

FAIR play!

COLLINGWOOD
A ball can
change
the world

PROPOSAL FOR FUNDING PARTNERS

A community event helping to make a difference through "The Beautiful Game"

Hello and welcome to Fair Play!,

Fair Play! is a fundraising event, a sporting event and a community event focussing on the good that can be done both locally and internationally with the Beautiful Game of football.

Currently held twice a year at the Clifton Tennis Club in Mayors Park, Clifton Hill, Fair Play! comprises of a one day futsal soccer tournament open to teams from all corners of the local community, playing for the Etiko Trophy. Teams have included; The Street Socceros (Australian National Homeless Team), Cambodian National Homeless Team, The Big Issue, 3RRR radio, City of Yarra, Folk, Rhythm & Life Festival & Atherton Allies (Fitzroy estate team, funded by Vic Police) to name just a few. The tournament currently accommodates 16 teams and is played in the true spirit of fair play, attracting around 200-300 spectators to cheer on the teams and revel in the friendly atmosphere, activities and dj's that play all day long.

Fair Play currently happens through the hard work and dedication of a small number of people, the lead up promotion and logistics on the day are achieved miraculously but always generates a heart-warming and memorable event. Fair Play has thus far raised more than \$12,000 for two extremely worthy charitable football programs that bring the beauty of football and personal mentoring to underprivileged youth in Australia and Cambodia::

- HAPPY FOOTBALL CAMBODIA AUSTRALIA
- COLLINGWOOD ALLSTARS SOCCER PROGRAM

Exciting developments in 2010 will see FAIR PLAY! moving to the iconic VICTORIA PARK (the former home ground of Collingwood FC) where we will expand the tournament to 24 teams and expand the entertainment to produce a vibrant landmark community event that we expect to follow in the footsteps of the incredibly successful Community Cup which has seen crowds of up to 20,000 coming together to enjoy a social sporting contest & raising conspicuous sums for great causes. With your help FAIR PLAY! will take it's rightful place in the Melbourne cultural landscape.

We cordially invite you to become a part of this unique & life-affirming event.

Yours Sincerely,

Paraic Grogan

&

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(directors of FAIR PLAY!)

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FAIR PLAY!

WHAT IS HFCA?

Football is a widespread game around the world enjoyed by many bringing peace and friendship between countries and unites individuals, families and friends. In impoverished countries such as Cambodia, football is gradually on the rise. Children and men play in the capital city of Phnom Penh anywhere they can from parks to pavements to roadsides and rice fields without any coaches or training.

HFCA was formed in 2005, with a primary goal to work with disadvantaged youth in Cambodia through the medium of "The Beautiful Game" (AKA Soccer). HFCA fund a weekly football program plus other exciting opportunities for the poverty-stricken youth in Cambodia's capital; Phnom Penh.

The partner organisations who work with HFCA work with children whose parents cannot afford to pay state school fees or have been orphaned or rescued from brothels or other forms of slavery. We fund a weekly football program that offers these young people an opportunity to learn the skills required to play the game and how to be part of a team.

HFCA provides the players with football gear as well ensuring they get the best possible coaching from the Cambodian Football Federation as well as coaches from Europe. HFCA have also developed a strong relationship with Italian giants Inter-Milan FC and in November 2008 brought coaches from this giant of world football to run a one week coaching clinic in Phnom Penh. After a hugely successful initial run that attracted the attention of the media (including BBC) that Inter and HFCA are currently negotiating a permanent annual Inter-Campus.

HFCA hopes that through football we can give these young people a reason to smile and forget about the issues they face even if it's only for a few hours when they are training or playing a game.

Another initiative of HFCA is to enter a Cambodian Team in the Homeless World Cup.

www.hfcaustralia.org





A BALL CAN CHANGE THE WORLD

Thanks to HCFA, in December 2008 a Cambodian Team took part in a Football World Cup for the first time in Cambodia's history. This was no ordinary football team and the players journey from the slums of Phnom Penh, Cambodia to Melbourne was ground breaking in many ways. The squad of five players won the hearts of all the opposition players and supporters. With notable victories over Sweden and Ivory Coast they proved despite being physically the smallest team at the tournament they had the biggest hearts.

In 2009 HFCA brought a new squad to Milan, Italy where once again Cambodia were the crowd favourites and in 2010 another group of young Cambodians will have the life-changing experience of a trip to the home of street football, Brazil to represent their country.

The Homeless World Cup is an annual, international football tournament, uniting teams of people who are homeless and excluded to take a once in a lifetime opportunity to represent their country and change their lives forever. It has triggered and supports grass roots football projects in over 60 nations working with over 25,000 homeless and excluded people throughout the year.

The first tournament took place in Graz 2003 uniting 18 national teams. 6 years on 48 nations were united for Milan 2009, and we are now preparing for the road to Rio de Janeiro 2010.

The impact is consistently significant year on year with 73% of players changing their lives for the better by coming off drugs and alcohol, moving into jobs, education, homes, training, reuniting with families and even going on to become players and coaches for pro football teams.

HFCA is just one great example of the Street Soccer programmes it has spawned across the globe; 3,000 people attended trials for the Homeless World Cup in Kenya alone! And, with the support of sponsors and, in particular, the Big Issue, players are going on to find jobs and homes. They are returning to their families and becoming mentors. Several former players have come back as their country's coaches. A French player went on to become a coach at Paris St Germain, but he still takes a week's holiday every year to work at the tournament. There are now 30 soccer programmes across Australia as a result of 2008 Melbourne event.

www.homelessworldcup.org



WHAT IS THE COLLINGWOOD ALL-STARS PROGRAM?

