

# **Club Snapshot**

## About the club

- Filtzroy Seniors (Premier B)
  -Filtzroy Reserves (Premier B Reserve)
  -Filtzroy Thirds (Premier B Thirds)
  -Filtzroy Under 19 (1) (U19 Section 2)
  -Filtzroy Under 19 (2) (U19 Section 5)
  -Filtzroy Under 19 (2) (U19 Section 5)
  -Filtzroy ACU Women 1 (Wilson Women's Premier)
  -Filtzroy-ACU Women 2 (Wilson Women's Premier)

- Scottler interests

  f More than 3400 followers

  v More than 2300 followers

  o More than 360 followers

  c Circulation 545 weekly during season, monthly in off-season.





- •Website: http://www.fitzroyfc.com.au
  •Address: Brunswick Street, Fitzroy North, VIC 3068
  •Email: secretary@fitzroyfc.com.au



- •Das Studio Pilates
  •Fitzroy Victoria Bowling & Sports

- •APS Benefits Group •Bendigo Bank •McKenzie Allen

- Brisbane Lions
   Caltex Australia
- Caltex Fitzroy North
   CGU

- Milemaker Petroleum
   Mocopan Coffee
   North Fitzroy Arms

- •Pizza e Vino •Tutti I Saspori

	Pletinum (2 Year)	Pletinum (1 Year)	Gold	Silver	Bronce	Club
Your logs on playing jumper	D Han	1. 7840				
for the season						
Framed Fitzroy Football Club Jumper						
Naming rights for a home game with local community promotion	1	1				
Your banner at all senior home games at Brunswick Street Oval		1	1			
Promotional article on the Club's website during the season	1	1	1			
Feature article in the Club's e- newsletter (RedRoy Mailt during the season	1	1	1			
Promotional opportunities via the Club's social media platforms		1	1			
Acknowledgement at Club functions and events	-	-				
Material for your social media about your involvement with the rivin	-	- 2	-	-		
President's Luncheon Focus	-	-	-	- /		
Complimentary tickets to the Rediow (Club Best & Fairest)	2	2	2	2		
Complimentary tickets to President's Luncheon (total)	10	10	6	4	2	
Your logs on the Sponsor Board in the club rooms	- /	- /	- 2	- /		- /
Membership of Business Supporters Group with 3 social events		100	1			
Invitations to all networking events.	-	-	- 1	1		- /
Indusion in Oub "Suyer's Guide"	Dominant	Dominant	Prominent	Prominent	Large	Large
Your business in the RedRoy Mail throughout the season	Loge	Logo	Bus Name	Sur. Name	Bus. Name	Duc Name
Lago on Oub website with link to your website	Large	Large	Medium	Small	Small	Snall
Sponeorabig certificate	-	-	-	- /	-	
Free scarf and stubby holder	-	-	-	-	· ·	- /
Use of our approved sponsor "life"	3 Years	1 Year	1 Year	1 Year	1 Year	1 Year
Price	\$10K	\$10K	\$7.5K	SSK	53K	52K

