



# **goFooty.Live**

## **2019 Sponsorship Options**

**#footyasitshouldbe**



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# goFooty.Live - 2019

## Sponsorship Options

We are thrilled to present our sponsorship options for our VFL & VFLW broadcasts in 2019.

- Unless otherwise indicated, there will only be one sponsor in each category.
- Preference will be given to businesses who have a physical location in Geelong, the Surf Coast or Bellarine regions - enquiries from outside of the region will only be considered after 1 February 2019. That said, please feel free to submit an expression of interest before that date if your business is located outside of our region.
- Payment for each VFL or combined sponsorship will be due and payable in full before Round 1 of the VFL season (Friday 5 April 2019). Payment for VFLW-only sponsorships will be payable by Friday 10 May 2019.
- Enquiries for each category of sponsorship will be processed in sequence - first in, best dressed.
- Businesses who are direct or indirect competitors of existing sponsors of the **Geelong Football Club** and/or **goFooty.Live**, regrettably, will not be eligible for consideration as sponsors for **goFooty.Live**

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Terms and conditions revised 19 January 2019



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# goFooty.Live - 2019

## Major Broadcast Partner

Be the major broadcast partner of **goFooty.Live's** broadcasts of Geelong VFL & VFLW games:

- Acknowledgement throughout all broadcast matches - minimum twice per quarter
- Advertisement before and after the game and at each quarter break
- Additional advertisements on **goRadio.Live** during the week - a minimum of one per program 24/7
- Advertisement and link to your web site on the **goRadio.Live** & **goFooty.Live** websites
- Acknowledgement on **goRadio.Live** & **goFooty.Live** social media channels

During 2019, **goFooty.Live** will be broadcasting at least 27 Geelong VFL and VFLW matches (plus finals) via a link on the Geelong Cats web site & social media channels as well as through free iPhone and Android apps. Your brand will be linked to our broadcast every week, heard by Geelong and opposition supporters across Australia.

**2019 Season Investment: \$ 2750**  
(including GST)

Terms and conditions updated 19 January 2019



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# goFooty.Live - 2019

## Special Comments Sponsor

Be an active supporter of **goFooty.Live's** broadcasts of Geelong VFL & VFLW games:

- Acknowledgement whenever we cross to the Special Comments commentator - several times per quarter
- Advertisement before and after the game and at each quarter break
- Additional advertisements on **goRadio.Live** during the week - a minimum of two advertisements per day
- Advertisement and link to your web site on the **goRadio.Live** & **goFooty.Live** websites
- Acknowledgement on **goRadio.Live** & **goFooty.Live** social media channels

During 2019, **goFooty.Live** will be broadcasting at least 27 Geelong VFL and VFLW matches (plus finals) via a link on the Geelong Cats web site & social media channels as well as through free iPhone and Android apps. Your brand will be linked to our broadcast every week, heard by Geelong and opposition supporters across Australia.

**2019 Season Investment: \$1375**  
(including GST)

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# goFooty.Live - 2019

## Social Media Sponsor

Be an active supporter of **goFooty.Live's** broadcasts of Geelong VFL & VFLW games:

- Acknowledgement whenever we refer to our social media channels throughout the broadcast
- Advertisement before and after the game and at each quarter break
- Additional advertisements on **goRadio.Live** during the week - a minimum of two advertisements per day
- Advertisement and link to your web site on the **goRadio.Live** & **goFooty.Live** websites
- Acknowledgement on **goRadio.Live** & **goFooty.Live** social media channels

During 2019, **goFooty.Live** will be broadcasting at least 27 Geelong VFL and VFLW matches (plus finals) via a link on the Geelong Cats web site & social media channels as well as through free iPhone and Android apps. Your brand will be linked to our broadcast every week, heard by Geelong and opposition supporters across Australia.

## 2019 Season Investment: \$ 1100

(including GST)

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# goFooty.Live - 2019

## Boundary Rider Sponsor

Be an active supporter of **goFooty.Live's** broadcasts of Geelong VFL & VFLW games:

- Acknowledgement whenever we cross to our boundary rider(s) - a minimum of twice per quarter
- Advertisement before and after the game and at each quarter break
- Additional advertisements on **goRadio.Live** during the week - a minimum of two advertisements per day
- Advertisement and link to your web site on the **goRadio.Live** & **goFooty.Live** websites
- Acknowledgement on **goRadio.Live** & **goFooty.Live** social media channels

During 2019, **goFooty.Live** will be broadcasting at least 27 Geelong VFL and VFLW matches (plus finals) via a link on the Geelong Cats web site & social media channels as well as through free iPhone and Android apps. Your brand will be linked to our broadcast every week, heard by Geelong and opposition supporters across Australia.

