



# Partnership Proposal

Thursday, 26<sup>th</sup> October, 2017

*"Growth is never by mere chance; it is the result of forces working together." James Cash Penney, Founder of JCPenney*



Kevin Sharp

16 Brunswick Street, Brunswick

kfsharp@virtual.net.au

0437467812

Andrew Skelton, CEO

13Cabs/Cabcharge

26<sup>th</sup> October, 2017

Dear Mr. Andrew Skelton

**RE: Partnership Opportunity**

I'm writing with regards to a unique partnership opportunity to benefit 13Cabs from a number of perspectives. This is an opportunity for 13Cabs to align with an incredibly important community focused institution which has a strong values and proactive approach, the Fitzroy Football Club (FFC).

We at the FFC are looking for a well-known, respected and credible sponsor to be the face of our club and we think 13Cabs fits that profile. This partnership opportunity will provide 13Cabs with brand awareness, brand recognition, business opportunities through the highest followed Victorian Amateur Football Association (VAFA) club in Victoria.

We believe by engaging in talks, you will see how great the benefits are for your business.

We would like to start talks as soon as possible, so I will contact you on Monday the 30<sup>th</sup> of October as a follow up.

Please don't hesitate to contact me before Monday as I will be delighted to hear from you.

We would like to start talks at earliest convenience, as this will ensure we work towards mutual agreement to enable the greatest benefit for 13Cabs.

Sincerely,

Kevin Sharp

*Kevin Sharp*

# Executive Summary

We at the Fitzroy Football Club have created an innovative and thorough sponsorship proposal for 13Cabs/Cabcharge. Within the proposal, we have given a brief overview of our football club and showed how our strong base will help 13Cabs achieve their objectives moving forward.

Following, we have identified a specific target market for 13Cabs to attract. This being the 18-40 year old market as statistics show 73% of people are using Uber in that age demographic. This ties in with our club as the population around the club are becoming younger with our statistics showing 53% of Fitzroy Football Club stakeholders are aged within the same demographic, showing a congruent fit between the two organisations.

We then believe we want 13Cabs to be our number one, major sponsor, therefore offering the Bernie Quinlan 1 option, our top package. However, this package is flexible to change to suit the needs of 13Cabs.

We have then provided examples of what 13Cabs will look like on various assets, providing a deeper understanding of how 13Cabs will benefit from being our top sponsor.

One of the opportunities that will arise from this sponsorship for 13Cabs is the chance to have business to business networking with our other sponsors. One example is with Fitzroy IT where they may be able to provide 13Cabs an opportunity to update their website for better functionality.

Finally, we have provided different payment options, with complete flexibility for 13Cabs along with a table giving a brief outlook of how the sponsorship will be monitored and evaluated across the tenure.

We, the Fitzroy Football Club believe this sponsorship proposal is mutually beneficial for both organisations, ensuring both organisations will reach their internal and external objectives moving forward.



# Contents

Contents	1
Club Overview	2
FFC and 13Cabs	3
Current major Sponsors	4
Target Market	5 - 6
Congruence	7
Marketing Plan	8
Sponsor Options	9 - 10
Sponsor Benefits	11 - 12
Leverage Ideas	13 - 14
Budget & Investment	15
Monitoring & Evaluation	16
Association with other Sponsors	17
Contract	18 - 19



# Club Overview

## VISION:

GREAT FOOTBALL,  
GREAT COMMUNITY,  
GREAT CULTURE.

## MISSION:

TO ACHIEVE SUCCESS,  
FITZROY PROVIDES AN  
OUTSTANDING FOOTBALL  
ENVIRONMENT AND CLUB  
CULTURE FOR PLAYERS,  
MEMBERS, SUPPORTERS  
AND SPONSORS.

