



AMPJFC
HAWKS

Todd Paterson
President & Sponsorship

Andrew Stephens
Sponsorship

APPLECROSS MOUNT PLEASANT JUNIOR FOOTBALL CLUB

SPONSORSHIP PROPOSAL 2024

This sponsorship prospectus outlines AMPJFC's story....
Our history, our achievements and our vision for the
future, with your help.

ABOUT US

The Applecross Mount Pleasant Junior Football Club is a boutique family club with a strong history across the Applecross, Mount Pleasant and Ardross areas. In season 2022 our Club moved to its new club rooms at Shirley Strickland, uniting our club at the one location.

We have approximately 380 registered players with our Club, including nearly 140 Auskickers, the foundation of our Club. We a growing number of female participants, growing from one team in 2021 to five teams in 2024. Auskick take to our ground every Saturday during our season of terms 2 and 3. Our Junior age groups (Years 3-6) play on Sunday. Youth teams (Year 7&8) play on Saturday and Years 9-12 play on Sunday. Our aim is to continue to grow the Club and to bolster the strength of numbers in our Juniors and Youth teams.

AMPJFC prides itself on being inclusive, welcoming girls and boys and catering for all abilities. We maintain a strong relationship with the Clontarf Boarding College in Bentley, which allows the indigenous students to train and play with our teams on the weekend. In season 2023 Clontarf provided an opportunity for around 30 players who come from communities throughout WA to join our Years 7-12 teams, and become an important part of our AMPJFC family.

This year will expand the opportunities for younger girls at our Club by providing a new Year 5/6 girls team.

Contact our Sponsorship team

Andrew Stephens - 0438 938 848

andrews@leeuwinestate.com.au

Todd Patterson - 0416 259 526

todd.p@kpa-architects.com



"It takes a village to raise a child"

We have a strong coaching team and support systems for the development of coaches. With current Coaching Coordinator and ex WAFL player Jon Stagg and experienced junior and youth coaches amongst our coaching team, our future looks bright.

In addition we have an amazing team of volunteers working tirelessly behind the scenes, including a team of 15 committee members in 2024 lead by President Todd Paterson and the many volunteers taking on roles within the teams. There is a lot of planning and focus on improvements and moving the Club forward for success into the future.



OUR ACHIEVEMENTS

Season 2023 was a very successful year for our Club with 2 of the 6 Youth teams playing in Grand Finals, including our second Girls team Grand Final (in three years of girls footy). Our Year 8 Boys won the Premiership and the Year 7/8 Girls were Runners Up.

The Year 9/10 Girls team's Jayda Baker who was Runner Up in the Fremantle Conference Red Division District Best and Fairest. Well done Jayda!

The Year 7 Brown team's Massimo Klass was Runner Up in the Year 7 Fremantle Conference South Division District Best and Fairest. Well done Massimo!

In Season 2021 then Year 6 Coach Leon Guthrie was awarded the 2021 Junior Coach of the Year for the East Fremantle District.

Our Club was also honoured to be awarded Club of the Year in 2021 for the East Fremantle District. This award recognised the hard work of our community, our team of volunteers, members and sponsors who work together to provide a positive environment for all of our Auskick to Year 12 players through football. It is an award that we are immensely proud of.

Last year as well as leaving our clubrooms at Gairloch, home to us for 57 years as we move to our new Clubrooms at Shirley Strickland in 2022, we also celebrated our Club's 70th year of operation.

Accomplishments of the AMPJFC Hawks to date include:

- 31 Premierships from 62 Grand Final appearances
- 44 WAFL Players
- 8 VFL/AFL players including the great Harry Neesham and Neil Balme
- 42 Junior Football Districts Best and Fairest Awards
- 38 Honorary Life Memberships
- 288 Player Life Members (100 Games of more with the AMPJFC)
- Nearly 4, 000 players through the club up till 2022



OUR HISTORY

APPLECROSS JUNIOR FOOTBALL CLUB

Under 18 yrs — Premiers 1959

The Applecross - Mount Pleasant Junior Football Club (AMPJFC) has had a colourful 72 year history. Before 1985 it was two clubs - the Applecross Junior Football Club and the Mount Pleasant Junior Football Club. Between them, the AMPJFC has played in 62 grand finals for 31 premierships. The club has produced 43 VFL/AFL/WAFL players. The Applecross Junior Football Club commenced in 1952 but did not field its first team until 1953 in the East Fremantle Junior Football competition which started as a U/16s competition. The club's first premiership was won in 1959 by the U/18s side.

Applecross JFC teams during the early years shared the Stock Road ground (where the Palmyra JFC is situated) with the Melville JFC. The U/16s and U/18s teams commenced playing at Shirley Strickland Oval in 1962. Shirley Strickland Oval (12s-17s teams) has been part of the club's heritage along with the home base of Gairloch Oval (Auskick-11s) since this time. The club's nickname in the junior competition was the "Bulldogs". In parallel to the U/16s-U/18s junior competition, a Fremantle District Sub Junior Competition commenced in 1957. A new Applecross Sub Junior Football Club was formed and joined the sub junior competition in 1959. The competition later extended to U/10s teams in 1973. The East Fremantle District formed its own sub junior competition in 1968. The sub junior competition and the junior competition operated separately until the two competitions merged in 1973. The 1955 U/16s team 1959 U/18s premiership team was the sub junior club that commenced the relationship with Gairloch Oval after moving from the Applecross Primary School ground in 1965.