Club Snapshot - Asset Inventory - Costing - Valuation - Sponsorship Packages



# **Asset Inventory**

Asset	Feature	Function	Benefit		Cost (\$)	Note	Value (\$)	Note
Playing Uniform								
Chest Jumper Logo	64cm2	Advertising/Branding	Brand awareness - Brand image transfer	196	980.00	-	3372.00	-
Back Jumper Logo	300cm2	Advertising/Branding	Brand awareness - Brand image transfer	196	1764.00	-	3594.60	-
Shorts Logo	64cm2	Advertising/Branding	Brand awareness - Brand image transfer	196	980.00		2124.00	- 4
TOTALS	04CHIZ	Advertising/branding	brand awareness - brand image transfer	588	3724.00		9090.60	
Merchandise				588	3724.00		9090.60	
Hoodie Chest Logo - Right	64cm2	Advertising/Branding	Brand awareness - Brand image transfer	300	1500.00		2510.00	
Hoodie Chest Logo - Left	64cm2	Advertising/Branding	Brand awareness - Brand image transfer	300	1500.00 2700.00	5	2510.00	5
Hoodie Back Logo	300cm2	Advertising/Branding	Brand awareness - Brand image transfer				3990.00	5
Hoodie Arm Logo - Right	24cm2	Advertising/Branding	Brand awareness - Brand image transfer	300	1500.00		2175.00	<u> 7</u>
Hoodie Arm Logo - Left	24cm2	Advertising/Branding	Brand awareness - Brand image transfer	300	1500.00	8	2175.00	8
Polo Chest Logo - Right	64cm2	Advertising/Branding	Brand awareness - Brand image transfer	200	600.00	2	1380.00	2
Polo Chest Logo - Left	64cm2	Advertising/Branding	Brand awareness - Brand image transfer	200	600.00	10	1380.00	10
Polo Back Logo	300cm2	Advertising/Branding	Brand awareness - Brand image transfer	200	600.00	11	1230.00	- 11
Polo Arm Logo - Right	24cm2	Advertising/Branding	Brand awareness - Brand image transfer	200	600.00	12	950.00	12
Polo Arm Logo - Left	24cm2	Advertising/Branding	Brand awareness - Brand image transfer	200	600.00	13	950.00	13
Training Jersey Chest Logo - Right	64cm2	Advertising/Branding	Brand awareness - Brand image transfer	250	1250.00	14	2025.00	14
Training Jersey Chest Logo - Left	64cm2	Advertising/Branding	Brand awareness - Brand image transfer	250	1250.00	15	2025.00	15
Training Jersey Back Logo	300cm2	Advertising/Branding	Brand awareness - Brand image transfer	250	2250.00	16	3285.00	16
Stubby Holder	50cm2	Advertising/Branding	Brand awareness - Brand image transfer	100	405.00	17	457.50	17
Caps	25cm2	Advertising/Branding	Brand awareness - Brand image transfer	100	576.00	18	812.40	18
Beanies	25cm2	Advertising/Branding	Brand awareness - Brand image transfer	80	244.00	19	368.40	19
Scarves	64cm2	Advertising/Branding	Brand awareness - Brand image transfer	200	2500.00	20	2890.00	20
Bumper Sticker	36cm2	Advertising/Branding	Brand awareness - Brand image transfer	50	150.00	21	1165.00	21
Apron	300cm2	Advertising/Branding	Brand awareness - Brand image transfer	25	288.50	22	797.35	22
TOTALS		- Summing Summing	and a second sec	3805	20613.50		33075.65	_
Membership				3003	_0013.30		33073.03	
Membership Card	4cm2	Advertising/Branding	Brand awareness - Brand image transfer	400	47.20	22	70.28	23
Members Cap	25cm2	Advertising/Branding	Brand awareness - Brand image transfer	100	576.00	24	812 40	24
TOTALS	ZSUIIZ	Auvertising/branding	brand awareness - brand image transfer	500	623.20	24	882.68	24
Digital Media				500	623.20		882.68	
Facebook	No limit	Advertising/Branding	Brand awareness - Brand image transfer	1	91.50		6137.25	
				1	18.30	25	347.45	25
Instagram	No limit other than Image size	Advertising/Branding	Brand awareness - Brand image transfer			26		26