## Teams

Seniors (Premier B)

Reserves (Premier B Reserve)

Thirds (Premier B Thirds)

Under 19 (1) (U19 Section 2)


Under 19 (2) (U19 Section 5)


Women's 1 (Wilson Women's Premier)


Women's 2 (Wilson Women's Premier)

## Social Media

 More than 3400 followers

 More than 2300 followers

 More than 360 followers

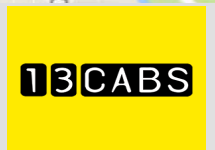
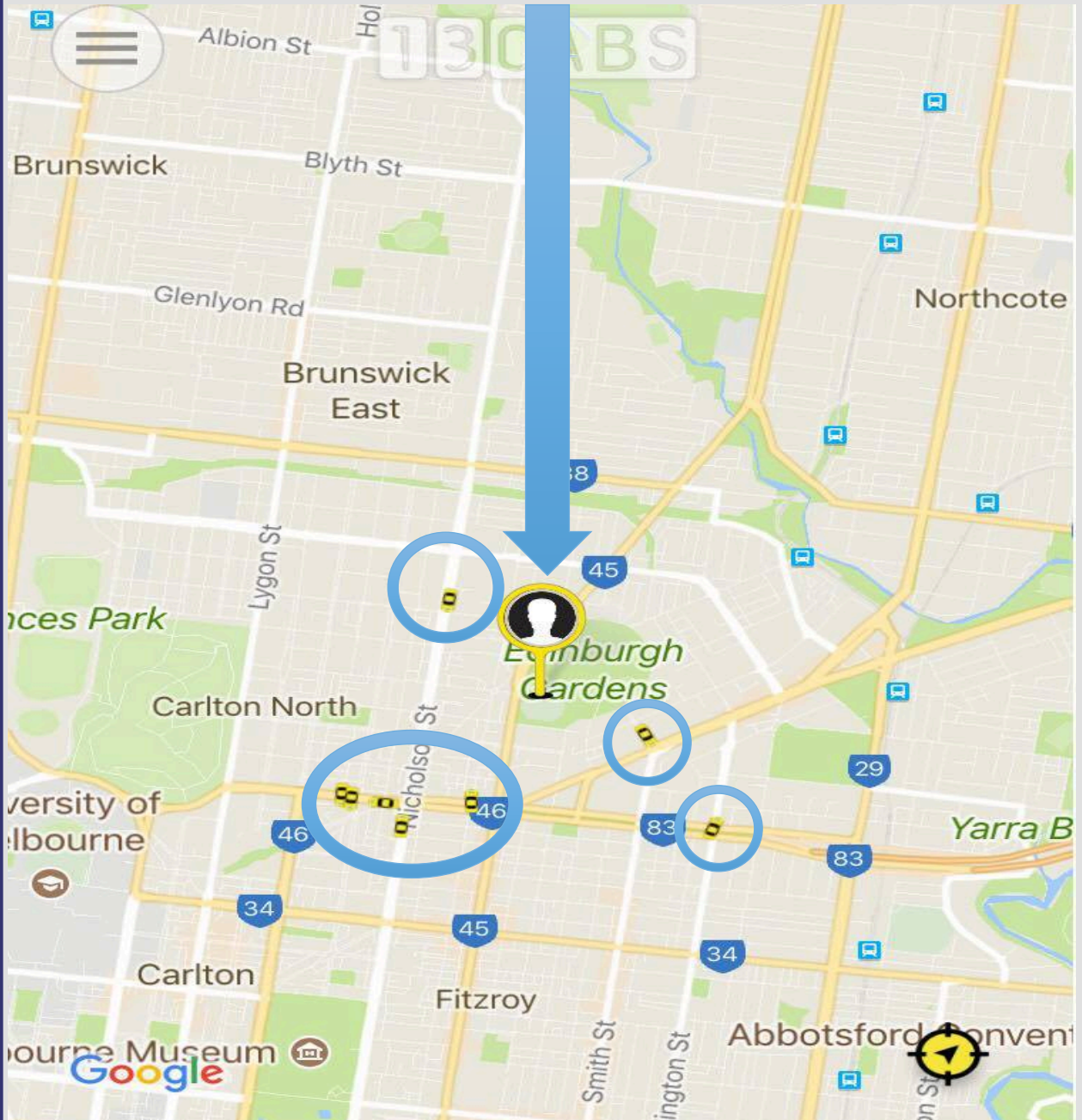
 Circulation 545 – weekly during season, monthly in off-season



# FFC and 13Cabs

Right around the Fitzroy Football Club are 13Cabs taxi's looking for business.

