

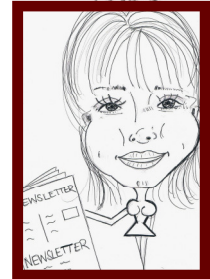
The 428 Update

It has been a very exciting and busy few months for 428 Publishing Services with the announcement of our expansion to South Australia, the production of our first VFL club newsletter and the growth of our services to include grouse stationery kits for clubs (the design of invoices, envelopes, letterhead and business cards).

I will be including details about all of our exciting developments in future 428 Update issues but for now check out what we have for you this time -trivia, inspiration, motivation and all you need to know about our Club Sponsor Directories.

For more info on all things 428, check out www.428publishingservices.com.au or contact us directly at info@428publishingservices.com.au

Lynda Cahill



428
Publishing Services
 Publishing Support for
 Football Clubs

Building Your Brand

When a football club talks about "building their brand" people often think of corporate sponsorship and bringing in sponsor dollars to keep the club financially viable.

But branding should be built around the heart and soul of the club - its members.

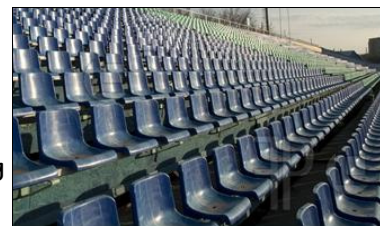
If a club does not actively look after its members and try to increase its member base then, you guessed it, people will no longer come to the games and sponsors will jump off board faster than well... something very fast...a speeding bullet perhaps.

Here are a few rip-snorter strategies to keep in mind when planning how to build your club brand:

Determine what your club stands for - how the core values of the club can be demonstrated to your members. For example a club that wants to inspire more families to come to games should schedule Family Days into their sporting calendar (which many sponsors will love to be involved in) and offer discounts on family memberships.

Give your brand personality - communicate the spirit of the club brand directly to potential and current members through your club newsletter, your website, columns in newspapers, social media and even a blog. This also helps keep everyone involved and up-to-date with what is going on at their beloved club.

Be consistent with how you promote your brand - although you will use different forms of media to build your brand to different stakeholders, you should have a consistent image displayed throughout all of your advertising, publishing and merchandising. This could include the club logo, team colours and motto.



Club Sponsor Directories

Sponsors are an integral component of a football club not only for the financial support they bring, but also for the goods and services they supply to the club.

In return, your sponsors expect to gain exposure and opportunities to build their brand through their partnership with you.

428 Publishing Services produce business directories that display contact details of all club sponsors and outlines the services they provide. The directories can be given to club members, players or the community.

Sponsor Directories are an added incentive for businesses to partner with your club. Not only can hardcopies be printed and handed out, but also placed on your website for anyone who visits the site to view.



Special Offer!!!!
10% off
 for books ordered before
31st August 2011

\$ 199 for a booklet with sponsors listed in a simple directory format with your club logo, contact information and team colours

Special Offer: Now \$ 179

\$ 299 for a booklet with business card size colour ads for each sponsor.

Special Offer: Now \$ 269

This price does not include printing, however 428 Publishing Services are happy to co-ordinate the printing for you if your club is unable to do so.

For more information check out
www.428publishingservices.com.au or email
info@428publishingservices.com.au

How to get your Club Sponsor Directory

All your club has to do is send us a list of sponsors and let us know the format you have chosen.

We do the rest.

If you go with the format that includes a business card sized ad for your sponsor, 428 Publishing Services can often source the information ourselves if the business has a website or from your club website.

If we can't source the information we contact your sponsor directly or through the club to ensure that we create an ad that reflects the brand of the business. This can be as simple as asking them to e-mail us a copy of a business card or brochure.

As with the newsletters that we produce, you can not only print your booklet but also place a link on your website or email it to members.

Order Your Directory Now at
info@428publishingservices.com.au

TRIVIA

1. Who was the coach of St Kilda in 2000?
2. What year did Port Adelaide join the AFL
3. What numbers did Michael Long wear for Essendon?
4. Name the teams Leigh Mathews has coached?
5. What year did Kevin Sheedy end his coaching career at Essendon?
6. How many Grand Finals have Melbourne won?
7. Name the teams that finished in the top 4 positions of the 2010 ladder?
8. Which AFL team does cricket star Ricky Ponting barrack for?
9. Which two teams play in the annual "Dreamtime" game?
10. Which team won the 1974 Grand Final?

Answers below

Motivation

"If you don't have confidence you'll always find a way not to win."

- Carl Lewis

Inspiration

Football legend Tommy Hafey rises at 5.20 every morning and starts his day with an 8 km run, a dip in Port Phillip Bay and then, when he gets home, does 700 sit-ups and 200 push-ups without stopping.

Tommy works and lives by the 5 D's:
Desire, Dedication, Determination, Discipline
= Your Destination

Tommy is 79 years old, still working hard and still looking good.

1. Tim Watson 2. 1997 3. 4 & 13 4. Collingwood and Brisbane 5. 2007 6. 12 7. Collingwood, Geelong, St Kilda and Western Bulldogs 8. North Melbourne 9. Richmond and Essendon 10. Richmond

428

**Publishing
Services**

Publishing Support for Football Clubs

- Club Newsletters
- Sponsor Proposal Booklets
- Sponsor Business Directories
- Media Releases

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