

DENVER BULLDOGS

AUSTRALIAN RULES FOOTBALL CLUB



SPONSORSHIP PACKAGES



The BULLDOG Story

The Denver Bulldogs compete in the United States Australian Football League (USAFL) with 40 other clubs from across the USA and Canada. Founded in 1997, the Denver Bulldogs Australian Rules Football Club has become the most successful and winningest club in USAFL history, with the men's team winning 8 USAFL National Championships and the women's team winning 6 USAFL National Championships.

Who can your organization reach?

We have over 100 active players with the Denver Bulldogs and more than 1700 active supporters involved with the club, plus their family and friends. Furthermore, the Bulldogs host home games in Colorado each season against other USAFL clubs and also travel across the USA and Canada to play in USAFL games and tournaments. By sponsoring the Denver Bulldogs, your organization is exposed to both, a local Colorado audience and a national audience of thousands of people.

How do we promote your organization?

We use multiple avenues to promote your organization:

- Our **Facebook** profile has over 1700 followers.
- Our **website**, www.denverbulldogs.com, is a central reference point for all club information.
- Our monthly **club newsletter**, The Hydrant, is sent to all supporters with current news, information & events.
- We promote direct web links from all of our digital media to your organization's website and/or social media platforms.
- Each year, we produce a **Denver Bulldogs club t-shirt** with our club branding and sponsors logos/branding prominently displayed. All players and administrators are expected to wear this to ALL games and events, and also while traveling through airports to tournaments.
- Each year, we also produce **Denver Bulldogs club banners** with our club branding and sponsors logos/branding. These banners are displayed in a prominent location at all training sessions, games, tournaments, and social events.
- Club leadership always acknowledge and thank our sponsors at **club functions and social events**, and we invite anyone from your organization to attend our events and ensure you get to speak and promote your organization, as well as, help present awards to players.

Please note: the larger your sponsorship contribution is, the larger your logo/branding will be displayed. You'll also receive more benefits and VIP privileges.

What are your options to support and sponsor the Denver Bulldogs?

- Champions Club Package: \$2,000
- Premier Club Package: \$1000
- Medals Club Package: \$500
- Social Events venue: \$2,000
- AFL Grand Final watch-party venue: \$1,500
- USAFL tournament after-party venue: \$1,000
- Jersey Sponsor: \$6,000



Champions Club Package - \$2,000

Only one Champion Club sponsor per season.

Your organization's logo/brand would be the largest & most prominently displayed on all promotional materials including Bulldogs social media, Facebook group, the club website, the monthly newsletter, the annual club t-shirt, and the club banners at games and training sessions.

V.I.P benefits for two people include:

- Bulldogs membership fee waived & USAFL dues paid for 2 players of your choice (\$400 value).
- Bulldogs Merchandise: 2 club t-shirts and 2 club hats (\$80 value).
- Invitations to all Bulldogs social events and 2 free beers at each major Bulldogs event including AFL Grand Final Night, Skits & Shenanigans and Ugly Sweater. It also includes dinner for 2 at our PRAP Gala Awards night (\$100 value).
- A 2-minute announcement at each Bulldogs major event to promote your business (invaluable!).
- Inclusion on the members-only email list and an invitation to players-only events (priceless experiences!).

Premier Club Package - \$1,000

Maximum of two Premier Club sponsors for the season.

Your organization's logo/brand would receive secondary placement on all promotional materials including Bulldogs social media, Facebook group, the club website, the monthly newsletter, the annual club t-shirt, and the club banners at games and training sessions.

V.I.P benefits for two people include:

- Bulldogs membership fee waived & USAFL dues paid for 1 player of your choice (\$200 value).
- Bulldogs Merchandise: 1 club t-shirt and 1 club hat (\$40 value).
- Invitations to all Bulldogs social events and 2 free beers at each major Bulldogs event including AFL Grand Final Night, Skits & Shenanigans and Ugly Sweater. It also includes dinner for 2 at our PRAP Gala Awards night (\$100 value).
- A 1-minute announcement at each Bulldogs major event to promote your business (invaluable!).
- Inclusion on the members-only email list and an invitation to players-only events (priceless experiences!).

**Over 100 active players and
over 1700 supporters!**

**14-times USAFL
National Champions!**





Medals Club Package - \$500

Maximum of three Medals Club sponsors for the season.

Your organization's logo/brand would receive tertiary placement on all promotional materials including Bulldogs social media, Facebook group, the club website, the monthly newsletter, the annual club t-shirt, and the club banners at games and training sessions.

V.I.P benefits for two people include:

- Bulldogs membership fee waived & USAFL dues paid for 1 player of your choice (\$200 value).
- Bulldogs Merchandise: 1 club t-shirt and 1 club hat (\$40 value).
- Invitations to all Bulldogs social events and 2 free beers at each major Bulldogs event including AFL Grand Final Night, Skits & Shenanigans and Ugly Sweater. It also includes dinner for 2 at our PRAP Gala Awards night (\$100 value).
- A 1-minute announcement at each Bulldogs major event to promote your business (invaluable!).
- Inclusion on the members-only email list and an invitation to players-only events (priceless experiences!).

Social Events & Venue Sponsor - \$2,000

Only one Venue Sponsor for the season.

The Denver Bulldogs would hold monthly board meetings at your venue and at least

9 club functions at your venue each year, including:

- **February:** a post-NHL-game social event.
- **March:** a post-NBA-game social event.
- **May:** season kick-off party.
- **June, July, August & September:** post-home-game social events with visiting clubs attending too.
- **October:** Mad-Monday & Skits end of season party.
- **December:** Ugly Sweater holiday bar crawl.
- Several **other impromptu nights** throughout the year to celebrate birthdays and/or just to head out for a few beers with the boys/girls.
- **Your organization's logo/brand would be included** on all promotional materials including Bulldogs social media, Facebook group, the club website, the monthly newsletter, the annual club t-shirt, and the club banners at games and training sessions.
- We also **provide a framed club jersey to display** in your venue & trophies too, if you have space.





Annual AFL Grand Final watch-party venue - \$1,500

Only one Grand Final Sponsor for the season.

The Denver Bulldogs would host a supporters watch-party for the Australia Football League (AFL) Grand Final at your venue in September (**Australia's Super Bowl**).

- The event attracts over 250 people who eat dinner and drink while watching the game which starts at 9:00 pm on the last Friday in September.
- In previous years, the Bulldogs and supporters spent \$10,000 in 2017 and \$9,000 in 2018.

USAFL Regional Tournament Social Event Sponsor - \$1,000

Only one official Regional Tournament Event Sponsor for the season.

Your venue would be the official after-party host and the major sponsor of the tournament.

- The USAFL Tournament attracts approximately 240 players plus administrators, friends, and family for the games on a Saturday in July between 9 am and 4 pm.
- The after-party commences at 6 pm, with an awards presentation at 7:30 pm and goes late into the night.

Jersey Sponsor - \$6,000

Your organization logo/brand would be displayed prominently on a brand new set of Denver Bulldogs playing jerseys and shorts, and these would be worn for 3 years at all games and tournaments. The investment is effectively \$2,000 per year.

- \$6,000 for both men's team & women's team, or
- \$4,000 for either the men's team or the women's team jerseys.