Figure 1 (Brunswick Street Oval)



# Current Major Sponsors

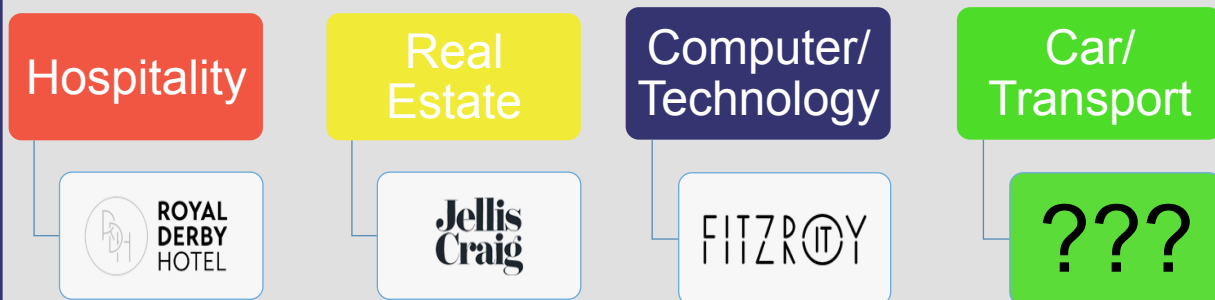
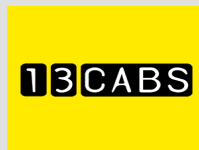