Twitter	No limit other than 140 characters	Advertising/Branding	Brand awareness - Brand image transfer	1	73.20	27	3859.80	27
Mailing List	No limit	Advertising/Branding	Brand awareness - Brand image transfer	400	18.30	28	77.45	28
Red Roy Mail (Newsletter)	No limit	Advertising/Branding	Brand awareness - Brand image transfer	400	54.90	29	132.35	29
TOTALS				803	256.20		10554.30	
Events								
Business Networking		Advertising/Branding	Brand awareness - Brand image transfer, hospitality, product trial					
	Naming Rights & Signage		8,,,,,,,,,,,,,,,,	1	100.00	30	1020.00	30
Redlow		Advertising/Branding	Brand awareness - Brand image transfer, hospitality, product trial					
	Naming Rights & Signage		8,,,,,,,,,,,,,,,,,,	1	100.00	31	2020.00	31
Footy Ball		Advertising/Branding	Brand awareness - Brand image transfer, hospitality, product trial					
l body ball	Naming Rights & Signage	Autoritismigratisming	brand awareness - brand image transfer, nospitality, product trial	1	100.00	32	2020.00	32
Match Day Luncheons		Advertising/Branding	Brand awareness - Brand image transfer, hospitality, product trial					
	Naming Rights & Signage	Autoritismigratisming	brand awareness - brand image transfer, nospitality, product trial	5	500.00	33	1100.00	33
TOTALS				8	800.00		6160.00	
Naming Rights								
Home Games	Naming Rights	Advertising/Branding	Brand awareness - Brand image transfer, hospitality, product trial	9	494.10	34	3988.20	34
Seniors	Naming Rights	Advertising/Branding	Brand awareness - Brand image transfer	1	237.90	35	3475.80	35
Reserves	Naming Rights	Advertising/Branding	Brand awareness - Brand image transfer	1	237.90	36	2995.80	36
Three's	Naming Rights	Advertising/Branding	Brand awareness - Brand image transfer	1	237.90	37	2555.80	37
Under 19a's	Naming Rights	Advertising/Branding	Brand awareness - Brand image transfer	. 1	237.90	38	2995.80	38
Under 19b's	Naming Rights	Advertising/Branding	Brand awareness - Brand image transfer	- 1	237.90	39	2555.80	39
Women's Seniors	Naming Rights	Advertising/Branding	Brand awareness - Brand image transfer	1	237.90	40	2995.80	40
Women's Reserves	Naming Rights	Advertising/Branding	Brand awareness - Brand image transfer	1	237.90	41	2555.80	41
TOTALS	ngina	turning to smoothing	and an	16		- 11	24118.80	- 1
Hospitality				10	2233.40			
Canteen - Banner	2m x 1m	Advertising/Branding	Brand awareness - Brand image transfer, sales opportunities	1	184.00		1439.20	
TOTALS	am a and	nover tonig pranuing	oranio awareneos - brano image transier, sales opportunities	1	184.00	42	1439.20	97
Equipment					184.00		2-35.20	
	400cm2	Advantation (December	Deced account to the second se	50	295.00	42	514.00	- 0
Traing Vest	400cm2 64cm2	Advertising/Branding	Brand awareness - Brand image transfer	100	295.00 80.00	43	148.00	44
Cones		Advertising/Branding	Brand awareness - Brand image transfer	100	924.00	44	148.00	44
Drink Bottles	50cm2	Advertising/Branding	Brand awareness - Brand image transfer			45		45
TOTALS				255	1299.00		1698.40	
Signage								
Fence Banners	3m x 1m	Advertising/Branding	Brand awareness - Brand image transfer	3	828.63	46	2994.36	46
Framed Player Sponsors	200cm2	Advertising/Branding	Brand awareness - Brand image transfer	66	983.40	47	1555.08	47
Marquee	1m x 1m	Advertising/Branding	Brand awareness - Brand image transfer	2	1598.00	48	3117.60	48
	7,500cm2	Advertising/Branding	Brand awareness	4	220.00	49	3264.00	49
On-street Flag								
On-street Flag TOTALS TOTALS				75 <b>5247</b>	3630.03		10931.04 97950.67	

