



bankwest



TORONTO
EAGLES

SPONSORSHIP GUIDE

INSPIRED
2012

WELCOME

Success means nothing without someone to share it with. With a rich history and a loyal fan base, the Toronto Eagles Australian Football Club has been thrilled to share its journey with its members and supporters.

It has been important to everyone involved with the Toronto Eagles to reward the steadfast loyalty of our partners with positive results, and we are proud of what we have been able to achieve thanks to their support.

With support for the Toronto Eagles at an all-time high, season 2012 presents an incredible opportunity for you to build a relationship with the club, whether it by increasing your corporate exposure through our advertising options, or by attending our events throughout the year.

We look forward to sharing a successful campaign with you in 2012.



G
O
L
D
E
A
G
L
E

GOLDEN EAGLE

The Golden Eagle is the premier sponsorship package provided by the Toronto Eagles Australian Football Club.

With a growing membership, provincial/international recognition and a large social network, we can help your company grow.

Benefits include:

- ◆ Company logo on game jumpers and sponsorship banner to be displayed at all team games and functions
- ◆ Digital advertising via Toronto Eagles AFC website (800+ hits/week) and social media
- ◆ Online presence on Australian affiliate, West Coast Eagles website (660,000+ hit/mth)
- ◆ Membership discounts to all employees for all game and club functions throughout the season
- ◆ Selected events naming rights
- ◆ Advertising space in team newsletter
- ◆ Announcement and marketing of company name at all major team events.
- ◆ Professional representation of your company and/or products by club members across a provincial league
- ◆ Recognition of support via Golden Eagle sponsorship plaque

MARK BLOCK CLUB

Named in honour of club legend, Mark Block , this corporate partner package provides sponsors with options tailored to promote brand awareness.

Benefits include:

- ◆ Digital advertising via Toronto Eagles AFC website (800+ hits/week) and social media
- ◆ Membership discounts to all employees for all game and club functions throughout the season
- ◆ Advertising space in team newsletter
- ◆ Announcement and marketing of company name at all major team events.
- ◆ Professional representation of your company and/or products by club members across a provincial league
- ◆ Recognition of support via Mark Block sponsorship plaque