Figure 2





# Target Market

- 53% of Fitzroy FC stakeholders are aged 18-40

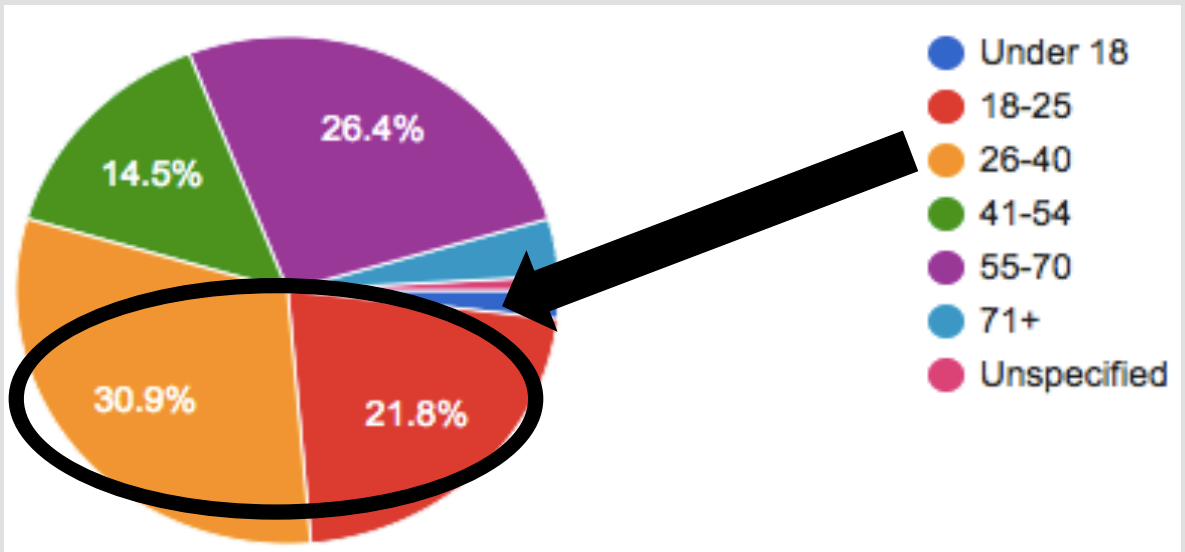
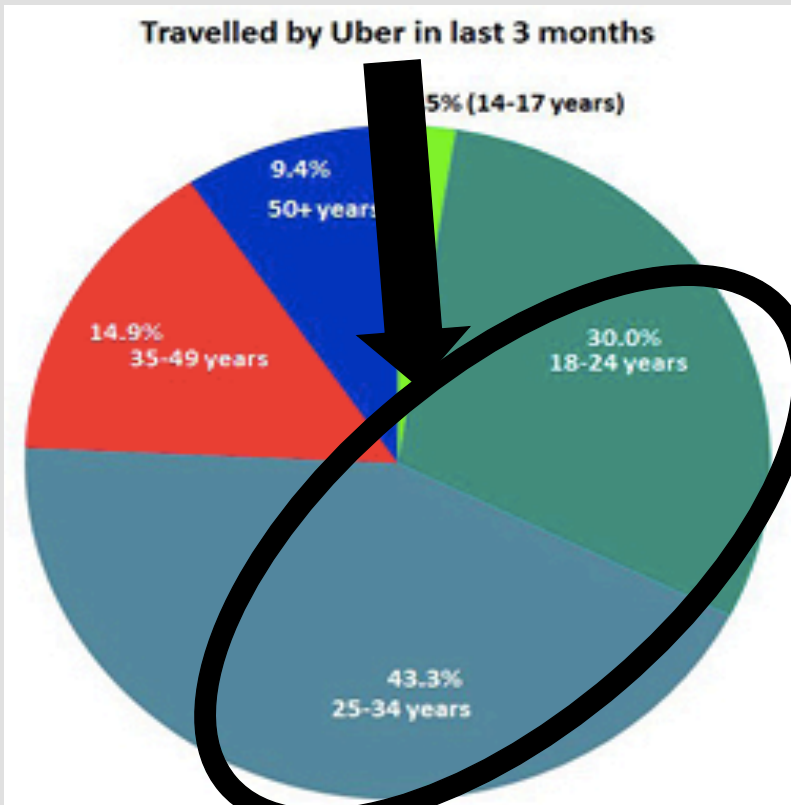


Figure 3: Fitzroy Survey Results 2017



- 73% of people aged 18-40 have used UBER in the last 3 months

Figure 4: Roy Morgan Research 2017





# Target Market

Based upon audience research (Figure 3 and 4), our proposal is aimed directly at the following demographic and psychographic group:

1. 18-40 year olds either socially, playing, coaching or a member of the Fitzroy Football Club as 53% account for stakeholders and within Melbourne in the last 3 months, 73% in that age demographic have used Uber over 13Cabs.
2. To target this market and obtain their business, this will see this age demographic use 13Cabs more often than Uber, helping generate further profit for 13Cabs/ Cabcharge.



# Congruence

1. Fitzroy obtain a high profile sponsee to help marketing objectives.
2. 13Cabs/ Cabcharge have the opportunity to meet community objectives.
3. 13Cabs/ Cabcharge are losing the 18-40 year old age demographic. Fitzroy are becoming a young population and there is an opportunity to gain business over competitors.
4. This is an opportunity to challenge UBER at a local level in a hotspot of Melbourne with the correct age profile.



# Marketing Plan

The 13Cabs sponsorship plan will be a front of mind campaign. Fitzroy will ensure 13CABS are the number 1 priority when marketing the club. There are some key focuses to ensure the marketing is of the highest quality for 13Cabs:

1. **Signage** in and around the ground (as seen in figure 5 and 8)
2. **Social Media** brand awareness (as seen in figure 6)
3. **Apparel brand awareness** (as seen in figure 7)
4. **Demonstration platform/ product trial** (as seen in figure 9 and 10)
5. Business to business networking opportunities through **hospitality events**.

