

**MUDGE BLACK SWANS**  
**AUSTRALIAN FOOTBALL CLUB**



**Sponsorship Opportunities**  
**for the**  
**2011 Season**



## History of Mudgee Black Swans Australian Football Club

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

*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 competed well, fulfilled all commitments and importantly enjoyed the game.

2003: The club entered 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 AFLCW 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 Mudgee *had the largest number of registrations of any club in the AFLCW.*

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 and the Under 14s also made the finals. Brenton Clarkson won the Under 14 award for the Best Player in the AFLCW 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.

2010 The 10 year anniversary of the club was celebrated in style. Highlights included Sydney Swan's legend Nick Davis as guest speaker at a black tie event and local AFL champion Kent Coburn was named in the 1970's 'Team of the Decade'. The senior team made the Grand Final, making it six Grand Final appearances in ten years.

The AFL continues its commitment to the development of AFL in New South Wales. The regional Junior Development Officer will be hosting clinics through local schools in 2011 to assist our efforts in attracting new players.

The 2011 season will see the Mudgee club raise the profile of the club and AFL as a sport for young people. We hope to continue providing great sporting opportunities for children of all ages, including 5-12 year olds through our Auskick program.

**We look forward to your involvement in one of the growth sports in both Mudgee and nationally for 2011 and beyond.**



## **Affiliated Clubs Participating in AFLCW include:**

Bathurst Bushrangers

Cowra Blues

Dubbo Demons

Mudgee Black Swans

Orange Tigers

Parkes Panthers

Young Saints

## **Official Partners**

Westoil Petroleum

NAB Auskick

## **Major Sponsors of the AFLCW**

Southern Cross 10

# JOIN US AS WE CONTINUE TO 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.

### 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 2011.

### 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 sponsor's board.

### 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 sponsor's 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 Andy Rooke for further details on sponsorship opportunities for these future champions.

## MUDGEE BLACK SWANS EXECUTIVE COMMITTEE

President	Nathan Hiley 0412 117 298 president@mudgeeblackswans.com
Vice-President	Trent Nankivell 0417 894 703 vice-president@mudgeeblackswans.com
Secretary	Mark O'Keefe 0427 132 569 secretary@mudgeeblackswans.com
Treasurer	Steve Ledger 0428 733 960 treasurer@mudgeeblackswans.com
Registrar	Ben McKenzie 0409 605 225 registrar@mudgeeblackswans.com
Auskick Contact	Andy Rooke 0427 132 569 secretary@mudgeeblackswans.com
Publicity Officer	Greg Dowker 0417 451102 chardwd@hwy.com.au
Correspondence	secretary@mudgeeblackswans.com OR MUDGEE BLACK SWANS AFC P.O. BOX 1068 MUDGEE NSW 2850