

MUDGE BLACK SWANS
AUSTRALIAN FOOTBALL CLUB



Sponsorship Opportunities
for the
2010 Season



History of Mudgee Black Swans Australian Football Club

The Mudgee Black Swans Australian Football Club was established in 2000 and was instigated by two local AFL enthusiasts Marty Turner and Mark O'Keefe who thought it would be great to have a game on a Saturday and sought affiliation with the Central West Australian Football League (CWAFL).

The founding philosophy was to create one club which encompassed seniors and juniors and to ensure there was active involvement between all the players no matter what age.

2001: The Mudgee Black Swans took the field for the first time and fielded three teams, a senior team (Reserve Grade), under 17s and under 14s with the under 17s a real force to be reckoned with. The under 14s may have lacked size but definitely not heart.

It was in the reserve grade that we enjoyed unprecedented success. By making the Grand Final and only narrowly losing, the mighty Swannies forged a place in sporting history in Mudgee.

2002: Again the senior team made the Grand Final only to be denied a second time. The younger grades were committed and though lacking experience and size they competed well, fulfilled all commitments and importantly enjoyed the game.

2003: The club was able to fulfill its commitments when required to enter First and Reserve Grade teams in addition to the Junior Grades. Bright spots of the 2003 season were the selection of two under 17 players in the CWAFL representative team and the continued growth of the Auskick program in Mudgee. Auskick is the development game of AFL designed for players under 12 and it was pleasing to note that Mudgee *had the largest number of registrations of any club in the CWAFL.*

2004: This was a building year, building players numbers and building strength.

*2005 was the year the Mudgee Black Swans, came of age, with the senior team battling tough competition to take out the **premiership** in the reserve grade.*

2006 The senior team again made the Reserve Grade Grand Final, narrowly losing to Cowra, whilst the Under 14s also made the finals. Brenton Clarkson won the Under 14 award for the Best Player in the CWAFL competition and several under 17 and under 14 players made the combined representative side.

During the 2006 season we increased our playing numbers in every grade with Auskick (players from five years to twelve) doubling and providing an early indicator of our confidence in the future growth of our sport in Mudgee and Central New South Wales.

2007 The competition continued to grow with the inclusion of the Young Saints. All Mudgee teams enjoyed some success during the year with the Seniors recording their first win in First Grade and the Juniors beating several of the larger city rivals. To complete the season we had players selected in representative sides from all three grades.

2008 The senior side were narrowly defeated in the Grand Final of the Reserve Grade division. Many kids in Mudgee had a good taste of AFL throughout the year with an interschool competition being held and several coaching clinics.

2009 kicked off with our Auskick kids playing at half time in Canberra at a professional AFL competition match between the Sydney Swans and Port Adelaide. The senior side again competed in the Reserve Grade division in Greg Dowker's fifth year as Senior Coach.

The AFL has committed several million dollars to the development of the sport in New South Wales including a full time Junior Development Officer. He will be spending time at every Mudgee Primary and High School in 2010 assisting our efforts to attract new players.

This year marks the 10th anniversary of the club and we will do everything to make it our best year yet! We are very excited about the growth of the Mudgee Black Swans this year and into the future.

As we enter our tenth season we will be fielding three teams in the CWAFL competition: one senior side, under 17s and under 14s. We hope to continue providing great sporting opportunities for 5-12 year olds through our Auskick program. Our total registered **number of players is expected to exceed 100.**

We look forward to your involvement in one of the growth sports in both Mudgee and nationally for 2010 and beyond.

Affiliated Clubs Participating in CWAFL include:

Cowra Blues

Dubbo Demons

Mudgee Black Swans

Orange Tigers

Bathurst Bushrangers

Young Saints

Major Sponsors of the CWAFL

Westoil Petroleum

First National Real Estate

Southern Cross 10

JOIN US AS WE GROW !!



Major Team Sponsor

The major sponsor will have their name / logo on the jumpers and will have the team named after their business for the duration of the season. For 2010 we are proud to be known as **The Waratah Hotel Mudgee Black Swans**.

Package 1 - \$2,500 (One Only)

Sponsors who contribute \$2,500 will receive their name on the players shorts, and on the sponsors board, a framed plaque, BBQ lunches at a designated home game, 2 tickets to the annual presentation night and, 2 Mudgee Black Swans Polo shirts, 2 towels and a banner which will be displayed at all games. The **Winning Post Motor Inn** will be the shorts sponsor for 2010.

Package 2 "Player of the Day" – \$1,500 (One Only)

The lucky sponsor of this package will have their name and logo on the Mudgee Black Swans Towel. After each game the "Your name' sports pack, Player of the Day" will be awarded by the coach in each grade and a towel will be presented to the most deserving player. This sponsor will also receive their name on the sponsors board. Suitable for all ages.

Package 3 - \$600 and above (Max 8)

Sponsors who contribute between \$600 and \$999 will receive their name on the sponsors board, a framed plaque, BBQ lunch at a designated home game, 2 tickets to the annual presentation night, 2 Mudgee Black Swans Polo shirts and a banner which will be displayed at all home games.

Package 4- \$300 and above (Max 5)

Sponsors who contribute between \$250 and \$599 will receive their name on the sponsors board, a framed plaque, BBQ lunch at a designated home game, 2 tickets to the annual presentation night plus 1 Mudgee Black Swans Polo shirt.

Package 5 - \$200 and above (Max 10)

Sponsors who contribute between \$200 and \$299 will receive their name on the sponsors board, a framed plaque, BBQ lunch at a designated home game and 2 tickets to the annual presentation night.

Throughout the season the club will be using radio advertising to promote events and home games. All sponsors will get “tagged” during our on air promotions.

To enable us to fulfil our commitments please indicate which sponsorship package you would like as soon as possible.

It should be noted that sponsorship at any level can include cash, product or services or a combination of both.

Auskick Sponsorship



Auskick which is for the kids 12 years and younger is a modified game and has been played in its various forms for many years, with regular inter-town Sunday carnivals. Auskick programs have been included as part of sport in many Central West schools for around 8 years. Funding from the AFL has provided a Central West Development Officer seeing the program grow enormously.

Please contact Mar O’Keefe for further details on sponsorship opportunities for these future champions.

MUDGEES BLACK SWANS EXECUTIVE COMMITTEE

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