By implementing, monitoring and evaluating these key focuses, this will ensure 13CABS secures a high return on investment and objectives.



# Sponsor Options



## Bernie Quinlan Package 1

Asset	Benefit
Chest Jumper Logo	64cm2 patch, front of jersey, highly visible to see branding, one available, highly scarce.
Hoodie Chest Logo	Fitzroy community wear, high brand awareness, only sponsor visible.
Polo Chest Logo (Right)	Brand awareness throughout Fitzroy community.
Training Jersey Back Logo	One logo on back, highly scarce, only sponsor visible.
Caps	Scarcity, one brand on cap, only brand to be seen.
Membership Cards	400+ members, scarce brand on card.
Facebook	3400+ likes, high impressions, high brand awareness.
Instagram	360+ followers, high impressions, high value.
Twitter	2300+ followers, high impressions, high brand awareness.
Mailing List	Entitles access to 400+ members e-mail's.
Redlow	Exclusive naming rights to the No. 1 function.
Red Roy Mail (Newsletter)	Distributed to 400+ members enhancing brand awareness.
Seniors	Naming rights to the seniors all season.
Training Vests	Exclusive rights to have only logo on training vests.
Fence Banner	Game day banner displaying companies brand.
Framed Player Sponsors	Logo displayed on player sponsors inside rooms.
On-Street Flag	Exclusive rights to on-street flags on game day.
<b>TOTAL VALUE</b>	<b>\$32,500</b>



Table 1  
**\*\*Subject to change\*\***



# Sponsor Options

- The Bernie Quinlan package is a generic package with the best assets included, created by the club.
- Packages are flexible and do not need to be bought as displayed.
- We want to provide the best, flexible package available to 13Cabs.



# Sponsor Benefits



## ***Fence Banner***

As seen in figure 5, for home games, 13Cabs will have their own banner, creating brand awareness to all supporters of both sides throughout the day.



Figure 5: 13CABS Fence Banner on game day

## ***Redlow***

As seen in figure 6, 13Cabs will have the exclusive rights to the best function of the year, the Redlow. The image shown will be posted on all social media channels, along with having an invitation to the night.

Figure 6: 13CABS Social Media post for the Redlow



# Sponsor Benefits



## *Jersey sponsor*

As seen in figure 7, 13Cabs will be the only sponsor on the front of the jersey. This creates scarcity, making the patch more valuable when seen by the public to create further business opportunities.

Figure 7: 13CABS Chest Logo



## *On street flags*

As seen in figure 8, 13Cabs will have the exclusive rights to the flags placed out the front of the ground, on one of the busiest streets in Victoria. With possibly hundreds of thousands passing by, further business will come from being clearly visible on the street.

Figure 8:  
13CABS On-Street Signage





# Leverage Ideas



## ***Discount coupons***

By 13Cabs providing FFC with 10% discount on cab rides, this will entice the Fitzroy community to commute with 13Cabs instead of Uber. In the long term, profits will end up being higher due to the high usage from the community.



Figure 9

## ***Business card giveaway***

Since drivers are self employed, they need to gain their own business. Drivers in the Fitzroy area can come to home games, give out their business cards to gain customers and help generate profits for 13Cabs, adding more value to the partnership.



Figure 10



# Leverage Ideas

## ***Cabs outside rooms***

After any function/ home game, 13Cabs are lined up outside to take home anyone in need, with drivers gaining more customers along with profit into the business.



Figure 11

## ***Kick it into the boot to win free rides for a month***

Once a month during the season, a 13Cab will be placed on the oval, with lucky fans given the opportunity to try kick a football into the boot. If they successfully do so within three kicks, they receive free rides for that month.



# Budget & Investment

- Bernie Quinlan 1 package cost: \$25,000.
- Value: \$32,500
- Monthly payment plan (flexible options available)
- First month, \$3000 cash payment to start the sponsorship, then \$2000 thereafter.
- We anticipate that these payments will be recouped through business generated from the FFC community, therefore adding further value to the package.