Run by the Jesuit Social Services in conjunction with the City of Yarra for disadvantaged young people living in the Collingwood Public Housing Estate, the Collingwood Allstars attracts 25-45 people per week, including around 10 young women. The local police have been extremely supportive of the program and this support and participation has been a critical factor in the program's success.

The program has become a natural and on-going part of local community life. In addition to continuing to organise the weekly sessions on the Estate, the Community Development staff facilitated a number of the participants and their families becoming involved with a mainstream soccer club in a neighboring suburb. The Yarra Jets Soccer Club has been very welcoming to the Allstars players and their families, and there have been considerable benefits for all involved, including many new friendships and the opportunity for Allstars players to travel and play in a range of different places throughout Victoria.

There's also been a premiership won, with the Yarra Jets U/12's going through the season undefeated, in no small part due to the considerable skill of seven Allstars players on the team. Fair Play regularly features a team from the program, facilitated by local police.



SO WHAT HAPPENS ON THE DAY ?

The teams are competing 5-a-side for the Etiko* trophy in 14 minute games that are overseen by professional referees from FutsalOz^.

The games are fast and furious and played in the great spirit that the fair play is renowned for.

Other prizes include medals, tickets to see Melbourne Victory, footballs from football Federation Victoria, beer from Coopers, Coffee Hamper from Jaspers, vouchers from Etiko Sports and Soccer Fever. The event is supported by the City of Yarra through sponsorship of the venue. Fair Play also received a Community Grant in 2009. Other generous support comes in the form of beer donated by Coopers, coffee donated by Jaspers and sound equipment donated by Rent The Rig. Plakkit also support Fair Play through poster distribution.

*Etiko are committed to encouraging Fair Trade and the removal of childfree labour, pride themselves on producing high quality sporting goods and help sell the products to assist those children in developing countries across the world. www.etiko.com.au

^FutsalOz are the most prominent body for the 5-a-side sport, running leagues around Melbourne and assisting in rules. www.futsaloz.com.au



FAIR PLAY!

BECOMING A FAIR PLAY FUNDING PARTNER

OVERALL SPONSOR

eg: SOLO

Cost \$ 15,000

- Prominent logo on all promotional collateral... "Fair Play presented by Solo"
- Exclusive supply (donation) of carbonated drinks at event
- Opportunities to run activities / stalls etc at event
- Sponsorship of exhibition match
- Unlimited banner / signage at event
- Links on all relevant websites and e-newsletters
- Tickets to Makin Waves, HFCA boat party fundraiser and Fair Play after party

ADVANTAGES

Showing that "Solo" really does support grass roots football and cares about the community. Significant branding re-enforcement and product placement.

\$ 10,000

SECONDARY SPONSOR

eg: METLINK

- Prominent logo on all promotional collateral... "supported by Metlink"
- The right to use Fair Play to promote an image, message or service
- Opportunities to run activities / stalls etc at event inc. information distribution
- Unlimited banner / signage at event
- Links on all relevant websites and e-newsletters
- Tickets to Makin Waves and Fair Play after party

ADVANTAGES

Association with a locally based event with strong community presence. Exposure and increased awareness of image. Victoria Park is next to a train station, plenty of bus routes and close to a busy tram line.



FAIR PLAY!

\$ 5,000

VOLUNTEER SPONSOR eg: TAC

- Prominent logo on all promo collateral & garments worn by volunteers (approx 50 persons)
- Opportunities to run activities / stalls at event
- Banner / signage at event
- Links on all relevant websites and e-newsletters
- Tickets to Makin Waves and Fair Play after party

ADVANTAGES

Supporting a local community event. Providing volunteers with garments to distinguish them clearly from general public, and therefore helping the event run smoothly.

\$ 5,000

PLAYER SHIRTS SPONSOR eg: CRAZY JOHNS

- Prominent logo on all promo collateral & all bibs worn by players (192 persons)
- Opportunities to run activities / stalls at event
- Banner / signage at event
- Links on all relevant websites and e-newsletters
- Tickets to Makin Waves and Fair Play after party

ADVANTAGES

Supporting a local community event. Great branding as players are the focus of the whole event

2 x FULL PAGE ADS

MEDIA SPONSOR eg: BEAT, IMPRESS

- Prominent logo on all promo collateral & garments worn by volunteers (approx 50 persons)
- Opportunities to run activities / stalls at event
- Banner / signage at event
- Free entry for a team
- Links on all relevant websites and e-newsletters
- Tickets to Makin Waves and Fair Play after party

ADVANTAGES

Supporting a local community event which features music, sport and family activities. Great staff team building opportunity.

FAIR PLAY!

JOIN A GREAT EVENT & A GREAT TEAM !

Coopers



WORD GETS
AROUND

- Over 700 A3 full colour posters across the local area
- Over 100 A0 black and white posters on the streets
- Slots on 3RRR, 3PBS, 3CR & KissFM radio.
- Estate Agent boards
- Full colour ad in the Melbourne Times
- Inclusion in the City Of Yarra ad in the Melbourne Leader
- Editorial in the Melbourne Times and the Melbourne Leader
- Inclusion on the Cheap Thrills newsletter (goes out to 12,000)
- Posted on event websites, listings and forums
- Facebook, Twitter and old fashioned word of mouth



CAMBODIAN & AUSTRALIAN PLAYERS RELAXING: MILANO 2009



FAIR PLAY!