY

PHOSC (Plympton High Old Scholars and Camden) HISTORY IN BRIEF

Plympton High School was one of the state's largest schools in the 1960's and boasted numerous state schoolboy titles during the mid 1960's to 70's. (Plympton High School was later to become William Light R-12 School and more recently, Plympton International College)

The **Plympton High Old Scholars Football Club** was formed in 1971 and based at the school before relocating to the adjacent Myer Oval (later to be known as N. S. Bull Memorial Oval). The Club was established by a group of recent old scholars to keep their school friendships together and to create the Plympton High Old Scholars Football Club which competed in the SA Amateur Football League. Amongst this inaugural group was Bart Campbell (Football Committee), Dr Greg Kreis (Timekeeper), Paul Christie (life member) and Steve Ramsey (first Premiership Captain and current A grade Team Manager). Many of the early PHOS players still regularly attend our Club.

PHOS moved to Camden Oval in 1994 to secure its future with access to long term clubroom and oval facilities. The club merged with the former Camden Football Club to become PHOS Camden Sports and Social Club Inc. As with most merges, this was at times a testing period, but with great leadership from PHOS and Camden supporters the relocation proved to be very successful.

Camden Football Club began in 1929 when a group of friends, who lived in Camden, decided to form a football club in the then Glenelg Districts Football Association, later to be the Glenelg, South, West Football Association. In 1987 the club merged with Greek Football Club to form the Greek Camden Football Club. This merger would last until 1993 when the club split, seeing the Greek club merge with Henley Football Club. This allowed for Camden Football Club to merge with the Plympton High Old Scholars Football Club to form the PHOS Camden Football Club.

The PHOS Camden Football Club has won senior premierships at Div 1 level in the SAAFL and has had an impressive list of state and association representatives as well as association best and fairest medal winners. Many past junior players have gone onto play SANFL & AFL football, including: **James Sellar** (Adelaide /Melbourne 2006), **Hayden Jolly** (Gold Coast 2011), **Mathew Scharenberg** (Collingwood 2013), **Brayden Maynard** (Collingwood 2014), **Ryan Burton** (Hawthorn 2015), **Will Day** (Hawthorn 2019), **Mattaes Phillipou** 1st Round Draft-Prospect 2022).

At the start of the 2023 season our future seems bright with 3 senior teams and over 350 juniors competing each week in U8, U9, U10, U11, U12, U13, U14, U16.5

The Phantoms also have an over 35s team for those in the twilight of their careers.

Games Record Holder: Anthony Flett 363

Goals Record Holder: Garth Wright 719 (as of 2016)

As PHOS Camden, the Club has gone from strength to strength and with our brand-new club facilities and oval, we are ready for the 2023 season!

OUR CLUB TODAY



Phantoms Junior Premiership team 2021 U/17.5

PHOS Camden Football Sports and Social Club comprises football, cricket, netball and darts teams. (It is planning to welcome back our netball and cricket clubs which have needed to be based off site in recent years). Our charter is to be a destination Club, welcoming of all in the community to an inclusive family environment.

To our players, coaches, members, sponsor partners, volunteers, parents, families, supporters and our local community, we are focussing on delivering exceptional customer and member services as part of our continuous improvement and growth strategies.

Vision: To be a successful and inclusive family & community environment – a Destination Club,

Purpose: Our primary focus is to work as a united team to create and deliver opportunities for sporting and social activities, always upholding the highest of sporting values whilst in pursuit of premierships and to deliver and meet family and community needs as a Destination Club

Strategic Focus

- Sporting Teams: Our teams and their officials and supporters are highly respected by other clubs whilst focussed on playing finals and experiencing the ultimate success
- Financial Management: We are a profitable club, with a budget focus on generating financial independence whilst controlling our expenditure and managing risks
- Member, Community & Family Engagement: To be an inclusive, Destination Club with a strong membership base of 2500+ minimum members. Our members see our Club as a place to be. They participate by attending games and club functions and remain connected through our communication strategies (website, e-newsletters and social media)
- Commercial Focus: To create an environment for successful relationships with our Sponsorship Partners, our members, local councils, State & Federal government, our sporting leagues & create sustainable growth to maximise our resources by having events, social and family gatherings
- People & Club Culture Focus: Reinforce our culture and continue developing club policies and programs to support our loyal, enthusiastic and hardworking Volunteers, performing at a high level built on mutual respect, trust and joint support
- Facilities Focus: To create an Environment to maximise the use of our facilities, to be an Inclusive & Destination Club, & to be financially stable

Future

Invest in areas to grow our Brand, marketing our Club to be the best it can be, incorporate our Junior and Senior Football teams, starting Women's Football Teams, and seeing the return of our Cricket and Netball Teams to the PHOSC venue

Values:

Respect our Club, each other, our sponsors, our volunteers, our families our community. Support each other and Never Give Up in achieving our Ultimate Goals



PARTNERSHIP OPPORTUNITY

Plympton High Old Scholars & Camden Sports and Social Club Incorporated is based at Camden Oval, Anzac Highway, with our BRAND NEW Clubrooms and Oval Completed in 2020.

