



# AMPJFC HAWKS

**Sheldon Brady**  
President & Sponsorship

**Glen Jakovich**  
Sponsorship

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# APPLECROSS MOUNT PLEASANT JUNIOR FOOTBALL CLUB

This sponsorship prospectus outlines AMPJFC's story, our history, our achievements and securing our future, with your help.

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**SPONSORSHIP PROSPECTUS 2020**

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# 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. We have home grounds for Auskick and Junior Football at our Club rooms at Gairloch Oval in Applecross. Our Youth teams (Years 7-12) play at Shirley Strickland in Ardross. Season 2020 will see the development of our new club rooms at Shirley Strickland to unite our club under the one roof, with the proposed move to align with the commencement of season 2021/22.

We have over 300 registered players with our Club, including in excess of 100 Auskickers which take to our ground at Gairloch every Saturday during Terms 2 and 3. For each of our Junior age groups in Years 3-6 which play on Sunday we have 1 to 2 teams. 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 College in Bentley, which allows the indigenous students to train and play with our teams on the weekend. In season 2019 Clontarf provided an opportunity for 12 boys who come from communities through WA and the NT to join our Years 8-10 teams and become an important part of our AMPJFC family.



We have a strong coaching team and support systems for the development of coaches. With current Coaching Coordinator Chris Bates and 2 ex AFL greats in amongst our coaching team, Glen Jakovich (West Coast) and Craig Treleven (Hawthorn), leading the way, our future looks bright. In addition we have an amazing team of volunteers working tirelessly behind the scenes, including committee members lead by President Sheldon Brady 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

On the back of a successful 2019 campaign in which we had 3 of our 4 Youth teams play in a Grand Final, achieving 2 premierships, season 2020 will see our Club retain our Year 10 team for a combined Year 11/12 competition for the first time since 1995. This reflects the increasing strength and culture of our Club and the dedication and commitment of our players.

Accomplishments of the AMPJFC Hawks include:

- 29 Premierships from 56 Grand Final appearance
- 42 WAFL Players
- 8 VFL/AFL players including the Great Harry Neesham and Neil Balme
- 38 Junior Football Districts Best and Fairest Awards
- 31 Honorary Life Memberships
- 270 Player Life Members (100 Games of more with the AMPJFC)
- Over 3,500 players through the club



# OUR HISTORY

APPLECROSS JUNIOR FOOTBALL CLUB

Under 18 yrs. — Premiers 1959

The Applecross - Mount Pleasant Junior Football Club (AMPJFC) has had a colourful 65 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 53 grand finals for 28 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. 1955 U/16s team 1959 U/18s premiership team It 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 had a number of jumper strips 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 marone 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 2020

AMPJFC prides itself on being an inclusive community and family Club. Sponsorship is an integral part of the success of running our Club and we appreciate the generous support of businesses and families in our community. Sponsorship assists with the purchase of equipment and the implementation of new programs which provide opportunities for our players from Auskick, Junior and the Youth teams and their families.

AMPJFC is entering an exciting era of change in preparation for the relocation and development of our new Club rooms at Shirley Strickland. It is a great time to partner with our Club through sponsorship as we navigate the challenges of this move while offering first class coaching programs and equipment to facilitate player development and continued success on field.

We invite you to join us in 2020 as we continue to grow and show your support for the AMPJFC. Please take time to look through the range of sponsorship packages on offer. If you are interested in supporting our Club through season 2020, please make contact with one of our sponsorship team members to discuss the possibilities. Our Club can also assist with tailoring a package to suit your needs. Enquire now!

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## MAJOR SPONSOR 2019-2021

\$4000 PER YEAR FOR 3 YEARS



- Company Logo on back of player football jumpers
- Large Banner at Shirley Strickland in front of BBO
- Hanging Banner on roof at Gairloch on Game Day and Club Events
- Prominent Club wall Signage outside canteen at Gairloch #\*
- Broadcast Major Sponsor at all Club events
- Invited to hand out Club jumpers at Footy Jumper presentation at the start of the season
- Social Media - prominent logo on Website, Facebook and on newsletters
- \$300 bar tab annually
- Guest Invitation to all club Events
- 4 tickets to Major Fundraiser
- Badge "Major Club Sponsor 2019-2021"

# AMPJFC SPONSORSHIP PACKAGES 2020

## PLATINUM SPONSORSHIP \$3,500

- Significant wall signage outside the canteen at Gairloch #\*
- Hanging Banner off roof at Gairloch for game day and Club events #\*
- Goal Pads Naming Rights
- 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

## GOLD SPONSORSHIP \$2,500

- Individual wall signage outside the canteen at Gairloch #\*
- Tear Drop Banner at Gairloch for game day 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

# AMPJFC SPONSORSHIP PACKAGES 2020

## SILVER SPONSORSHIP \$1,500

- Individual wall 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

## BRONZE SPONSORSHIP \$1,000

- Wall signage outside the canteen at Gairloch of Bronze sponsor's logo #\*
- Social Media - logo on newsletters, Facebook, website
- Guest Invitations to Club events
- Framed Certificate of Sponsorship

# To Be Supplied by the Sponsor

\*Format & Dimensions to Comply with Club Guidelines