Club Snapshot - Asset Inventory - Costing - Valuation - Sponsorship Package



# Costing

Item No.	Asset	Quantity	Cost Per Unit (\$)	Total Cost	Reference
	Playing Uniform				
1	Chest Jumper Logo	196	5.00	980.00	http://www.8mark.com.au/custom-aff-shirts-Caf209
	Back Jumper Logo	196			http://www.8mark.com.au/custom-afl-shirts-Caf209
	Shorts Logo	196			http://www.8mark.com.au/custom-afi-shirts-Caf209
	TOTALS	588	19.00	3724.00	
4	Merchandise				
4	Hoodie Chest Logo - Right	300	5.00		http://www.8mark.com.au/pullover-hoodie-CJ1060-MARO
6	Hoodie Chest Logo - Left	300 300	5.00 9.00		http://www.8mark.com.au/pullover-hoodie-CJ1060-MARO
- 6	Hoodie Back Logo	300	5.00		http://www.8mark.com.au/pullover-hoodie-C11060-MARO http://www.8mark.com.au/pullover-hoodie-C11060-MARO
8	Hoodie Arm Logo - Right Hoodie Arm Logo - Left	300	5.00		http://www.amark.com.au/puilover-hoodie-LJUGO-wakUO http://www.au/puilover-hoodie-LJUGO-WakUO http://www.au/puilover-h
9	Polo Chest Logo - Right	200			http://www.sinark.com.au/polo-Cts20143
10	Polo Chest Logo - Left	200	3.00		http://www.mark.com.au/polo-Cts20143
	Polo Back Logo	200	3.00		http://www.8mark.com.au/polo-Cts20143
12	Polo Arm Logo - Right	200	3.00		http://www.8mark.com.au/polo-Cts20143
13	Polo Arm Logo - Left	200	3.00		http://www.8mark.com.au/polo-Cts20143
14	Training Jersey Chest Logo - Right	250	5.00	1250.00	http://www.8mark.com.au/custom-afl-shirts-Caf209
15	Training Jersey Chest Logo - Left	250	5.00		http://www.8mark.com.au/custom-afl-shirts-Caf209
16	Training Jersey Back Logo	250	9.00		http://www.8mark.com.au/custom-aff-shirts-Caf209
17	Stubby Holder	100	4.05		https://www.customstubbyholder.com.au/price-list
18	Caps	100	5.76		https://www.spreadshirt.com.au/create-your-own?productType=129&appearance=2
	Beanies	80			https://www.spreadshirt.com.au/create-your-own?productType=889&appearance=2
	Scarves Bumpas Stishos	200 50			http://myclubgear.com.au/scares/ http://myclubgear.com.au/scares/ http://www.stickerprinting.com.au/bumpersticker.php?gclid=CjwKEAjw8vmM8RDg2ff6wpS68RQSJAApvwYS8sgeMbUt-x70iKFsmwNvZ-tCGV5ThXMZDtj2YDPihhoC3YHw wc8
	Bumper Sticker Apron	25			http://www.stickerprinting.com.au/bumpersticker.pht/gcidisCjwkEAjwksmMBRUg_ZHWybb6RUSJAAAywvYsSkegMbUt-x/UiKI-smwNvZ-tCoV3 hXMxZUQ2YUPhhhoC3YHw_wcB http://www.stickerprinting.com.au/bumpersticker.pht/gcidisCjwkEAjwksmMBRUg_ZHWybb6RUSJAAAywvYsSkegMbUt-x/UiKI-smwNvZ-tCoV3 hXMxZUQ2YUPhhhoC3YHw_wcB http://www.stickerprinting.com.au/bumpersticker.pht/gcidisCjwkEAjwksmMBRUg_ZHWybb6RUSJAAAywvYsSkegMbUt-x/UiKI-smwNvZ-tCoV3 hXMxZUQ2YUPhhhoC3YHw_wcB http://www.stickerprinting.com.au/bumpersticker.pht/gcidisCjwkEAjwksmMBRUg_ZHWybb6RUSJAAAywvYsSkegMbUt-x/UiKI-smwNvZ-tCoV3 hXMxZUQ3 hXXxuQ3
	TOTALS	3805	102.90	20613.50	nttps://www.spreadsnirt.com.au/create-your-own/department=4&product i ypet.ate@ory=4=&product i ype=1186
	Membership	3003	102.50	23013.30	
23	Membership Card	400	0.12	47.20	https://www.officeworks.com.au/shop/officeworks/Print-And-Copy/Standard-Business-Cards
24	Members Cap	100	5.76		mtps://www.mreadshirt.com.au/snip/princewors/princedit/pge=1298appearance=2
	TOTALS	500	5.88	623.20	
	Digital Media				
25	Facebook	1	91.50		https://www.fairwork.gov.au/how-we-will-help/templates-and-guides/fact-sheets/minimum-workplace-entitlements/minimum-wages
	Instagram	1			https://www.fairwork.gov.au/how-we-will-help/templates-and-guides/fact-sheets/minimum-workplace-entitlements/minimum-wages
27	Twitter	1	73.20		https://www.fairwork.gov.au/how-we-will-help/templates-and-guides/fact-sheets/minimum-workplace-entitlements/minimum-wages
	Mailing List	400	0.05		https://www.fairwork.gov.au/how-we-will-help/templates-and-guides/fact-sheets/minimum-workplace-entitlements/minimum-wages
