



## Tea Tree Gully Athletics Centre

*“Family fun  
and fitness”*



## SPONSORSHIP GUIDE

The Tea Tree Gully Athletics Centre is unique in that it combines two clubs into one incorporated body. Tea Tree Gully Athletics Centre has been the only centre of this kind for the past 40 years, setting a standard that other Athletics Centres are now modelling. We have a Little Athletics branch and a Senior Athletics branch.

Our Centre is affiliated with both the South Australian Little Athletics Association and Athletics SA. We host and conduct local Track & Field meets on a weekly basis in the summer season (September to March) and participate in regional, state and national competitions throughout the year.

In the 2019/20 season we had 180+ registered athletes from the Adelaide north eastern metropolitan area. In addition, we provide support to local school athletics carnivals (SAPSASA – both athletics and cross country events) and participated in numerous community events.

### **Athletics Centre Sponsorship**

Tea Tree Gully Little Athletics provides opportunities for young people from the ages of 3 - 17 to develop motor skills and co-ordination whilst participating in summer track & field and winter Cross Country competitions. The philosophy of little

athletics is *Family Fun and Fitness in a supportive and friendly environment*. The emphasis in Little Athletics is on participation, improvement and sportsmanship.

Our centre is run entirely by volunteers. Our sponsors help maintain our financial viability and play a huge part in our success. They assist us in providing a low-cost sport to a broad cross section of the community. Our aim is to be the club of choice in Adelaide's North East for athletics and, as we grow, your sponsorship will be a key element in achieving this goal. In return we will work hard to promote the businesses that support us.



## Why sponsor Tea Tree Gully Athletics Centre? There is opportunity to GROW your brand.

Athletes participate in both a summer and winter season, therefore your business will receive 12 months exposure through our social media strategy. During the summer season your business will have exposure with signage along our 100 metre sprint track. The athletics centre will also support sponsors by promoting the sponsor's business and products at club functions and presentations.

### Social Media Strategy

Sponsors will benefit from support via Facebook, Instagram and weekly newsletters. Tea Tree Gully Athletics has a large number of followers on these applications and we believe that by using these tools we can further enhance the relationship with our sponsors and continue to connect them to our athletes and their families and friends. We will do this by sharing your business page and any marketing initiatives you might have. Tea Tree Gully Athletics Centre will encourage our athletes and their families and friends to purchase directly from our sponsors.

We are seeking sponsors for the 2020/2021 season. The club has three levels of sponsorship:

### GOLD SPONSOR – 1 ONLY \$1000 per year (2 Year Term)

Our Gold Sponsor will receive the following:

- A plaque of acknowledgement to display at your business

- Naming rights for the “Best Club Person”. You can present this trophy and certificate personally at our end of season presentation day
- Exposure for your business with promotional material of your choice on a 1200mm long x 400mm high corflute sign along our 100 metre sprint track
- Invitation to our season launch to promote your business and products
- Link from the Tea Tree Gully Athletics Centre website to your business website
- Your company name and logo and any of your current promotions will be mentioned in our regular Tea Tree Gully newsletter and on our Facebook page.

### SILVER SPONSOR \$500 per year (2 Year Term)

Our Silver Sponsors will receive the following:

- Exposure for your business with promotional material of your choice on a 1200mm long x 400mm high corflute sign along our 100 metre sprint track
- Invitation to our season launch to promote your business and products
- Link from the Tea Tree Gully Athletics Centre website to your business website
- Your company name and logo and any of your current promotions will be mentioned in our regular Tea Tree Gully newsletter and on our Facebook page.

### CUSTOM BUSINESS AND EVENTS SPONSOR

An amount agreed upon between our club and your business. This may also be in the form of merchandise or vouchers (2 Year Term)

Our Custom Business and Events Sponsors will receive the following:

- Invitation to our season launch to promote your business and products
- Link from the Tea Tree Gully Athletics Centre website to your business website
- Your company name and logo and any of your current promotions will be mentioned in our regular Tea Tree Gully newsletter and on our Facebook page.

### Contact Us

The TTGAC has been serving the community for over 30 years. If you feel your company would like to be associated with a highly successful community-based club promoting healthy, fun family activities or if you would like to discuss sponsorship options in more detail please do not hesitate to contact us for further information.

Thanking you in anticipation.

### Melissa Lienert

Committee Member, TTGAC

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Affiliated with:







*Clockwise from top: Cross Country event; Home meet at Bulkana Oval; Tiny Tots having fun under the parachute; State Relay Championships (SA Athletics Stadium); State Multi Event (SA Athletics Stadium); Home meet at Bulkana Oval.*







**Tea Tree Gully  
Athletics Centre**

*Visit our website:* [www.ttgathletics.com.au](http://www.ttgathletics.com.au)