



North Heidelberg Sporting Club

SEASON 2020

Club Personnel

President	Warren Haysom
Vice President Club Operations	John McDonald
Vice President Football Manager	Troy Perichon
Secretary - Administration	Jess Smyth
Netball Operations	Angela Norman
Treasurer	Eunice Sissing
Senior Football Coach	Jason Heatley
Development Football Coach	Kristian Lafite
U/19s Football Coach	Scott Gunn
Sponsorship Manager	Warren Haysom
Social Media	Brikken Scott



Club Contact Details

Club Phone Number	(03) 9457 1863
Website	www.northheidelbergsc.com.au
Email	football@northheidelbergsc.com.au
Facebook	facebook.com/northheidelberg
Team App	northheidelbergfc.teamapp.com/
General Correspondence	P.O Box 465, The Mall, Heidelberg West Vic 3081



North Heidelberg Sporting Club

Who we are....



The North Heidelberg Football Club was formed in 1958, with a strong contingent of local players being the catalyst behind the club's first senior premiership in 1962. Over the years we have been a constant force in the Diamond Valley Football League and its successor the Northern Football League.

Located on the border of West Heidelberg and Heidelberg Heights, the club attracts players and supporters from the local community as well as further afield with many former juniors and players moving out of the area but continuing to be actively involved both on and off the field.

In 2010 the club was incorporated as the North Heidelberg Sporting Club that ensured the introduction of the North Heidelberg Netball Club who have become a large component of the club and have contributed to the success and growth since their formation.



In recent times the club has embraced both the Bundoora Park Thunderbolts and West Ivanhoe Roosters Junior Football Clubs where the benefit of player development from junior to senior ranks from our junior partners has been apparent in the last few years.

We believe this is only the start of a long standing relationship with our junior partners in the future that supports further strength and growth in numbers for all clubs and sharing of resources particularly at voluntary & administration level.

A key part of that growth is the club's vision in line with the NHSC Strategic Plan for the introduction of junior girls and women's teams in season 2021.

Facilities

Our Social Rooms continue to be used for many functions run by the club throughout the year whether that be during the football season or over the summer months.

There is provision to provide a three course meal for in excess of 150 people with a fully functional kitchen facility.

Shelley Street Reserve is the home of the North Heidelberg Bulldogs and has remained the traditional home of the club since 1958.

RECENT HISTORY ACHIEVEMENTS



2019 Season:

Senior Football:- Division 1 3rd

Netball:- Team 3 Runners Up, Team 4 3rd, Team 5 3rd

2018 Season:

Senior Football:- Division 1 3rd, after gaining promotion from Division 2

Netball:- Team 1 Runners Up, Team 3 4th

2017 Season:

Senior Football:- Division 2 A Grade Premiers, B Grade Runners Up

Netball:- Team 1 3rd, Team 2 4th, Team 3 Premiers, Team 4 Runners Up

2016 Season:

Senior Football:- Division 2 A Grade Runners Up, B Grade Finalists

Netball:- Team 1 3rd, Team 3 Runners Up, Team 4 Runners Up

2015 Season:

Senior Football:- Competed in Division 1

Netball:- Team 1 3rd, Team 2 4th, Team 3 4th

2014 Season:

Senior Football:- Division 2 A Grade Premiers, B Grade Premiers

Netball:- Team 1 3rd, Team 2 4th, Team 3 4th

A Grade Football Premierships

1962, 1978, 1985, 1987, 1994, 2005, 2014, 2017

VFL/AFL Players produced:

Ross "Twiggy" Dunne (Collingwood), Peter Daicos (Collingwood), Colin Hobbs (Fitzroy)

Norm Brown (Fitzroy), Jason Heatley (Stkilda), Robert Powell (Collingwood, Richmond, Stkilda)

Paul Wheatley (Melbourne), Shane Harvey (Essendon & North Melbourne) Andrew Lovett (Essendon)

Jake King (Richmond) and former North Melbourne champion Brent "Boomer" Harvey who will line up with the club in 2020.

Club Membership and Demographics

The North Heidelberg Sporting Club had over 400 people who actively supported the club as either financial members in a playing or non - playing capacity involved with both football and netball codes in season 2019.

Additionally there are more than 1,000 people that have some involvement with the North Heidelberg Sporting Club through current members, family or friends with the majority of this group residing in the inner and outer Northern Suburban region.