29	Red Roy Mail (Newsletter)	400	0.14		https://www.fairwork.gov.au/how-we-will-help/templates-and-guides/fact-sheets/minimum-workplace-entitlements/minimum-wages
	TOTALS	803	183.18	256.20	
30	Events		100.00	100.00	http://www.ustacian.com.ustacia
	Business Networking	1	100.00		http://www.australiasigns.com.au/onlinepricing/signs-calhtm https://www.fairwork.gov.au/how-we-will-help/templates-and-guides/fact-sheets/minimum-workplace-entitlements/minimum-wages
31 32	Redlow Footy Ball	1	100.00		https://www.fairwork.gov.au/how-we-will-help/templates-and-guides/fast-sheets/minimum-workplace-entitlements/minimum-wages https://www.fairwork.gov.au/how-we-will-help/templates-and-guides/fast-sheets/minimum-workplace-entitlements/minimum-wages
	Match Day Luncheons	- 1	100.00		https://www.fairwork.gov.au/now-we-will-help/templates-and-guides/fact-sheets/minimum-workplace-entitlements/minimum-wages https://www.fairwork.gov.au/now-we-will-help/templates-and-guides/fact-sheets/minimum-workplace-entitlements/minimum-wages
	TOTALS	8	400.00	800.00	grand and grand and grand and arrangement and spine entrantering manner and grand and arrangement
	Naming Rights				
34	Home Games	9	54.90	494.10	https://www.fairwork.gov.au/how-we-will-help/templates-and-guides/fact-sheets/minimum-workplace-entitlements/minimum-wages http://www.australiassigns.com.au/onlinepricing/signs-calc.htm
35	Seniors	1	237.90		https://www.fairwork.gov.au/how-we-will-help/templates-and-guides/fact-sheets/minimum-workplace-entitlements/minimum-wages http://www.australiasigns.com.au/onlinepricing/signs-calc.htm
36	Reserves	1	237.90		https://www.fairwork.gov.au/how-we-will-help/templates-and-guides/fact-sheets/minimum-workplace-entitlements/minimum-wages http://www.australiasigns.com.au/onlinepricing/signs-calc.htm
37	Third's	1	237.90	237.90	https://www.fairwork.gov.au/how-we-will-help/templates-and-guides/fact-sheets/minimum-workplace-entitlements/minimum-wages http://www.australiasigns.com.au/onlinepricing/signs-calc.htm
38	Under 19a's	1	237.90		https://www.fairwork.gov.au/how-we-will-help/templates-and-guides/fact-sheets/minimum-workplace-entitlements/minimum-wages http://www.australiasigns.com.au/onlinepricing/signs-calc.htm
39	Under 19b's	1	237.90		https://www.fairwork.gov.au/how-we-will-help/templates-and-guides/fact-sheets/minimum-workplace-entitlements/minimum-wages http://www.australiasigns.com.au/onlinepricing/signs-calc.htm
40	Women's Seniors	1	237.90		https://www.fairwork.gov.au/how-we-will-help/templates-and-guides/fact-sheets/minimum-workplace-entitlements/minimum-wages http://www.australiasigns.com.au/onlinepricing/signs-calc.htm
41	Women's Reserves	1	237.90		https://www.fairwork.gov.au/how-we-will-help/templates-and-guides/fact-sheets/minimum-workplace-entitlements/minimum-wages http://www.australiasigns.com.au/onlinepricing/signs-calc.htm
	TOTALS	16	1720.20	2159.40	
42	Hospitality Canteen	1	184.00	107.00	http://www.australiasigns.com.au/onlinepricing/signs-calc.htm
	TOTALS	1	184.00	184.00	пкруу жиж аказына акургызын акургын кыру арт 5-СШСЛТП
	Equipment	- 1	104.00	104.00	
43	Traing Vest	50	5.90	295.00	https://www.teamsports.com/en/football/training-aids/printed-sport-vest/a-697/
44	Cones	100	0.80		https://www.alibaba.com/en/ucotaen/talima.apprinted-post-en/a-015s-Cones-0668190274.html
	Drink Bottles	105	8.80		http://www.hisports.com.au/index.php?route=productRproductRkproduct id=414
	TOTALS	255	15.50	1299.00	
	Signage				
46	Fence Banners	3	276.21		http://www.australiasigns.com.au/onlinepricing/signs-calc.htm
47	Framed Player Sponsors	66			http://www.australiasigns.com.au/onlinepricing/signs-calc.htm
	Marquee	2	799.00		https://www.vividads.com.au
49	On-street Flag	4	55.00		http://www.australiasigns.com.au/onlinepricing/signs-calc.htm
	TOTALS	75	1145.11	3630.03	
	TOTALS	6051		33289.33	