Facilities at Gairloch Oval were scarce with a mobile canteen being brought to the ground from a nearby house which was set up on the Gairloch Street side. There was only a free standing toilet at the ground. Gairloch Oval itself was extended to the north in the mid-1970s and all teams played there for a period before the older grade teams moved back to Shirley Strickland Oval. Gairloch Oval's change rooms were built in 1972 and the existing clubhouse and canteen extension was built in 1999.

The club has worn a number of jumpers commencing with the older junior club with a gold V on maroon which was replaced with the gold and maroon stripes. The single gold stripe on maroon was adopted in 1966. The sub junior club commenced with the gold and maroon stripes but changed to the St Kilda jumper in the mid-1960s. At this point their nickname was the "Saints". The junior and sub junior clubs merged into one in 1968 and the St Kilda jumper progressively replaced the single gold stripe jumper. Mount Pleasant JFC commenced in 1960 as one club but fielding teams in the separate older and younger competitions. It was based at Shirley Strickland Oval although some of the sub junior teams occasionally played at Mount Pleasant Primary School. It wore a gold V on black and called itself the "Mounties". Seven of the club's 28 flags were won by Mount Pleasant JFC prior to merger. In 1985, Applecross JFC and Mt Pleasant JFC voluntarily merged due to falling player numbers at both clubs. The name of the merged club became the Applecross JFC and the jumper was the Hawthorn gold and brown stripes. This was because the merged junior football club wanted to align itself with the senior Amateur Applecross "Hawks" Football Club in name and colours. The senior team was also based at Shirley Strickland Oval but unfortunately ceased in 1995. So the St Kilda styled jumper at Applecross JFC and the Richmond coloured jumper at Mount Pleasant JFC were retired. In 2001 a new jumper resembling the new style of Hawthorn jumper was adopted. This was replaced in 2014 with the current jumper design. 1971 U/16s team 2007 14s premiership team After the writing of the history of the club was completed in 2012 the club considered changing its name and in 2016, it began proceedings to formally re-name the club the Applecross -Mount Pleasant Junior Football Club to recognise its heritage. This was completed at the beginning of 2017. The club retains its colours and nickname the "Hawks".

APPLECROSS JUNIOR FOOTBALL CLUB
Under 12s 1979 Undefeated Premiers



AMPJFC SPONSORSHIP 2024

MAJOR SPONSOR 2024-2026

\$4,500 per year for 3 years



- Company Logo on back of player football jumpers
- Large Banner at Shirley Strickland in front of BBQ#*
- Tear drop signs#*
- Broadcast Major Sponsor at all Club events
- Invited to present jumpers at Footy Jumper presentation
- Social Media - prominent logo on Website, Facebook & newsletters
- \$300 bar tab annually
- Guest Invitation to all club Events
- 4 tickets to Major Fundraiser
- Badge "Major Club Sponsor 2023-2024"

AMPJFC Sponsorship PACKAGES 2024

PLATINUM SPONSORSHIP \$3,500

- Tear drop banner provided by sponsor to display at both Saturday and Sunday weekly footy games and Club events #*
- Electronic scoreboard Naming Rights, vinyl banner to be provided#*
- Invitation to all major events
- Broadcast platinum sponsor at event
- Social Media - logo on newsletters, Facebook, website
- 4 complimentary tickets for annual Fundraiser at a sponsor's table
- \$200 Complimentary Bar card
- Framed Certificate of Sponsorship
- Badge "Platinum Sponsor of AMPJFC" may be worn to all Club events and games

AMPJFC Sponsorship PACKAGES 2024

GOLD SPONSORSHIP \$2,500

- Goal post pad naming rights
- Tear drop banner provided by sponsor to display at both Saturday and Sunday weekly footy games and Club events #*
- Invitation to all major events
- Broadcast Gold sponsor at events
- Social Media - logo on newsletters, Facebook, website
- 2 complimentary tickets for annual Fundraiser at a sponsor's table
- \$100 Complimentary Bar card
- Framed Certificate of Sponsorship
- Pin "Gold Sponsor of AMPJFC" may be worn to all Club events and games

SILVER SPONSORSHIP \$1,500

- Tear drop banner provided by sponsor to display at both Saturday and Sunday weekly footy games and Club events #*signage outside the canteen at Gairloch #*
- Social Media - logo on newsletters, Facebook, website
- \$50 Complimentary Bar card
- Guest Invitation to Club events
- Framed Certificate of Sponsorship
- Pin "Silver Sponsor of AMPJFC"

AMPJFC Sponsorship PACKAGES 2024

BRONZE SPONSORSHIP \$1,000

- Recognition at Season Opener Event
- Tear drop banner may be provided by sponsor to display at both Saturday and Sunday weekly footy games and Club events #*
- Social Media - logo on newsletters, Facebook, website
- Guest Invitations to Club events
- Framed Certificate of Sponsorship

CRYSTAL SPONSORSHIP \$500

- Recognition at Season Opener Event
- Social Media - logo/name on newsletters, Facebook, website, Yearbook
- Framed Certificate of Sponsorship

To Be Supplied by the Sponsor

*Format & Dimensions to Comply with Club Guidelines