The demographic of our membership base and others indirectly involved with the club suggests 50% live within the Heidelberg/Reservoir area, 25% in the Bundoora/Mill Park region and a further 25% from South Morang extending to Kilmore and to the outer North Eastern corridor of Whittlesea and Kinglake areas.

North Heidelberg Sporting Club Values

Club Vision

We aspire to be a premier community sporting club on and off field in the Northern Football and Netball League and enrich the lives of all those who are part of our community.

Club Mission Statement

- ▶ We are committed to excellence and the improvement of our sporting club and the community alike.
- ▶ To provide a safe, enjoyable environment for our members, players families, sponsors and guests.
- ▶ To facilitate sound club financial management through strong and united leadership.
- ▶ To ensure that communications at all levels of the club be encouraged and for all decision making to be transparent.
- ▶ To undertake and carry out our respective roles in a professional manner both on and off field.
- ▶ Our club is dependant upon the commitment and dedication of volunteers who deal with one another with courtesy and mutual respect.

Our Commitment

Like all local sporting clubs we rely greatly on the generosity of people and business to assist us to continue to achieve the objectives of our club vision and mission statement. In particular the challenge of keeping our young local men and women involved in team sports has never been more prevalent to our community in today's society.

At the North Heidelberg Sporting Club there is a definitive focus on youth and their families with the objective to provide a suitable place of venue for all sporting and social activities in a controlled and disciplined environment for all our club members, sponsors and guests.

Benefits of being associated as a Business Sponsor of the North Heidelberg Sporting Club

- ▶ Affiliation with a local sporting club means your business is seen as supporting the local community. This ensures the local community sees your brand in a positive light and will actively support your business in return.
- ▶ Progressive sporting club adopting best practice as a not-for-profit sporting club supporting the local community.
- ▶ Offering value for your investment with the ability to communicate directly with members and our general supporter base and the greater community of the Northern suburbs and surrounding areas, with the opportunity to deliver your brand through social media, electronic scoreboard presence, fence and social club signage, club merchandise, club functions and presentations.

We invite you to consider which of the following packages could suit you and your business with the opportunity to meet with you and see how we can better promote your business and its needs.

If we work together we jointly benefit!

ALL SPONSORSHIP FINANCIAL CONTRIBUTIONS ARE FULLY TAX DEDUCTIBLE

**Gold Bulldog
Partner**

**Sponsorship
Package**

\$11,000
inclusive of gst

Can include some or all of the following tailored to your request:

- ▶ Electronic scoreboard company advertisement on match days and functions where suitable
- ▶ Permanent signage (external) on social club pavilion
- ▶ Permanent signage within social club
- ▶ Business match day signage on fence at Shelley Reserve
- ▶ Business match day signage around players huddle during senior games both home and away throughout season
- ▶ Business logo on match day warm up tops for all senior teams
- ▶ Business promotion via NHSC social media outlets North Heidelberg TV, club website Youtube, Facebook pages and team app
- ▶ Business logo promoted on the NHSC business sponsors page via the Northern Football League weekly record publication "The Northerner"
- ▶ Club membership tickets unlimited for family and friends, admits free entry to all North Heidelberg Football Club home and away games throughout season (excludes finals)
- ▶ Entitlement to free club merchandise suitable to your requirements
- ▶ An opportunity to further promote your business as an event naming rights sponsor during the season
- ▶ Business presentation complimentary to members, guests and others regularly throughout the season
- ▶ Four complimentary tickets to attend each of the Presidents/Sponsors luncheons through the home and away season
- ▶ Four complimentary tickets to NHSC major raffles
- ▶ Four complimentary tickets to NHSC mid-season ball
- ▶ Four complimentary tickets to NHSC end of year Presentation Night

Note: A tax invoice will be issued for all of the above packages

Silver Bulldog Partner

Sponsorship Package

\$6,600
inclusive of gst

Package includes:

