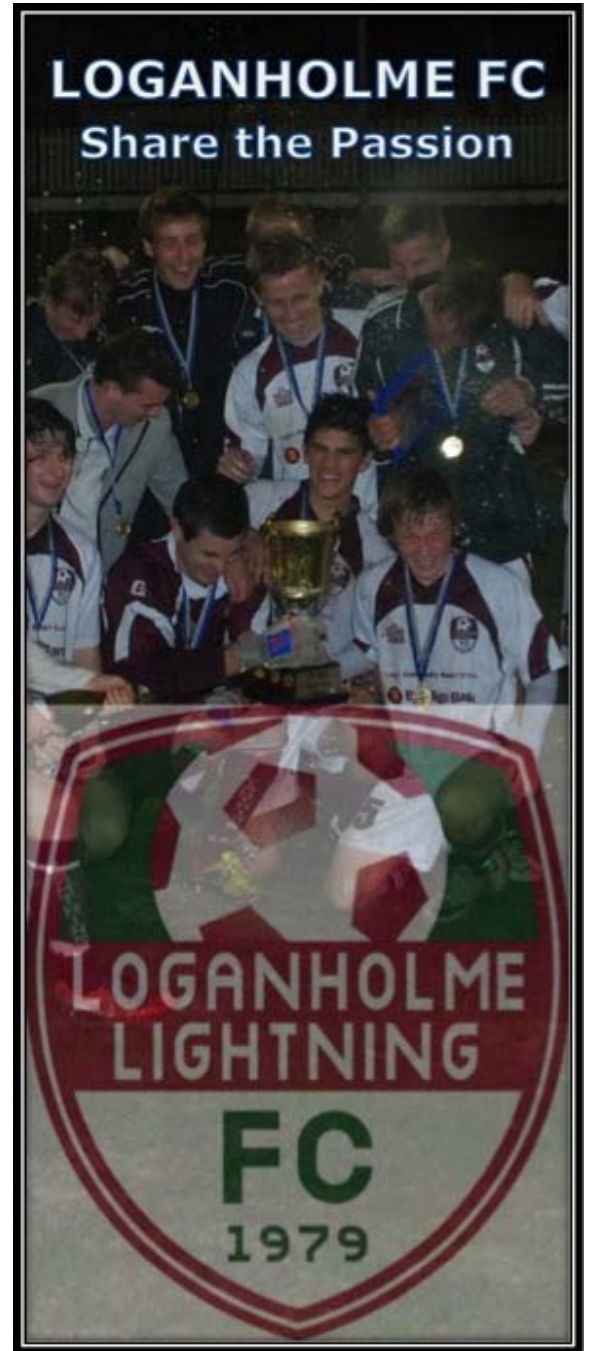


2012 Sponsorship Prospectus

Loganholme FC Incorporated

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Please contact us for more information

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GEOGRAPHIC PROFILE:

Loganholme FC (LFC) is located in the eastern area of Logan City, at Cornubia Park, Bryants Road, Shailer Park, Queensland. Logan is the second largest City in Queensland and is ideally located between Brisbane and the Gold Coast. Logan is home to over 170,000 people who come from over 160 different cultures, making it one of the most diverse cities in Australia. More than 50% of Logan's population is under the age of 30.

The Club borders the suburbs of Loganholme, Cornubia, Shailer Park and Tanah Merah. During its history the Club has seen these suburbs grow from small rural areas to a large, densely populated suburban areas, built around a retail and commercial precinct of regional significance (the Logan Hyperdome). The area is now well serviced by the Pacific Motorway and regular public transport facilities. This has established the eastern area of Logan City as a residential hub, with easy links to Brisbane, the Gold Coast, Ipswich (via the Logan Motorway) and the Sunshine Coast (via the Gateway Motorway).

CLUB PROFILE:

LFC was established in 1979 and celebrated its 30th anniversary in 2008 and is colloquially known as **Loganholme Lightning**. Until its recent history, LFC was predominately a junior football club acting as a feeder to the larger clubs within the district. As players grew and progressed through the age-groups and skill levels, they would move from Loganholme to play senior football elsewhere.

The Club has experienced annual growth for the past 8-years in terms of player membership and has started to retain players who can now transition into senior football at the club. In 2011 the Club consolidated previous growth to maintain unprecedented levels by achieving record sign on numbers with **900 registered players**. In 2011 we saw our rapidly developing senior program continue its success story by gaining promotion into Premier Division 1 after only two seasons in the premier ranks. Loganholme FC has a five-year development plan in place to gain promotion into the top flight Brisbane Premier League competition by 2015.