Club Snapshot - Asset Inventory - Costing - Valuation - Sponsorship Package



## Valuation

Item No.	Asset						
Item No.	Asset Playing Uniform	Cost (\$)	Cost Plus	CPM Value	Impressions	Value (\$)	Rationale
1	Chest Jumper Logo	980.00	0.40	100.00	20000	2272.00	The front jumper logo is the most seen tangible sponsor henche the high impressions and CPM Value.
2	Back Jumper Logo	1764.00	0.40	75.00	15000		The back jumper logo is still of great value, but it costs more to produce than the front logo and won't receive equal impressions.
3	Shorts Logo	980.00	0.30	85.00	10000		The shorts logo has the same production cost as chest logo, but less impressions.
	TOTALS	3724.00				9090.60	
	Merchandise						
4	Hoodie Chest Logo - Right	1500.00	0.30	70.00	8000	2510.00	The chest hoodie logo's are the same size as playing jersey logo's but will have significantly less impressions.
5	Hoodie Chest Logo - Left	1500.00	0.30	70.00	8000		The chest hoodie logo's are the same size as playing jersey logo's but will have significantly less impressions.
6	Hoodie Back Logo	2700.00	0.30	60.00	8000		The back hoodie logo costs more to produce than the chest logo, but is bigger and easier to see.
7	Hoodie Arm Logo - Right	1500.00	0.25	50.00	6000		The arm hoodie logo's are the same size as the chest logo's but will have less impressions as they aren't in prime position.
8	Hoodie Arm Logo - Left	1500.00	0.25	50.00	6000		The arm hoodie logo's are the same size as the chest logo's but will have less impressions as they aren't in prime position.
9	Polo Chest Logo - Right	600.00	0.30	100.00	6000		The polo's will be worn by coaches, players and supporters, therefore will receive more impressions than the hoodies.
10	Polo Chest Logo - Left	600.00	0.30	100.00	6000		The polo's will be worn by coaches, players and supporters, therefore will receive more impressions than the hoodies.
11	Polo Back Logo	600.00	0.30	75.00 50.00	6000 4000		The back polo logo will still have slightly less impressions as they aren't visible in front on photos, hence valued lower than the front.
13	Polo Arm Logo - Right Polo Arm Logo - Left	600.00	0.25	50.00	4000		The arm polo logo's aren't in prime position hence less impressions and therefore value.  The arm polo logo's aren't in prime position hence less impressions and therefore value.
14	Training Jersey Chest Logo - Right	1250.00	0.25	50.00	8000		The training jersey's will have a high impression count as all players will wear them at training sessions and before games.
15	Training Jersey Chest Logo - Right Training Jersey Chest Logo - Left	1250.00	0.30	50.00	8000		The training jersey's will have a high impression count as all players will wear them at training sessions and before games.  The training jersey's will have a high impression count as all players will wear them at training sessions and before games.
16	Training Jersey Criest Logo	2250.00	0.30	45.00	8000		The training jersey back logo has been valued higher as it is a larger advertising space.
17	Stubby Holder	405.00	0.10	30.00	400		Stubby holders have been valued relatively low as they will have very few impressions.
18	Caps	576.00	0.15	60.00	2500		Caps have been valued moderately to reflect their cost, CPM and impressions.
19	Beanies	244.00	0.10	50.00	2000	368.40	Beanies are valued as one of the lowest merchandise items due to their low cost and relatively low impressions.
20	Scarves	2500.00	0.10	50.00	2800	2890.00	Scarves are owned by a large number of members and fans , therefore they have a moderate number of impressions, and high cost.
21	Bumper Sticker	150.00	0.10	50.00	20000		Bunmper stickers can potentially be seen by a high number of people, hence the high value based on impressions.
22	Apron	288.50	0.10	40.00	12000	797.35	Aprons will be seen by every canteen customer during the season, therefore they have a high impression rate.
	TOTALS	20613.50				33075.65	
	Membership						
23	Membership Card	47.20 576.00	0.15	40.00	400 2500		Membership cards are cheap to produce and will be seen by roughly 400 members, hence the low value.
24	Members Cap		0.15	60.00	2500		Membership caps will be seen by members and other fans at games, therefore the high number of impressions raises the value.
	TOTALS Digital Media	623.20				882.68	
25	Digital Media Facebook	91.50	0.50	200.00	30000	6137.25	The Facebook account is an intangible asset with over 3,400 followers resulting in a high number of impressions and great value.
26	Instagram	18.30	0.50	80.00	4000		The club's Instagram account is its least viewed online asset and therefore valued lower than Facebook and Twitter.
27	Twitter	73.20	0.50	150.00	25000		The club's Twitter account has over 2,300 followers and therfore will have a mass number of impressions.
28	Mailing List	18.30	0.50	125.00	400		The mailing list entitles the sponsor access to the clubs 400 members email addresses.
29	Red Roy Mail (e-Newsletter)	54.90	0.50	125.00	400		The club (e-)newsletter is distributed to its 400 members.
	TOTALS	256.20				10554.30	
	Events						
30	Business Networking	100.00	1.20	100.00	8000		Another intangible asset with a high number of impressions.
31 32	Redlow	100.00	1.20	150.00 150.00	12000 12000		Possibly the clubs most attentded event will have a high number of impressions and therefore value.
	Footy Ball	100.00	1.20				The player organised event will attract a high number of impressions and therefore a high CPM and value.
33	Match Day Luncheons TOTALS	500.00 800.00	1.00	125.00	800	1100.00 6160.00	Match day luncheons during the season will attract less impressions than the big events and are therefore valued lower.
	Naming Rights	800.00				6160.00	
34	Home Games	494.10	1.00	150.00	20000	3988.20	Home games to be promoted on both media and spoken channels.
35	Seniors	237.90	1.00	150.00	20000		The Senior Men's side will attract the most fans, hence a high CPM and impressions.