W
E
A
G
L
E
S
A
F
C

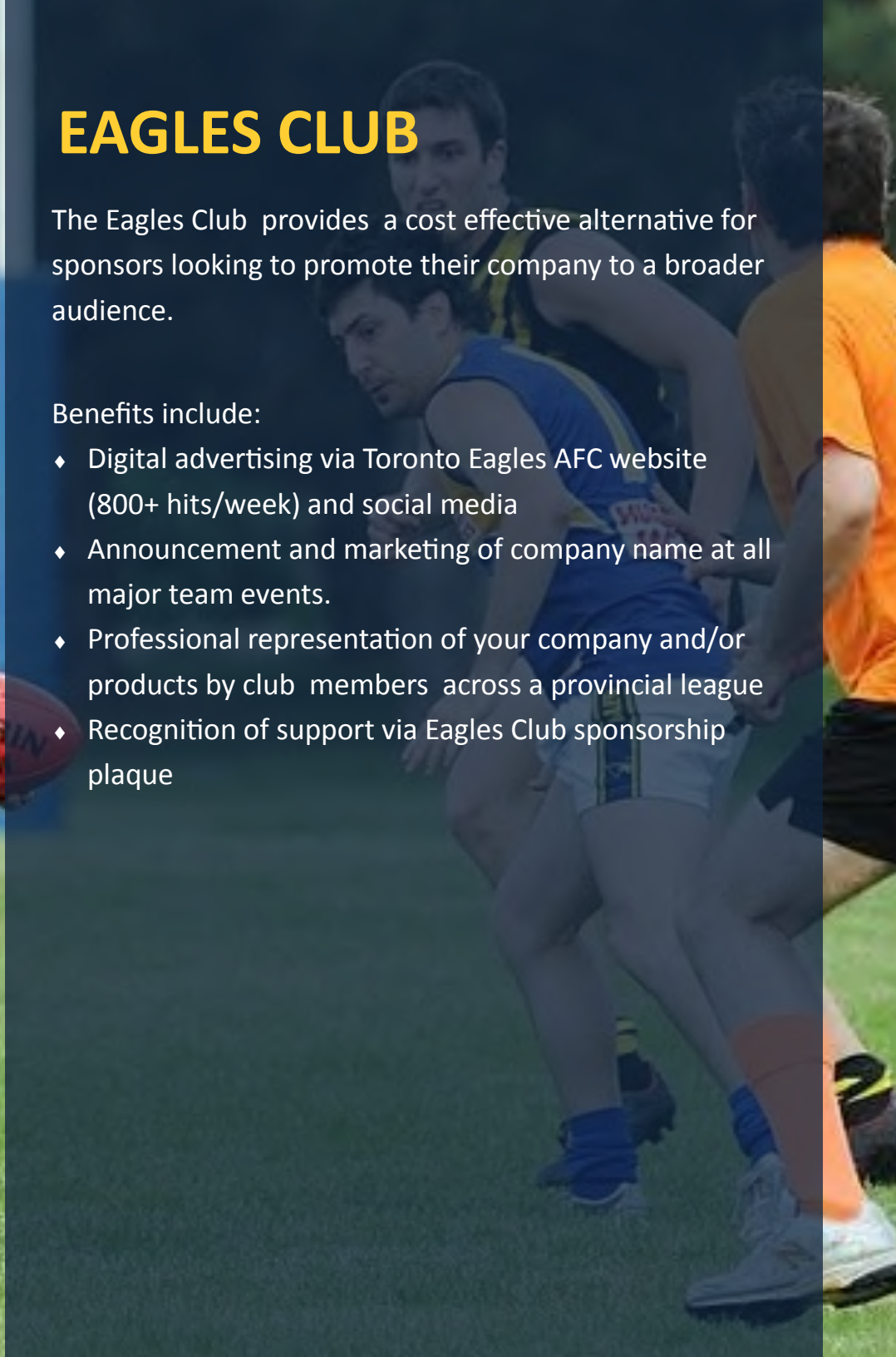


EAGLES CLUB

The Eagles Club provides a cost effective alternative for sponsors looking to promote their company to a broader audience.

Benefits include:

- ◆ Digital advertising via Toronto Eagles AFC website (800+ hits/week) and social media
- ◆ Announcement and marketing of company name at all major team events.
- ◆ Professional representation of your company and/or products by club members across a provincial league
- ◆ Recognition of support via Eagles Club sponsorship plaque



DIGITAL ADVERTISING

EAGLESAFC.COM

eaglesafc.com is now the main information source for the clubs large and diverse supporter base. This site is continuing to grow, offering the latest news and information.

The stats:

- ◆ 10,000 pages views for the 2011 season
- ◆ A monthly average of 800 page views for season 2011
- ◆ Social networking via Facebook, Twitter, Youtube and online newsletter
- ◆ International presence in Australia via West Coast Eagles Football Club (54,000 members)

eaglesafc.com is a great medium to gain reach among our loyal supporters provincially and internationally at a competitive cost.

You are able to connect with our highly active and engaged Toronto Eagles supporters through social media platforms: Facebook, Twitter, Youtube and our online newsletter.

These advertising options enable you to expose your message to our passionate supporter base. Our sponsorship team can tailor a package that meets your specific budgetary requirements and marketing objectives.



ADVERTISING

EVENTS

MAJOR CLUB EVENTS

SEASON LAUNCH

The Toronto Eagles will kick off its 2012 campaign with the club's tradition season launch.

This dinner function is a terrific opportunity to hear from our president, senior coach and selected players before the season gets under way.

EAGLEPALOOZA

The Toronto Eagles annual members extravaganza. Attendees are treated to a social tour of the city's best night spots.

EAGLES BALL

Support football in Ontario and get behind the Eagles major fundraising event for the season.

This formal event is a time for members to shine for the evening.

AWARDS FUNCTION

Join the Toronto Eagles as we celebrate the club's night of nights and crown the 2012 Troy Marsh Best & Fairest.

Players, coaches, staff, sponsors, members and supporters will enjoy this black-tie dinner dance.



CONTACT US

Toronto Eagles Sponsorship Team

www.eaglesafc.com

Email: sponsorship@eaglesafc.com