

C I N E F L Y

CLUB SPONSOR PACK · CINEFLY SPORTS FOR CLUBS

Don't just put your sponsors on the fence. Put them inside your club's stories.

How your club attracts, activates, proves and renews sponsorship with the stories already inside it.

THE OLD WAY

Sponsors buy space. Clubs struggle to renew it.

Most grassroots sponsorship still means a logo in a place:

- Jersey and club attire
- Fence and on-premise signage
- Website banner
- Presentation-night mention
- A few social posts

The result

Sponsors see their name, but not what their money does. At renewal time the club has little to show, so the conversation starts from zero every year.

THE NEW WAY

Your club already has the stories. Now it has the storytellers.

Players, parents, coaches, volunteers and members see things no camera crew ever will. Cinefly turns what they film on their phones into finished club videos in minutes, with your sponsors inside every one.

01

A creator designs your storyboards

Game day, sponsor features, registrations, your appeal.

02

You share a QR code

Email it to members or put it on the clubhouse wall.

03

Everyone points and shoots

The guide walks each person through every shot.

04

Cinefly builds the video

Finished in minutes, ready for every club channel.

05

Your partners ride along

Sponsor logos in every video the community shares.

THE SPONSOR LIFECYCLE

Attract. Activate. Prove. Renew.

Attract

Sell new local businesses a ready-made story package, not another sign.

Activate

Put sponsors inside the club's stories all season: players, volunteers, game days.

Prove

Show what was made, where it went and what it did in an end-of-season report.

Renew

Walk into renewal with evidence, and a case to grow the partnership.

Your club keeps 100% of the sponsorship it sells. Cinefly is your membership, never a cut of your sponsor money.

PACKAGES YOUR CLUB CAN SELL

Three ways a local business can back your stories

Club Story Partner

\$5,000 a season

- 24 club stories across the season
- Sponsor logo in every story
- Shared across the club's social channels
- Reuse of the stories, as agreed
- End-of-season impact report

Game Day Partner

\$2,500 a season

- 12 game-day stories
- Sponsor logo in every story
- Match-week features and wrap-ups
- End-of-season impact report

Membership Partner

\$720 a year

- Funds the club's Cinefly membership
- Logo on every club video for the year
- The simplest first step for a local business

Suggested pricing: your club sets its own packages and prices. Your member kit includes the proposal and pitch emails.

STORIES TO SPONSOR

Match every sponsor to a story they want to be part of

Players

Why I play, first games, milestones

Volunteers

The people who make Saturday happen

Juniors

Come and try, first season, skills

Women and girls

Programs, pathways, role models

Game day

Build-up, highlights, wrap-ups

Community

The club's impact beyond the scoreboard

Fundraising

What \$50 buys, progress, thank you

Sponsors

Meet our sponsor, behind the business

FOR YOUR SPONSORS

What a business gets from backing your club's stories

Real association

Their name inside stories the community actually watches and shares, not beside them.

A season, not a moment

A steady run of stories from pre-season to presentation night.

Content they can use

Authentic local stories to reuse, as agreed, with consent built in.

Proof

An end-of-season report on what their support made possible.

"Put [Business] inside the stories of [Club] this season."

CLUBS ALREADY DOING IT

Proof from community sport

\$49K

raised in one week

Coolangatta Tweed Football Club sold sponsors a place inside the videos its own community made, and opened a new revenue stream almost overnight.

40+

clubs, every one funded

For the Maccas On Your Team grants in Victoria and Tasmania, clubs applied by video. Scan a QR code, follow the guide, film. Every participating club secured a grant.

THE MEMBERSHIP

Everything your club needs for \$720 a year

\$720 a year
or **\$75 a month**

- Covers your whole club: storytellers film on their own phones
- About 16 finished 30-second videos a month, unlimited filming
- Sponsor, fundraising, participation and volunteer campaigns
- Member kit: sponsor proposal, pitch emails, sponsor report

Can't fund it yet?

Ask a local business to become your Membership Partner. They fund the \$720, and their logo goes on every club video for the year. Cinefly invoices them directly.

C I N E F L Y

GET STARTED

Grow your club with the stories
already inside it.

Join Cinefly Sports for Clubs at neo.cinefly.io · hello@cinefly.io