36	Reserves	237.90	1.00	140.00	18000	2995.80	Reserves naming rights to be repeated with written and spoken association all season hence the high CPM and impressions.
37	Third's	237.90	1.00	130.00	16000	2555.80	
38	Under 19a's	237.90	1.00	140.00	18000	2995.80	
39	Under 19b's	237.90	1.00	130.00	16000		Under 19b's naming rights mirror the third's value to reflect the lower number of impressions.
40	Women's Seniors	237.90	1.00	140.00	18000		Womens seniors naming rights are likely to yeild siimilar impressions as the reserves and therefore valued equally.
41	Women's Reserves	237.90	1.00	130.00	16000		Womens reserves naming rights will be used throughout the season to refer to the team, hence the impressions and CPM.
	TOTALS	2159.40				24118.80	
42	Hospitality			40.00	30000	4400	The canteen banner will be seen by all patrons who purchase food on game day and therefore has high impressions.
	Canteen Banner	184.00	0.30	40.00	30000		
	TOTALS	184.00	0.30	40.00	30000	1439.20	
	TOTALS Equipment	184.00				1439.20	
43	TOTALS	184.00 295.00	0.20	20.00	8000	1439.20 514.00	Training vests are cheap to produce and have a low CPM, hence the low value.
	TOTALS  Equipment  Traing Vest	184.00				514.00 148.00	
43 44	TOTALS  Equipment  Traing Vest Cones	295.00 80.00	0.20	20.00	8000 6000	514.00 148.00	Training vests are cheap to produce and have a low CPM, hence the low value.  Cones area a small advertising space but will be used regularly. They are however cheap to produce, hence the low value.
43 44 45	TOTALS  Equipment  Traing Vest Cones Drink Bottles TOTALS  Signage	295.00 80.00 924.00 1299.00	0.20 0.10 0.10	20.00 10.00 20.00	8000 6000 1000	514.00 148.00 1036.40 1698.40	Training vests are cheap to produce and have a low CPM, hence the low value.  Cores are a small advertising space but will be used regularly. They are however cheap to produce, hence the low value.  Orink bottles' high production cost in combination with their impressions has produced a moderate value.
43 44	TOTALS  Equipment  Traing Vest Cones Drink Bottles TOTALS	295.00 80.00 924.00 1299.00	0.20 0.10 0.10	20.00 10.00 20.00 50.00	8000 6000	514.00 148.00 1036.40	Training vests are cheap to produce and have a low CPM, hence the low value.  Cones area a small advertising space but will be used regularly. They are however cheap to produce, hence the low value.
43 44 45 46 47	TOTALS  Equipment  Traing Vest  Cones  Drink Bottles  TOTALS  Signage  Fence Banners  Framed Player Sponsors	295.00 80.00 924.00 1299.00 828.63 983.40	0.20 0.10 0.10	20.00 10.00 20.00 50.00 25.00	8000 6000 1000 40000 15000	1439.20 514.00 148.00 1036.40 1698.40 2994.36 1555.08	Training vests are cheap to produce and have a low CPM, hence the low value.  Cores area a small advertising space but will be used regularly. They are however cheap to produce, hence the low value.  Orisk bottlers 'high production cost in combination with their impressions has produced a moderate value.  Large fence banners are expensive to produce but are valued high because of their high CPM and impressions.  Displayed middle the Outbooms, the player sponsors will have fever impressions than other signage.
43 44 45 46 47 48	TOTALS  Equipment  Traing Vest Cones  Drink Bottles  TOTALS  Signage Fence Banners Framed Player Sponsors Marquee	295.00 80.00 924.00 1299.00 828.63 983.40	0.20 0.10 0.10 0.20 0.20 0.20	20.00 10.00 20.00 50.00 25.00 40.00	8000 6000 1000 40000 15000 30000	514.00 148.00 1036.40 1698.40 2994.36 1555.08 3117.60	Training vests are cheap to produce and have a low CPM, hence the low value.  Cones area a small advertising space but will be used regularly. They are however cheap to produce, hence the low value.  Drink bottlers high production cost in combination with their impressions has produced a moderate value.  Large fence banners are expensive to produce but are valued high because of their high CPM and impressions.  Displayed inside the clubrooms, the player sponsors will have fever impressions than other signage.  Margues espages will be even by all patrons at the game hence it high impressions and therefore value.
43 44 45 46 47	TOTALS  Equipment Traing Yest Cones Drink Bottles TOTALS Signage Fence Banners Framed Player Sponsors Marquee On-street Flag	295.00 80.00 924.00 1299.00 828.63 983.40 1598.00 220.00	0.20 0.10 0.10	20.00 10.00 20.00 50.00 25.00	8000 6000 1000 40000 15000	1439.20 514.00 148.00 1036.40 1698.40 2994.36 1555.08 3117.60 3264.00	Training vests are cheap to produce and have a low CPM, hence the low value.  Cores area a small advertions space but will be used regularly. They are however cheap to produce, hence the low value.  Crink bottlers 'high production cost in combination with their impressions has produced a moderate value.  Large fence banners are expensive to produce but are valued high because of their high CPM and impressions.  Displayed middle the Coloronous, the players govern with lave fence impressions than other signage.
43 44 45 46 47 48	TOTALS  Equipment  Traing Vest Cones  Drink Bottles  TOTALS  Signage Fence Banners Framed Player Sponsors Marquee	295.00 80.00 924.00 1299.00 828.63 983.40	0.20 0.10 0.10 0.20 0.20 0.20 0.20	20.00 10.00 20.00 50.00 25.00 40.00	8000 6000 1000 40000 15000 30000	514.00 148.00 1036.40 1698.40 2994.36 1555.08 3117.60	Training vests are cheap to produce and have a low CPM, hence the low value.  Cones area a small advertising space but will be used regularly. They are however cheap to produce, hence the low value.  Drink bottlers high production cost in combination with their impressions has produced a moderate value.  Large fence banners are expensive to produce but are valued high because of their high CPM and impressions.  Displayed inside the clubrooms, the player sponsors will have fever impressions than other signage.  Margues espages will be even by all patrons at the game hence it high impressions and therefore value.