With the introduction of senior football, we are consolidating our youth development and providing a pathway for our junior players both at the elite and social levels at LFC. Over the years we have been very successful in producing players who have gone onto State and National level with three players in recent years achieving Australian junior selections who were past LFC players. We have also produced professional players such as Tahj Minniecon (Gold Coast United) who was recently quoted as acknowledging Loganholme as his most influential junior club; James Donachie (Brisbane Roar Youth and Young Socceroos); and Michael Turnbull (formerly of New Zealand Knights).

Our player membership rank us the largest soccer club in Logan City and arguably the largest sporting association with **80 individual teams** being administered on a weekly basis as well as being one of the five largest clubs in the Football Brisbane association (71 clubs),

We pride ourselves as a family orientated club with an emphasis on participation and enjoyment as well the competitive performance of our teams. We are an organisation catering for the needs of a large demographic of our community from the four year-old child playing in our Football Squirts (Tiny Tots) program to members over 40 in our Commercial league teams.

In 2007 the Club was a finalist in the 'Sports Administration' category at the prestigious Logan City Sports Awards with our past President being awarded the Logan City Sports Administrator of the year. In 2008 the Club was again a finalist in the 2008 Logan City Sports Awards in the 'Sports Organisation' as well as the 'Sports Event' categories with the Club winning both of these categories in 2009. 2010 again saw the club as a finalist in the 'Sports Organisation' as well as the 'Sports Event'. In 2011 we scooped the pool at the Logan City Sports Awards winning the Sports Administration, Sports Organisation and Sports Event of the year categories and were also finalists in the Team and Coach of the year categories.

Statistically, 2011 was a very good year for the club. There were 80 teams playing football every weekend for over 22 weeks of the year which were assisted by more than 130 coaches and 70 managers. The Club also has in excess of 2000 members when players and parents are included. The Club attract in excess of 2,500 people through its venue either as a participant or as a spectator on any given weekend.

We are arguably one of the most successful clubs in the Football Brisbane association in terms of the performance of our junior teams and we are the only club in the entire zone who is able to boast the highest division possible in all of the junior/youth age-groups from U12 to U19 making Loganholme an ideal marketing platform. We were also awarded the prestigious '*Presidents Award*' at the Football Brisbane Gala Awards in 2011, which is awarded to an individual or club for outstanding achievement.

At the end of each year the Club holds a junior presentation day for the players to come and receive their trophies. This event alone attracts in excess of 3,000 people throughout the whole day. The Club is very focused on family values and as a result we see numbers inflated by relatives, siblings, cousins and grandparents etc. attending the weekly games or the presentation day.

Our Club is no stranger to seeking government funding having been successful on three occasions in the last six years to receiving over \$750,000 in local and state government grants to improve the facilities at the Cornubia venue. The Club also enjoys a healthy relationship with local councillors and the Mayor of Logan City and we are highly regarded in these circles and have a good reputation in Logan City and abroad for providing a quality environment for our members and players to enjoy the sport and the social aspects it brings.

SPONSORSHIP PACKAGES:

A variety of sponsorship packages are available for purchase starting from \$150 for a 12-month contract. Packages can be tailor-made to suit specific programs within the Club or to the particular taste of your organisation. The following table provides an overview of some of the packages that are available.

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Loganholme FC Incorporated

2012 Prospectus	Platinum (Major Sponsor) 3-year min contract	Gold Package	Silver Package	Bronze Package	Senior Sponsorship 2-year min contract	Carnival Major Sponsor	Individual Team Sponsor	External Signage	Newsletter / Website advertising	Premier Player Sponsor
Major sponsor naming rights	✓				✓					
Logo on playing shirts	✓	✓ Small			✓ Premier					
Logo on polo shirts	✓				✓ Premier		✓			
Large sign on club house	✓									
On field signage (cost not included)	12	8	6	4	4	4	1	1		
Internal club house signage	1	1	1	1	1	1	1	1		
\$200 credit for registration fees							✓	✓		
Special event signage / display	✓	✓				✓				
Advertising (newsletter/website)	✓	✓	✓	✓	✓	✓			✓	✓ website
Premier Match Day Programme	✓	✓	✓		✓					✓
Promotion on Clubs Website	✓	✓	✓	✓	✓	✓	✓			
Regular PA announcements	✓	✓	✓	✓	✓					
Distribution of promotional material	✓	✓	✓	✓	✓	✓ Events				
Present awards at presentation	✓	✓	✓	✓	✓		✓			
Access to Club Data Base	✓	✓	✓	✓	✓					
Public Relations Programme	✓	✓	✓	✓	✓	✓				
Club Publications	✓	✓	✓	✓	✓	✓				
Photograph of teams/player					✓		✓			✓
Certificate of appreciation	✓		✓	✓	✓	✓	✓	✓		
Investment (ex GST)	POA	POA	POA	POA	POA	POA	\$750	\$500	\$250	\$150

SPONSORSHIP BENEFITS:

- **Signage** – Many opportunities are available to position your corporate signage at our club, including the fields and both internally and externally on the club-house.
- **Club Merchandise** – Selected sponsorship packages include the ability to position your corporate advertising on our club merchandise and playing shirts.
- **Club Publications** – The club produces publications throughout the year including our regular newsletter, club handbook (800 circulation), carnival programs and match-day programs. The opportunity to position your corporate advertising strategically within these documents is included in selected packages.
- **Public Relations programme** – Sponsors are supported by the club in any Media Releases which occur during the course of the year.