Figure 12



# Monitoring & Evaluation

## Monitoring and Evaluation Schedule

<p><u>November</u></p> <ul style="list-style-type: none"> <li>Announce 13Cabs signing</li> <li>Start promotion on social media.</li> </ul>	<p><u>December</u></p> <ul style="list-style-type: none"> <li>Maintain steady promotion on social media.</li> </ul>	<p><u>January</u></p> <ul style="list-style-type: none"> <li>Monitor engagement with 13Cabs</li> <li>Evaluate progress with a meeting with 13CABS.</li> </ul>
<p><u>February</u></p> <ul style="list-style-type: none"> <li>Maintain social media promotion.</li> <li>Announce jersey and apparel sponsorship.</li> </ul>	<p><u>March</u></p> <ul style="list-style-type: none"> <li>Increase promotion as season is nearing</li> <li>Have meeting with 13Cabs to ensure targets are being met.</li> </ul>	<p><u>April</u></p> <ul style="list-style-type: none"> <li>Maintain social media promotion</li> <li>Business lunch – opportunity to network.</li> </ul>
<p><u>May</u></p> <ul style="list-style-type: none"> <li>Maintain social media promotion</li> <li>Phone call to 13Cabs to evaluate.</li> </ul>	<p><u>June</u></p> <ul style="list-style-type: none"> <li>Maintain social media promotion</li> <li>Have demonstration platform day in this month.</li> </ul>	<p><u>July</u></p> <ul style="list-style-type: none"> <li>Maintain social media promotion</li> <li>Phone call to evaluate demonstration day.</li> </ul>
<p><u>August</u></p> <ul style="list-style-type: none"> <li>Maintain social media promotion</li> <li>Start negotiations with 13Cabs to extend tenure.</li> </ul>	<p><u>September</u></p> <ul style="list-style-type: none"> <li>Maintain social media promotion</li> <li>Complete negotiations to extend tenure.</li> </ul>	<p><u>October</u></p> <ul style="list-style-type: none"> <li>13Cabs Redlow night</li> <li>Announce resigning of 13Cabs.</li> </ul>

Table 2



# Association with other sponsors

Through the sponsorship, 13Cabs will have access to business to business networking. There is an opportunity for 13Cabs to update their website through the use of Fitzroy IT. Discussions can start through the business lunch, where both companies will be in attendance.