- ▶ Electronic scoreboard company advertisement on match days
- ▶ Permanent signage within social club
- ▶ Business match day signage on fence at Shelley Reserve
- ▶ Business promotion via NHSC social media outlets North Heidelberg TV, club website Youtube, Facebook pages and team app
- ▶ Business logo promoted on the NHSC business sponsors page via the Northern Football League weekly record publication "The Northerner"
- ▶ Six club membership tickets for family and friends, admits free entry to all North Heidelberg Football Club home and away games throughout season (excludes finals)
- ▶ Entitlement to free club merchandise suitable to your requirements
- ▶ Business presentation complimentary to members, guests and others regularly throughout the season
- ▶ Three complimentary tickets to attend each of the Presidents/Sponsors luncheons through the home and away season
- ▶ Three complimentary tickets to NHSC major raffles
- ▶ Three complimentary tickets to NHSC mid-season ball
- ▶ Three complimentary tickets to NHSC end of year Presentation Night

Note: A tax invoice will be issued for all of the above packages



Bronze Bulldog Partner

Sponsorship Package

\$3,300
inclusive of gst

Package includes:

- ▶ Electronic scoreboard company advertisement on match days
- ▶ Permanent signage within social club
- ▶ Business match day signage on fence at Shelley Reserve
- ▶ Business promotion via NHSC social media outlets North Heidelberg TV, club website Facebook pages and team app
- ▶ Business logo promoted on the NHSC business sponsors page via the Northern Football League weekly record publication "The Northerner"
- ▶ Six club membership tickets for family and friends, admits free entry to all North Heidelberg Football Club home and away games throughout season (excludes finals)
- ▶ Entitlement to free club merchandise suitable to your requirements
- ▶ Three complimentary tickets to attend each of the Presidents/Sponsors luncheons throughout the home and away season
- ▶ Three complimentary tickets to NHSC major raffles
- ▶ Three complimentary tickets to NHSC mid-season ball
- ▶ Three complimentary tickets to NHSC end of year Presentation Night

Note: A tax invoice will be issued for all of the above packages



Small Business Partner

Sponsorship Package

\$1,650
inclusive of gst

Package includes:

- ▶ Electronic scoreboard company advertisement on match days
Permanent signage within social club
- ▶ Business promotion via NHSC social media outlets North Heidelberg TV, club website
Facebook pages and team app
- ▶ Business logo promoted on the NHSC business sponsors page via the Northern
Football League weekly record publication "The Northerner"
- ▶ Two membership tickets for family and friends, admits free entry to all North Heidelberg
Football Club home and away games throughout season (excludes finals)
- ▶ Entitlement to limited club merchandise suitable to your requirements
- ▶ Two complimentary tickets to attend each of the Presidents/Sponsors luncheons through
the home and away season
- ▶ Two complimentary tickets to NHSC major raffles
- ▶ Two complimentary tickets to NHSC mid-season ball
- ▶ Two complimentary tickets to NHSC end of year Presentation Night

Note: A tax invoice will be issued for all of the above packages

Other Sponsorship opportunities for season 2020

- ▶ Goods, Vouchers or Services to the retail value of the various sponsorship packages
are most welcome.
- ▶ Weekly award packages for all teams are also available.

Contacts:

For more information on any of our packages please contact the following:

Warren Haysom - President

Phone: 0418 568 530

Email: warren.haysom@vaseyrslcare.org.au

Email: football@northheidelbergsc.com.au

Gazi Assi - Sponsorship/Promotions

Phone: 0403 474 363

Email: g.az.87@hotmail.com

Eunice Sissing - Treasurer

Phone: 0408 999 701

Email: esissing@ncml.com.au



A Word from the Coach

It gives me great pleasure to be appointed senior coach of the North Heidelberg Sporting Club, I look forward to the task ahead and the many challenges it throws up along the way.

We have always had a wonderfully loyal supporter base and I look forward to reacquainting with you all in the months ahead whilst our business partners who are important to providing the financial stability to the club, I look forward to working with you to harness a positive outcome for your commitment.

Season 2020 no doubt will provide exciting opportunities for the players, we have a young dynamic leadership group that will continue to develop the right culture moving forward along with a sprinkling of elder statesmen who bleed for the Bulldogs.

We aim to offer the best program possible to ensure the inclusion of all players is met, to be able to provide a learning experience to develop young men to be the best they possibly can be in life.

Our continued alignments with the Bundoora Park Thunderbolts & the West Ivanhoe Roosters will continued to be fostered to ensure the long term viability of the club in the years ahead. I encourage you all to get onboard and support this special club.

Regards

Jason Heatley



UNITED AS ONE

Contacts

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