## 2019 Season Investment: \$ 825

(including GST)

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# goFooty.Live - 2019

## Player Of The Match Sponsor

Be an active supporter of **goFooty.Live's** broadcasts of Geelong VFLW games:

- Acknowledgement during discussions about the best player during each game and during the post-match
- Advertisement before and after the game and at each quarter break
- Additional advertisements on **goRadio.Live** during the week - a minimum of two advertisements per day
- Advertisement and link to your web site on the **goRadio.Live** & **goFooty.Live** websites
- Acknowledgement on **goRadio.Live** & **goFooty.Live** social media channels

During 2019, **goFooty.Live** will be broadcasting at least 27 Geelong VFL and VFLW matches (plus finals) via a link on the Geelong Cats web site & social media channels as well as through free iPhone and Android apps. Your brand will be linked to our broadcast every week, heard by Geelong and opposition supporters across Australia.

## 2019 Season Investment: \$ 330

(including GST)

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# goFooty.Live - 2019

## Goal Of The Day Sponsor

Be an active supporter of **goFooty.Live's** broadcasts of Geelong VFLW games:

- Acknowledgement whenever a contender is kicked during the game
- Advertisement before and after the game and at each quarter break
- Additional advertisements on **goRadio.Live** during the week - a minimum of two advertisements per day
- Advertisement and link to your web site on the **goRadio.Live** & **goFooty.Live** websites
- Acknowledgement on **goRadio.Live** & **goFooty.Live** social media channels

During 2019, **goFooty.Live** will be broadcasting at least 27 Geelong VFL and VFLW matches (plus finals) via a link on the Geelong Cats web site & social media channels as well as through free iPhone and Android apps. Your brand will be linked to our broadcast every week, heard by Geelong and opposition supporters across Australia.

## 2019 Season Investment: \$550

(including GST)

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# goFooty.Live - 2019

## VFL Scoreboard Sponsor

Be an active supporter of **goFooty.Live's** broadcasts of Geelong VFL games:

- Acknowledgement at the start of the designated quarter and after each goal
- Advertisement before and after the game and the end of the designated quarter
- Additional advertisements on **goRadio.Live** during the week - a minimum of one advertisement per day
- Advertisement and link to your web site on the **goRadio.Live** & **goFooty.Live** websites
- Acknowledgement on **goRadio.Live** & **goFooty.Live** social media channels

During 2019, **goFooty.Live** will be broadcasting at least 27 Geelong VFL and VFLW matches (plus finals) via a link on the Geelong Cats web site & social media channels as well as through free iPhone and Android apps. Your brand will be linked to our broadcast every week, heard by Geelong and opposition supporters across Australia.

## 2019 Season Investment: \$ 330

(including GST)

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# goFooty.Live - 2019

## VFLW Scoreboard Sponsor

Be an active supporter of **goFooty.Live's** broadcasts of Geelong VFLW games:

- Acknowledgement at the start of the designated quarter and after each goal
- Advertisement before and after the game and the end of the designated quarter
- Additional advertisements on **goRadio.Live** during the week - a minimum of one advertisement per day
- Advertisement and link to your web site on the **goRadio.Live** & **goFooty.Live** websites
- Acknowledgement on **goRadio.Live** & **goFooty.Live** social media channels

During 2019, **goFooty.Live** will be broadcasting at least 27 Geelong VFL and VFLW matches (plus finals) via a link on the Geelong Cats web site & social media channels as well as through free iPhone and Android apps. Your brand will be linked to our broadcast every week, heard by Geelong and opposition supporters across Australia.

## 2019 Season Investment: \$ 330

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## Sponsorship Terms and Conditions

We want to set some ground rules for our sponsorship packages - nothing too legal or formal but just so that everyone has similar expectations:

- All sponsorship packages must be paid for before the first game and no refunds will be allowed
- Our intention is to broadcast at least 27 games plus finals but where logistics and/or unavoidable events occur, we will try to make up via other advertising on **goRadio.Live**
- 2019 sponsors will be given first right of refusal for 2020 sponsorship packages. We are unable to predict our audience size at this stage however if our audience numbers exceed expectations, 2020 sponsorship packages may increase in price accordingly
- We will ensure that no other sponsor is a direct competitor of yours - you are buying the right to exclusivity. That said, if Geelong FC attracts a club sponsor who is a direct or indirect competitor, unfortunately, we will need to give them precedence in future seasons
- We will do everything we can to support you and your business in recognition of your support of our exciting project

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