CLUB VICTORY

2022 Program

OBJECTIVES

Working with clubs across the whole of Victoria to…

- Build capacity of community clubs.
- Recruit, develop and retain players, coaches, administrators and volunteers.
- Strengthen community engagement and outreach.
- Support a network of high performing community clubs.

BENEFITS

PLAYERS AND COACHES

1 x Matchday Activation Opportunity

6 x Coaches Lounge Learning Events

1 x Invitation to Club Victory Tournament*

1 x MVFC Community Coaching Session

Opportunity to Host MVFC Coaching Event

*Subject to COVID-19 restrictions.

ADMINISTRATORS

Club Victory Monthly Newsletter

2 x Admin Corner Learning Events

Macron Tailored Kit and Merchandise Offer

COMMUNITY ENGAGEMENT

4 x Men's A-League Memberships

4 x Women's A-League Memberships

1 x Signed MVFC Jersey

1 x Signed MVFC Football

1 x Player Appearance**

Exclusive Membership Offers

Alignment with MVFC Brand

**Player appearance subject to engaging with obligations, including engagement as outlined, along with COVID-19 restrictions.

VALUE

The Club Victory program is FREE.

Tangible benefit of $2,000 per club.

Direct access to MVFC players, coaches and staff.

Opportunities for tailored engagement of your community.

OBLIGATIONS

EXCLUSIVE PARTNERSHIP

Melbourne Victory remain as the sole A-Leagues community club partner.

Acknowledgement of official partnership on community club's;

- Website
- Social Media Channels
- Club Communications

PROMOTION

Promote Melbourne Victory community programs to community club members, supporters and sponsors, including;

- Masterclass
- Football Centres (New!)
- Pre-Academy Selection Days

Receive direct communication from Melbourne Victory and the club's corporate partners related to Club Victory offers and opportunities.

Share Club Victory exclusive offers with community club patrons.

ENGAGEMENT

Capture and share unidentified community club participation data with Melbourne Victory;

- Number of players & coaches
- Split of female/male/self-identified
- Split of age groups
- Number of MVFC Members

Provide content for Club Victory newsletter.

Representation at Coaches Lounge and Admin Corner learning events.

Club governance in line with Football Victoria / Football Australia rules and regulations.

PLAYER APPEARANCES

Subject to COVID-19 restrictions, MVFC aim to provide player appearances from our male and female athletes to each Club Victory club.

The 2022 Club Victory Program will operate under the basis that for each club to be eligible for a player appearance, they must comply and actively engage with all previously outlined obligations, including;

- Exclusive Partnership
- Promotion
- Engagement

Buy-in and regular two-way feedback and communication is essential in achieving a high performing network of community clubs.

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