Our Club has a great history and extremely passionate volunteers who make our club a success and a great place to be.

We currently have in excess of 1000 playing members registered in senior and junior sporting teams (Football, Cricket, Netball and Darts) with 500 plus non-playing members and corporate partners.

The clubhouse is located on the prominent Anzac Highway site, adjacent to Immanuel College (R-12). With our new resources, the opportunity now exists to further increase the club's exposure and connection to the local community. We would love to do this with our Sponsor Partners.

PHOS Camden Football Club wants to create with you a long-term relationship which delivers benefits to both parties.

PHOS Camden Football Clubs sponsorship model is a proven vehicle which enables our valued sponsors to achieve their chosen objectives from a range of packages available. A sponsor will experience the following:

- Enhance brand awareness in a range of age brackets.
- Exclusivity to sponsors (no two companies in the same sector) in our major sponsor packages
- Exclusive Sales Activities offered to key sponsors in the major packages on match day
- Exposure at a number of community events
- Exposure in our fortnightly e-newsletter to our entire database incorporating your business logo name
- Be seen across PHOS Camden Social Media Platforms
- Access to our current website for advertising
- Access to members and other businesses and their products and services through events so that you can network and promote your business.
- Education of our patrons/members to make them aware of their responsibilities to our sponsors
- Introduction of "Sponsor of the Week" to highlight a sponsor and their products on a weekly basis prior to match day presentations
- **All sponsorship packages are fully tax deductible**

**For more details or to take advantage of one of our great packages contact
William Papatolis - Email: sponsorship@phantomsfc.com.au, Telephone: 0418 999 314**



PHOS CAMDEN SPONSORSHIP PACKAGES 2023

SPONSORSHIP CLASSIFICATION:

Category	Major/Platinum	Gold	Silver	Bronze	Player Sponsor
Amount	\$10,000+	\$3000+	\$2000+	\$1000+	\$500

CLUBROOM NAMING RIGHTS - \$15,000 (ex GST)

ADVERTISING / EXPOSURE

- **Naming rights to the clubroom**
- **Signage externally on the clubroom**
- **Signage internally within the clubroom**
- **Digital signage on our honour board**
- Digital signage on club website
- Digital signage in the clubroom
- Boundary signage – Primary Location
- Social media posts on both Facebook & Instagram reaching and audience of 2,500+
- Email blast to the PHOS community 500 +
- Home game sponsorship rights:
 - a. Your business signage for the game
 - b. Halftime business recognition
 - c. Chat to the club at presentations about your business

HOSPITALITY

- Invites to all social and fundraising functions
- 2 x Corporate barrels at home games x 6 people includes food and drinks

YOUR OWN PIECE OF PHOS

- Club merchandise pack worth \$150
- Entry into the A grade coaches pre-game rev up to the team at a home game
- Use of PHOS clubroom for business meetings – 2 per year

DIGITAL HONOUR BOARD SIGNAGE - \$3,000 (ex GST)

ADVERTISING / EXPOSURE

- **Digital signage on our electronic honour board in the clubroom**
- Digital signage on club website
- Social media posts dedicated to your business on both Facebook & Instagram reaching 2,500+ audience
- Email blast to the PHOS community 500 +
- Home game sponsorship rights:
 - Your business signage for the game
 - Halftime business recognition
 - Chat to the club at presentations about your business

HOSPITALITY

- Invites to all social and fundraising functions
- Corporate barrel home game x 6 people includes food and drinks

YOUR OWN PIECE OF PHOS

- Club merchandise pack worth \$100
- Use of PHOS clubroom for Business meetings – 2 per year

COACH'S BOX SIGNAGE - \$3,000 (ex GST)

ADVERTISING / EXPOSURE

- **Signage on both home and away coach's boxes**
- Digital signage on club website
- Digital signage in the clubroom
- Social media posts dedicated to your business on both Facebook & Instagram reaching 2,500+ audience
- Email blast to the PHOS community 500 +
- Home game sponsorship rights:
 - Your business signage for the game
 - Halftime business recognition
 - Chat to the club at presentations about your business

HOSPITALITY

- Invites to all social and fundraising functions
- Corporate barrel home game x 6 people includes food and drinks

YOUR OWN PIECE OF PHOS

- Club merchandise pack worth \$100
- Use of PHOS clubroom for Business meetings – 2 per year

GOLD SPONSOR - \$3,000 (ex GST)

ADVERTISING / EXPOSURE

- **Digital signage on the “NEW” scoreboard during A grade home games**
- Digital signage on club website
- Digital signage in the clubrooms
- Boundary signage – Primary Location
- Social media posts dedicated to your business on both Facebook & Instagram reaching 2,500+ audience
- Email blast to the PHOS community 500 +
- Home game sponsorship rights:
 - a. Your business signage for the game
 - b. Halftime business recognition
 - c. Chat to the club at presentations about your business

