

Berlin Australian Football Club Partnership Programs



This is Australian Football

Australian Football is one of the oldest games that is still played on a professional level today.

Australian Football fascinates through its speed, power and athletics

Of all established games (indoor and outdoor) only Basketball reaches a higher score-frequency than Australian Football.

Australian Football integrates people of all backgrounds: small and tall, young and old, men and women.



The Australian Football League Germany

The Berlin Australian Football Club is part of the AFLG (Australian Football League Germany)

The AFLG was founded in 1999 and in 2001 the Berlin Australian Football Club joined the league.

In 2006 there are six AFLG teams who compete with seven rounds (21 matches) plus the Grand Final Tournament and additional international matches inside and outside of Germany.

The other AFLG teams are the Munich Kangaroos, Frankfurt Redbacks, Rheinland Lions, Hamburg Dockers and Strasbourg Black Devils.



The AFLG is officially recognised by the AFL (Australian Football League) which is based in Australia and regulates the professional competition in Australia and international competitions.



The Berlin Crocodiles

The Berlin Australian Football Club e.V are known as the Berlin Crocodiles.

In 2001 the Berlin Australian Football Club e.V was founded by Johannes Junius (Club president) and Stefan Voss (former treasurer) who began practicing Australian Football in Berlin Tiergarten. The Berlin Australian Football Club e.V. is a member of the Berlin Rugby Verband and the Australian Football League Germany.

Since 2002 the Berlin Crocodiles have played matches across Germany and participated in international tournaments such as the "Sheep Station Cup" in Denmark. The Berlin Crocodiles train twice a week in preparation for league matches.



Berlin Crocodiles in the Press

“Hart, härter, Australian Football” Wem Fußball zu soft, American Football nicht tough genug ist, der ist bei den Berlin Crocodiles richtig”
Prinz 10.2002 “Krokodile mit Zahnschutz”

In addition to regular game announcements and results being published in major German newspapers, we have had press articles and coverage in the following media:

Newspapers

Der Tagesspiegel
Tageszeitung (TAZ)
Berliner Zeitung
Berliner Morgenpost
Frankfurt Allgemeine Zeitung
Frankfurter Neue Press
Frankfurter Rundschau

Magazines

Zitty
Prinz

Television

SFB Berlin
ARD Sportschau
ABC
ZDF
SBS Australia

Radio

Radio Eins
Radio Fritz
Uni Radio



Why advertise with us?

Advertising your product or service with us guarantees you access to a young and mobile target market

High public appearance. Since all AFLG matches are currently played in public parks, your brand will reach a large number of people.

The Australian connection. Public interest in Australian culture and Australia as a travel destination has increase dramatically in the last ten years. The Berlin Crocodiles are part of the Australian Culture in Berlin. In conjunction with the FIFA World Cup 2006 in which Australia will participate, the Berlin Crocodiles are involved in a number of promotional events including a photo exhibition at the Australian Embassy in Berlin.

Internal resources. The "Berlin Crocodiles" family includes professional art directors and photographers who can work closely with you in orde to meet your CI/CD requirements. Through the optimal use of these internal resources, we are able to minimize production costs.



Berlin Crocodiles Target Groups

The Berlin Crocodiles have two distinct target groups.

One of our main activities is promoting Australian Football as to recruit new players for our club. Our primary target are German males between 18 and 40 years of age. We emphasize the speed, fitness and teamwork which are part of Australian Football as well as friendship and 'good times' through our social engagements.

Through our media work we reach a broader group attracted to Australia and the exotic lifestyle. We reach families who enjoy the notion of sport and outdoor lifestyles.



Why we need your support

The Berlin Crocodiles travel between 3,500 and 5,000 Km each year by train, car and bus to participate in AFLG games throughout Germany. In addition we participate in extra tournament inside and outside of Germany that add to travelling costs. The club subsidises travel costs for team players.

We have great team uniforms and during 2006/2007 will purchase a complete new uniform with sponsor logo. We are also planning to purchase team training uniforms.

The club has ongoing costs of regularly purchasing footballs (available only from Australia) and playing and training equipment.

In order to promote Australian Football to new players, to the public and to media we prepare flyers and information material which is distributed in pubs, cafes, universities and other busy locations throughout Berlin.



Partnership program - Gold Partner - Team Sponsor

Our Gold Partner can take advantage of the following promotion:

- Logo on team playing and training uniform.
- 2 Team trikots will be presented to your company
- Logo presented on club website www.berlin-crocodiles.de
- Logo on team flyers and hand-outs.
- Logo displayed during home games.
- Company promotional material available for spectators, players and press during game day.



Partnership program - Silver Partner

Silver Partners can take advantage of the following promotion:

- Logo presented on club website www.berlin-crocodiles.de
- Logo on team flyers and hand-outs.
- Logo displayed during home games.
- Company promotional material available for spectators, players and press during game day.



Value and Payment schemes

Please contact Christopher Jones for further details and pricing structures (contact details on the following page).

In order to give you the opportunity to develop a sponsorship profile with the Berlin Crocodiles we offer three year plans.



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