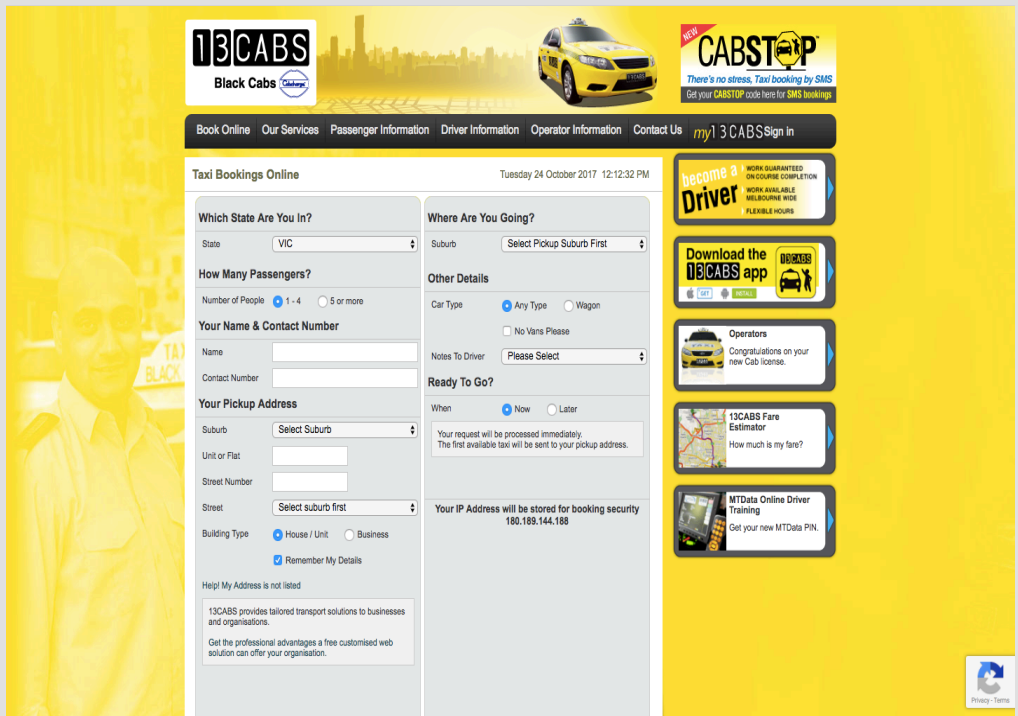
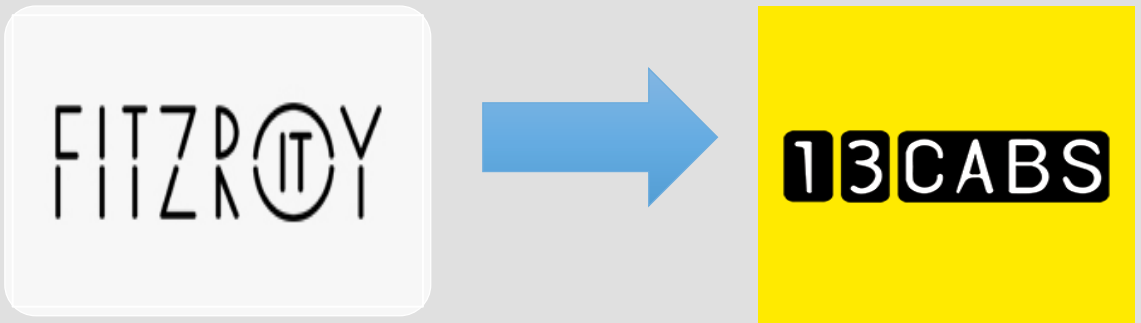


Figure 13



# Contract



AN AGREEMENT made on the 1st day of November month

BETWEEN the 13Cabs of one part AND Fitzroy Football Club of the other part  
WHEREBY IT IS AGREED

1. In consideration of the agreement by the Sponsor to pay the Club the sum of \$25,000 to sponsor the Fitzroy Football Club. The Club agrees to provide the credits and benefits set out in paragraph 2 below.
2. Credits and benefits to Sponsor  
  
From 1/11/2017 to 30/10/2018 the Club agrees:
  - (1) to place the 13Cabs logo on the chest of all Fitzroy FC playing jerseys, hoodies and on the right side of the polo.
  - (2) to place the 13Cabs logo on the back of all Fitzroy FC training jersey, on one side of the Fitzroy caps and on the membership cards.
  - (3) to have 13Cabs heavily featured on social media posts and access to the mailing list along with being on the front cover of the Red Roy Newsletter throughout the contract.
  - (4) to give 13Cabs exclusive naming rights to the seniors.
  - (5) to have exclusive rights to have the 13Cabs logo on the training vests.
  - (6) to have a game day banner with the 13Cabs logo present on home games.



# Contract



- (7) to have the 13Cabs logo present on all framed player sponsors.
- (8) to have the exclusive rights to have the 13Cabs logo present on on-street flags on game day.
- (9) to have exclusive naming right to the Redlow.
- (10) to be invited and allowed to attend other functions throughout the season.

## Payment

3. Payment of the said sum of \$25,000 shall be paid monthly, no later than the first day of each month with the first instalment being \$3000, then \$2000 thereafter.

## Other agreements

4. It is agreed that the Sponsor will be granted first option to renew sponsorship of the Fitzroy FC at a cost to be agreed. The Sponsor will give their decision on such renewal not less than two months before the end of the season.

Signed by 13Cabs:

Signed by Fitzroy FC:

Date:



*By working together, we can achieve massive growth for both organisations.*