WEBSITE:

LFC manages a state of the art website facility which provides an ideal platform for sponsors to advertise and promote their organisation. Our website generates more than 10,000 site visits per month during the course of the regular season.

Promotional material and special offers are also able to be e-mailed to our membership (approximately 1500 members) through our website to sponsors who avail themselves of selected packages.

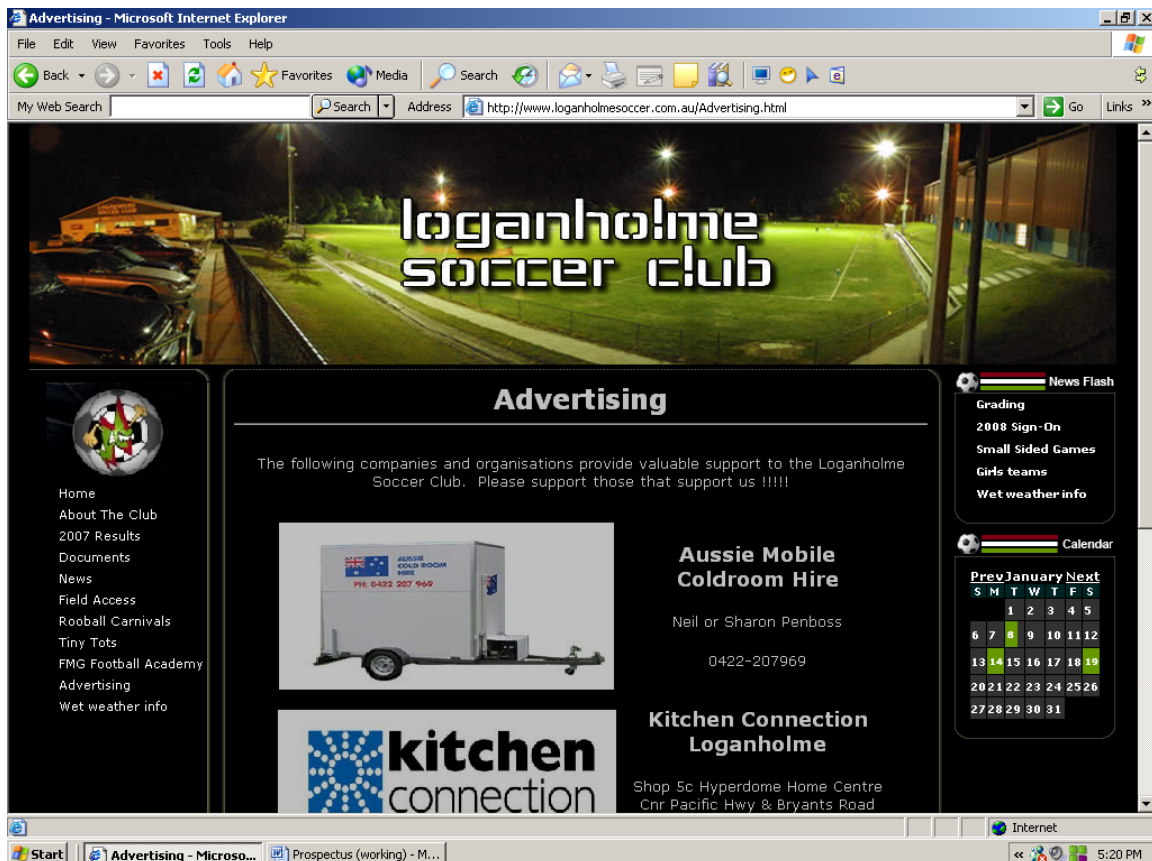


PHOTO GALLERY



Contact Us...

LFC has a proud history of supporting the local youth of Logan City. The success of this support is evident in the growth of our club in recent years. To allow our club to continue to provide this support to our young people, we need your support.

We are looking to build long-term relationships with businesses who share our vision to provide a happy, healthy environment in which our young people of Logan City can play football and develop as strong members of our community.

The 2012 season is just around the corner and we have sponsorship packages to suit all budgets.

Should you wish to discuss any of the available packages, please feel free to contact me at anytime.

Thank-you for your support.



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