HOSPITALITY

- Invites to all social and fundraising functions
- 2 x Corporate barrels at home games x 6 people includes food and drinks

YOUR OWN PIECE OF PHOS

- Club merchandise pack worth \$150
- Entry into the A grade coaches pre-game rev up to the team at a home game
- Use of PHOS clubroom for business meetings – 2 per year

TRAINING GUERNSEY SPONSOR - \$2,500 (ex GST)



ADVERTISING / EXPOSURE

- **Your business logo on the training Guernsey's worn at all training sessions**
- Digital signage on club website
- Digital signage in the clubrooms
- Boundary signage – Primary Location
- Social media posts dedicated to your business on both Facebook & Instagram reaching 2,500+ audience
- Email blast to the PHOS community 500 +
- Home game sponsorship rights:
 - a. Your business signage for the game
 - b. Halftime business recognition
 - c. Chat to the club at presentations about your business

HOSPITALITY

- Invites to all social and fundraising functions
- 2 x Corporate barrels at home games x 6 people includes food and drinks

YOUR OWN PIECE OF PHOS

- Club merchandise pack worth \$150
- Entry into the A grade coaches pre-game rev up to the team at a home game
- Use of PHOS clubroom for business meetings – 2 per year

PLAYERS ICEBATH - \$1,500 (ex GST)



ADVERTISING / EXPOSURE

- **Your Business Logo presented on our clubs Ice bath**
- Digital signage on club website
- Digital signage in the clubroom
- Social media posts dedicated to your business on both Facebook & Instagram reaching 2,500+ audience
- Email blast to the PHOS community 500 +
- Home game sponsorship rights:
 - Your business signage for the game
 - Halftime business recognition
 - Chat to the club at presentations about your business

HOSPITALITY

- Invites to all social and fundraising functions
- Corporate barrel home game x 6 people includes food and drinks

YOUR OWN PIECE OF PHOS

- Club merchandise pack worth \$100
- Use of PHOS clubroom for Business meetings – 2 per year

SILVER SPONSOR - \$2,000 (ex GST)

ADVERTISING / EXPOSURE

- **Boundary signage – Primary Location**
- Digital signage on club website
- Digital signage in the clubroom
- Social media posts on both Facebook & Instagram of a 2,500+ audience
- Email blast to the PHOS community 500 +
- Home game sponsorship rights:
 - Your business signage for the game
 - Halftime business recognition
 - Chat to the club at presentations about your business

HOSPITALITY

- Invites to all social and fundraising functions
- Corporate barrel home game x 6 people includes food and drinks

YOUR OWN PIECE OF PHOS

- Club merchandise pack worth \$100
- Use of PHOS clubroom for Business meetings – 2 per year

BRONZE SPONSOR - \$1,000 (ex GST)

ADVERTISING / EXPOSURE

- **Digital signage on club website**
- **Digital signage in the clubroom**

HOSPITALITY

- Invites to all social and fundraising functions
- Corporate barrel home game x 6 people includes food and drinks

YOUR OWN PIECE OF PHOS

- Club merchandise pack worth \$100

SENIOR/JUNIOR PLAYER SPONSOR - \$500 (ex GST)

- Includes payment for your selected players registration fees for the 2023 year
- Digital Signage on our club website
- Invites to all social and fundraising functions providing valuable networking opportunities and your business exposure

Sponsorship Nomination Form

- ☐ Major/Platinum Sponsor
 - ☐ Gold Sponsor
 - ☐ Silver Sponsor
 - ☐ Bronze Sponsor
 - ☐ Player Sponsor
 - ☐ Other
-

Sponsorship Category: _____

Sponsorship Value: \$ _____

Organisation / Business Name: _____

Signature: _____ Date: ____ / ____ / ____

Contact Name: _____ Position Title: _____

Address: _____

Tel: () _____ Mob: () _____

E-mail: _____

Please complete all fields and return to: Sponsorship@phantomsfc.com.au

Terms of reference:

Package costs are based on a min 1-year term. Longer terms apply for some packages that will be agreed upon by both parties.

Packages that included signage, the cost of the package includes the design, printing and installation of signage.

Boundary signage will be located on the boundary fencing and will be 3m x 1.5m in dimension. The sign will include a business logo and contact details.

Thank you for taking the time to review our proposal, we look forward to working with you over the coming year. For any questions, please feel free to contact us directly.

Kind Regards,

Sponsorships Directors, William Papatolis & Patrick Winter



Key Contact:

Sponsorship Director: William Papatolis – 0418 999 314 Email: sponsorship@phantomsfc.com.au

Plympton High Old Scholars & Camden Sports and Social Club Incorporated

Phone: +61 8295 8681

Address: Situated at Camden Oval, Anzac Highway, Novar Gardens SA

Website: www.phantomsfc.com.au

Mascot/Nickname: Phantoms

Established: 1929 – Camden

Joined SAAFL: 1971 PHOS

Former Name(s): Panthers