

CITY OF JOONDALUP CONTRIBUTION TO HBF ARENA JOONDALUP UPGRADE - WEST PERTH FOOTBALL CLUB PARTNERSHIP BENEFITS

West Perth Football Club and the City of Joondalup agree to the below benefits for a period of 7 years with an additional 7 years available at the option of the City.

Game Day

City of Joondalup branding on a Corporate Box and exclusive use during all home games including finals. City to review existing branding and update if require;

Signage situated in key positions on the ground in full broadcast view to maximise the City's brand exposure at all home games. Four full-panel fence banners and two freestanding signs on the northern and southern hill of the grounds. Production, installation and ongoing maintenance cost borne by City;

Public Address announcements at all the games to state that the club is sponsored by the City of Joondalup. City to provide announcement message;

City of Joondalup Leisure Centre to be displayed on the wind sock. Production, installation and ongoing maintenance at City's cost;

The opportunity for the City to provide direct promotion at games on programs, projects and events run by the City of Joondalup to players, members and supporters;

The opportunity for the City to set up promotional marquees or the Youth Truck at all WAFL games played at Arena Joondalup;

City of Joondalup to be acknowledged as a major partner at all pre-game and post game functions;

Logo Recognition and Acknowledgement

Club polos and jackets to include the City of Joondalup logo (Officials & Players); **Note – West Perth did not agree to City logo on playing jumpers;**

The City of Joondalup is acknowledged as major partner in all promotional and advertising material including programs, website, flyers, posters, mail-outs, radio, press, TV and video;

Acknowledgement of the City of Joondalup's support as a major partner in West Perth Football Club newsletters and other methods used to keep in contact with the Club's members, sponsors and supporters as listed in the proposal;

Acknowledgement of the City of Joondalup's support in media releases and at major media events associated with the West Perth Football Club;

All press conference signage to incorporate the "City of Joondalup" logo;

The City of Joondalup logo is acknowledged on the West Perth Football Club website with hyperlink to joondalup.wa.gov.au;

Acknowledgement of the City of Joondalup's support at all public events associated with West Perth Football Club;

Recognition/pull-up banners option to be involved at club events/programs/awards nights;

City of Joondalup to receive a full page advert in all West Perth publications and program booklets;

Community Programs

City of Joondalup banners, supplied by City, to be displayed during all West Perth Programs/Club Events;

Opportunity for the City and West Perth Football Club to review calendar of events and create joint partnerships where applicable;

Other

City of Joondalup logo to be displayed in new club rooms and new entry doors to club rooms (at cost to City);

City of Joondalup logo to be incorporated into the new facilities once complete (including the walk of fame pavers, at cost to City);

Naming rights to a club award – City of Joondalup Clubman Award;

The benefits of the sponsorship are returned to the City for all pre-season, home and away and finals matches, which the West Perth Football Club is associated with.

City of Joondalup acknowledgement on Message on Hold. City to provide message;

West Perth Football Club Community Development Benefits

West Perth Football Club would like the City to acknowledge that there will be a significant number of community groups and clubs that will benefit from its new facilities.

The below groups and clubs will have free access to the West Perth Football Club's gym and other high performance sporting areas.

However, clubs and groups will have to pay a hire fee for using the new function spaces.

WP District Development Council

- Level 1 Coach Accreditation courses
- School Teacher Ambassador program
- Primary and High School lightning carnivals – male and female
- Coach education seminars, workshops and PD sessions
- Parent Umpiring program
- Footy 4 Mums program
- West Perth District umpire training

- West Perth Junior Competition meetings including Auskick Coordinators, Coach Coordinators and Club Registrars.
- WPFC Coordinated School Holiday Clinics
- City/Country carnival including overnight stay for country players
- Junior club training sessions with WPFC League players
- Junior club of the week program – Runs at home games
- West Perth District Presentation night
- West Perth District Junior Finals
- WPFC Auskick Gala Days
- West Perth District Migrant Round
- West Perth District junior competition meetings
- West Perth DFDC planning meetings
- West Perth District footy forum/club development seminars
- West Perth District first aid course
- West Perth District community club games – post match to league game
- Falcons Fundamentals Program (pre Auskick program)

Joondalup Women's Football Club

- Match days
- Training
- Presentation nights

Wanneroo Basketball Association

- Joondalup Wolves men's & women's Basketball teams currently use our gym and will continue to do so in the new building
- Use of function rooms & Gym
- Use of IT Review equipment & area

Education

- SEDA – Sport Education Development Australia
<http://www.sedagroup.com.au/wa/?ip>
- ECU Sports Science faculty
- School excursions
- Use of lecture theatre

The city currently lacks function space and therefore it is also important they understand that the building will provide an important community centre to be used for:

- General community events
- Sporting club events eg. quiz nights etc.
- Funeral Wakes
- Weddings
- Birthdays