

CLUB SPONSORSHIP



I'm delighted to furnish my first report for the club for sponsorship in Season 2014/15.

Our sponsorship revenue this year was \$37,750 which was a 50% increase year on year.

This is a wonderful result in a period when all community sporting clubs are continually looking to attract new and retain existing sponsors and competition for sponsorship support remains fierce.

The operational costs of the club continue to climb, and it is only through the generous support of sponsors that we remain a successful and competitive club on and off the field. From player uniforms, game day equipment, club facilities, through to social events, this revenue is vital for the growth of the club in so many areas and we highly value it and appreciate it.

I would like to sincerely thank all sponsors for both their Financial Contribution as well as their support of the Club.

In particular, I wish to thank our joint major partner Peter Norman and his team at the Bendigo Bank East Malvern Community Bank for their continued and generous support of our club, now into its fifth season.

Woodard's has again provided great support, so special thanks must go to Ruth Roberts and her team.

This season we welcomed Webjet to the sponsorship family, so thank you to John Guscic for his support.

Finally, it would be remiss of me not to thank our other joint major partner Lennon Mazzeo for their continued generous support. Lennon Mazzeo's financial support of Caulfield would now be well into its second decade and the club simply would not be in the position of relative financial strength it maintains today without their outstanding support.

Additionally, the many player sponsors received this year was significant, so thank you to all players and sponsors alike, your support at the player level is invaluable.

Our sponsorship programmes will continue to evolve and I look forward to sharing these plans with you next season.

Andrew Amarant
SPONSORSHIP CO-ORDINATOR

SPONSORS 2014/15

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LENNON MAZZEO
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East Malvern
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 **Bendigo Bank**

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