Club Snapshot - Asset Inventory - Costing - Valuation - Sponsorship Package



# Sponsorship Packages

Asset	Bernie	Quinlan Pa	ckage		Pau	l Roos Pac	os Package		Red Roy-alty (9 available)	Golden Roy's (unlimited)	
Playing Uniform											
Chest Jumper Logo	0										
Back Jumper Logo		0									
Shorts Logo			П								
Merchandise											
Hoodie Chest Logo - Right	0										
Hoodie Chest Logo - Left	U	0									
Hoodie Back Logo		U									
			0								
Hoodie Arm Logo - Right				0							
Hoodie Arm Logo - Left					0						
Polo Chest Logo - Right	0										
Polo Chest Logo - Left		0									
Polo Back Logo			0								
Polo Arm Logo - Right				0							
Polo Arm Logo - Left						0					
Training Jersey Chest Logo - Right						U	0				
Training Jersey Chest Logo - Left								0			
Training Jersey Back Logo	П							J.			
Stubby Holder	U										
								0			
Caps	0										
Beanies		0									
Scarves			0								
Bumper Sticker							0				
Apron						0					
Membership											
Membership Card	0										
Members Cap					0						
Digital Media					Ü						
Facebook	П	П	П	п	0	0	п	П	П	П	
Instagram	0	0	0	0	0	0	0	0	0	0	
Twitter	0	0	0	0	0	0	0	0	0	0	
Mailing List	0	0	0	0	0	0	0	0	0	U	
Red Roy Mail (Newsletter)	U	0	П П	0	0	0	0	D	0		
	U	U	U	U	U	U	U	U	U		
Events											
Business Networking			0								
Redlow	0										
Footy Ball		0									
Match Day Luncheons				0	0	0	0	0			
Naming Rights											
Home Games									0		
Seniors	0										
Reserves		0									
Third's		U		п							
Under 19a's				u	П						
Under 198's					U	0					
						U					
Women's Seniors			0								
Women's Reserves							0				
Hospitality											
Canteen - Banner								0			
Equipment											
Traing Vest	0										
Cones		0									
Drink Bottles			0								
Signage			-								
Fence Banners	-		-								
	0	0	0	_	_	_	_				
Framed Player Sponsors	0	0	0	0	0	0	0	0	0	D	
Marquee		0	0								
On-street Flag	0										
TOTAL VALUE (\$)		29683.06						17131.08	16097.58	11899.58	
PURCHASE PRICE (\$)		25000.00							5000.00	2500.00	