



Australian Football Club e.V. - Sponsorship Opportunities

We are a culturally diverse football club in Berlin looking for your sponsorship with the option for the sponsored amount to be tax deductible.

Dear Potential Sponsor,

Australian Rules Football (AFL) is the no. 1 sport in Australia and is one of the fastest growing competitions worldwide, with leagues in every continent of the world (except Antarctica).

The Berlin Australian Football Club e.V., known as the *Berlin Crocodiles*, is part of the *Australian Football League Germany* (AFLG).

With Berlin being an ever-growing multi-cultural city, our sport plays an integral role in the development of the up-and-coming "Generation Y" for a number of important reasons:

1. Health and Fitness

Australian Football fascinates through its speed, power and athletics. To reach these levels, health as much as fitness is a key ingredient.

Healthy eating and regular fluid consumption are of the utmost importance to sustain energy throughout our training sessions and game day. To support and encourage our players to learn healthy eating habits, we have created 'healthy eating plans' document, adjustable to the type of player/person. These guide players as to the necessary requirements before/after training and game day.

2. Language Learning

At Berlin Crocodiles our mother tongue is English, however we also benefit from the use of local German speakers.

Our German and International players are provided with a great opportunity to learn English and are encouraged and assisted by our native English speaking players.

These are regular opportunities at training twice-a-week, dinners after training, games every 2nd weekend and regular calendar events.

Moreover, the players are highly motivated to learn the sport and thus the English language. These possibilities also apply vice-versa to learn German.

3. Multi-Cultural

Our Team enjoys a mix of cultures, religions and backgrounds spanning Germany, France, Ireland, United Kingdom, Greece, Chile, Afghanistan, America, Russia, New Zealand and Australia, with Muslim, Jewish and Christian followings. The opportunity to learn and understand other player's culture, customs and religion are highly welcomed and practised at the Berlin Crocodiles. We also believe this provides a positive message of peace, in addition to illustrating the important role sport plays in unifying people from diverse cultures.

4. Integration

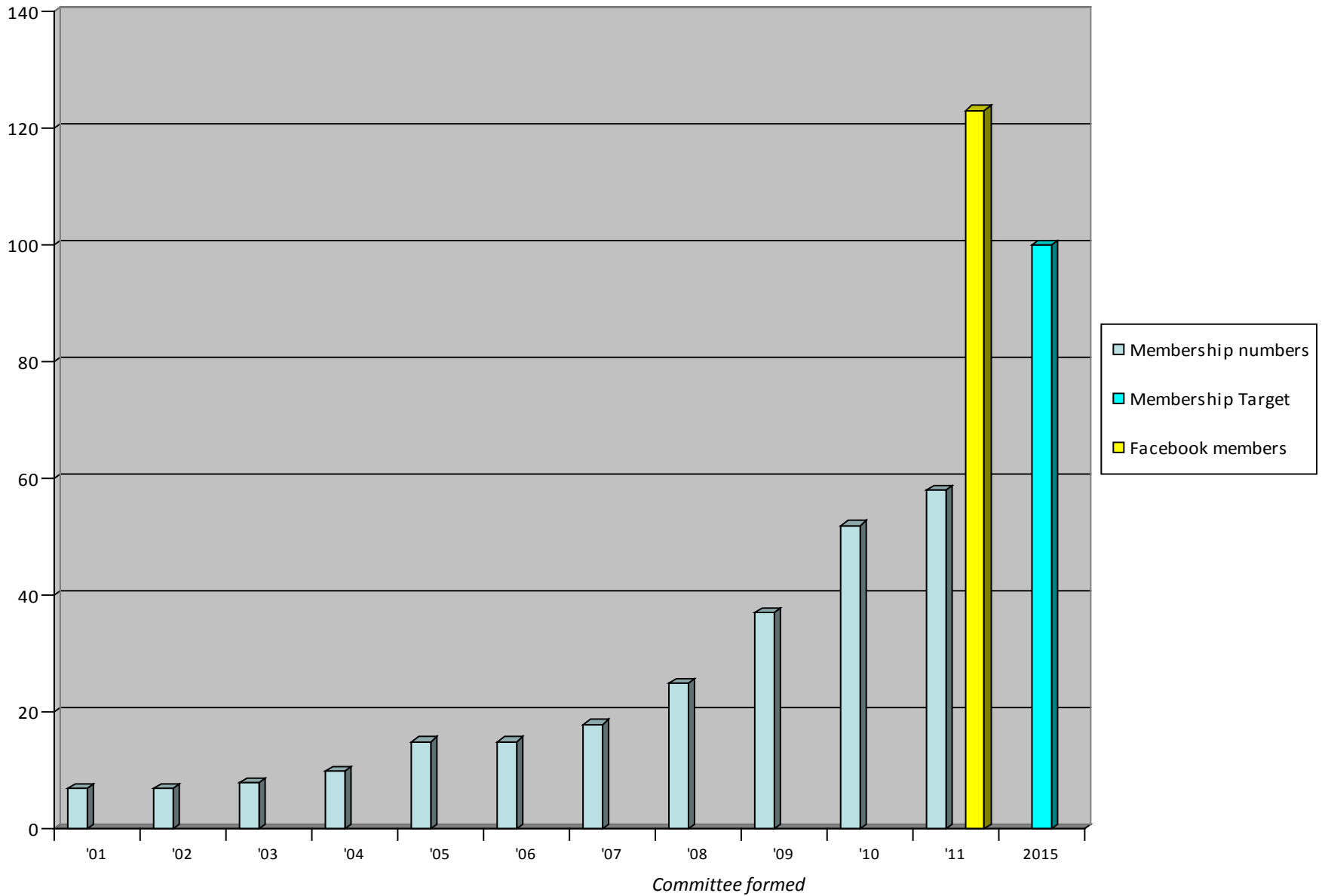
Due to the large number of nationalities at our club, we thrive to make people feel welcomed and comfortable. We understand first-hand the difficulties and challenges in moving to a new country and starting fresh. To assist our players, we regularly hold team events and meetings (on-top-of after-training dinners two nights-a-week and our after-game get together at our home base). Here we are able to discuss and lend a hand in translations, registration papers, bank set-up and general advice to help them become acquainted with their new city, effectively becoming similar to a foster family, which nearly all of us have benefited from at one time or another.

5. Unified Country Relations

Berlin Crocodiles not only see themselves as a football team, but as a group of people who recognise that we can make an impact on world peace (be it not on a large scale) and further show how sport itself plays a pivotal role in the world peace process.

Currently, the Berlin Crocodiles are looking to secure a historical match against the joint Israeli-Palestinian team. In addition to our annual exhibition match with our club partners & friends, Holland

BERLIN CROCODILE MEMBERS



Achieving our Goal:

200 Members by 2015

Berlin League:

- 4 teams playing out a local competition in berlin
- Invites back past players, targeting those quit due to time constraints.
- Targets young German players, who may initially have the skills of the game.
- Approx membership pull: 20 new members in season 2011

Word-of-Mouth:

- currently to most prolific source of new members

On-line sites:

- facebook.com
- toytowngermany.com
- craigslist.com

Friends & Family Approach:

- Small membership packages for overseas families and friends
- Croc Monthly Newsletter
- Approx membership pull: 50 new members
- Online membership payment with PayPal



SPONSORSHIP OPPORTUNITIES



PLEASE SEE OUR MERCHANDISE SECTION ON THE WEBSITE

www.berlin-crocodiles.de



Further Partnership Options

Croc Events:

- Australia day: 26th January
- Mid-season dinner: mid-July
- Awards Night: end of October
- Christmas function: December

Gameday:

- Award for best player a-field: 5 home games



LOOKING FORWARD TO HAVING YOU ONBOARD!



Sponsor Contact Details

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