



SPONSORSHIP GUIDE 2025

FALCONS
Mornington Peninsula Hockey Club

Introduction



Pictured Top: VC Melbourne player Trent Simms coaching at the 2023 Falcons Junior Academy

Creating a Future for Hockey on the Mornington Peninsula

A sport for life

Hockey is an incredible sport. Made up of a passionate, welcoming and inclusive community, giving enjoyment and meaning to the lives of the many players and families across the Mornington Peninsula and south-east of Melbourne.

The Mornington Peninsula Hockey Club has a proud history since 1996 of delivering school-based hockey clinics, beginner clinics, junior teams for boys and girls and senior and masters teams for men and women of all ages and abilities.

From engaging with local schools such as Peninsula Grammar, Mornington High School, Western Port Secondary College and Toorak College Mt Eliza, to our partnerships with HMAS Cerberus, and many business up and down the peninsula, the Mornington Peninsula Hockey Club has long established itself as an integral part of the sporting community on the Mornington Peninsula.

Played all year round

Hockey is played all year round, with the official Hockey Victoria winter competition commencing 28 March 2025 and finishing with finals in late August. The competition throughout winter includes mid-week grades for men and women on Monday nights, training Tuesdays, Wednesday and Thursdays. Followed by junior matches on Friday nights and Saturday mornings before the senior grade matches from midday Saturday onwards through Sunday. Junior competition follows a similar format during summer in the more localised competition, as we also host a friendly open-age social summer competition on Wednesdays, whilst competing in HV indoor and masters competitions.



Past & Present

How it started

The Mornington Peninsula Hockey Club was founded in 1995, after a hockey meeting where current players and parents were told that Mordialloc Hockey Ground would be the home base for hockey on the Mornington Peninsula. The Falcon's very first Registration Day was at Eel Race Road in Seaford, and with no designated home ground, every game was an away game. Training was conducted indoors at Frankston TAFE. The committee had a vision to have a home ground, and so on 28 February 1997 we launched the building fund in Bayside Shopping Centre to publicise the club. Australian players Jay Stacey, Lachlan Dreyer, Marika Bazley and Jane Pihan were there to help.



Pictured: Registration Day at Eel Race Road Reserve in Seaford, February 1996.

How it's going

Strongly supported by dedicated committee members, coaches, umpires, and officials, MPHC has grown into a large and healthy family club with a competitive presence on the field, actively promoting womens participation and junior hockey. The Peninsula Hockey Centre was opened in 2001 and has since been the home and pride of the Falcons as an exemplar venue for hockey. The men and women have progressed to Vic League 1, with eyes firmly set on a spot in Premier League, the top league in Victoria. Our juniors have transformed into a progressive program for recruiting new families to the sport and developing talent, with many going onto represent Victoria and Australia.



Pictured: Womens & Girls Round at the Peninsula Hockey Centre

Where we're headed

In 2025 in our senior sections have their eyes on finals success to elevate their position to Premier League status again. Whilst we fast-track and expand our school programs throughout the peninsula and continue to progress our already successful junior program. Our committee are working fastidiously with local council, state and federal members to establish a new home for hockey on the Mornington Peninsula by 2028. It presents a great opportunity to realise the dream of our founding members to create a landmark hockey venue on the Mornington Peninsula.



Pictured: Junior player Taya Kelly competing in the Junior State Championships.

Sports and the Community



The positive and transformative impact that local team sports has on the community cannot be understated.



Womens & Girls Round

Each year the Mornington Peninsula Hockey Club comes together to recognise and celebrate the importance of women and girls participation in community sport. A dedicated Women & Girls round is held each year attended by hundreds of players, club members and supporters, whilst also raising funds to reduce the financial barriers for womens and girls to play club hockey, and donate to a nominated charity dedicated to women's issues.



Charity Sticks Day

Our charity day has become a treasured tradition between the Mornington Peninsula Hockey Club and Casey Cannons Hockey Club. From supporting mental health programs, to battling homelessness, funding police resources and breast cancer support, the popular event has successfully raised thousands of dollars for important causes on the Mornington Peninsula. Partnering with the Blue Ribbon Foundation, Breast Cancer Network Australia, Speak & Share and the most recently the Lighthouse Foundation it is regularly attended by local councillors, state and federal government members.



Bunnings Hockey Clinics

Bunnings Mornington hold community events every Christmas, Easter and Father Day where the Mornington Peninsula Hockey Club run a mini hockey clinic to introduce children to the game of hockey. Bringing joy to children, showing them how to safely handle a hockey stick, practicing pushing and trapping and handing out prizes and gifts for participating.



Mens Health Round

Participation in community sport is a crucial ingredient in mens health both physically, psychologically and emotionally. That's why we never underestimate the importance of holding Mens Health Round during one of home rounds every season. This opportunity is used raise awareness of mens health issues, to encourage men and boys to be proactive in their wellbeing and to breakdown the stigma in talking about mental health and emotional wellbeing. This is perfect opportunity to have those conversations.



School Roadshows

Since 1996 the club has been proactive in promoting hockey to school children on the Mornington Peninsula. Our program has seen MPHC visit more than 40 different schools delivering school-based hockey clinics to thousands of students over the past 30 years, recruiting hundreds of new club players, their siblings, friends and families. We continue to provide these roadshows in 2025 whilst looking to bolster our offering with specialist coaching programs, equipment donations and an intraclub junior competition.



Pride Round & Standout Cup

The Mornington Peninsula Hockey Club has always been strong supporters of the LGBTQI+ community. From participating in the Hockey Victoria Standout Cup, an annual tournament held in February with more than 350 players competing for a coveted trophy that the Falcons won in 2023. To running a Pride Round at our home ground once a year to champion inclusion in community sport and ensuring that everyone regardless their of gender, sexual identity, orientation, race, age or abilities that hockey is a sport for everyone.



HMAS Cerberus Partnership

Through the partnership with HMAS Cerberus, our mens Metro grade team is comprised of a mix of Falcons players plus the talented men and women from the navy. The partnership has succeeded many years and proven beneficial to both MPHC and the base. The full size pitch on the base has provided a dedicated training venue for all our senior teams and in return MPHC a platform for navy personnel to play in hockey, receive specialist coaching, whilst enjoying the social benefits and engagement with the local community.

Member Stats

MPHC boast a broad membership base of more than 300 playing members and growing, drawing from the Mornington Peninsula Shire and Frankston City areas. During the winter season as many as +1200 players and supporters visit the Peninsula Hockey Centre on any of the 9 home weekends, excluding finals.

This has been through the efforts over some 30 years of attending hockey clinics in local schools and a solid partnership with HMAS Cerberus, as our success onfield, great culture and rapore between our mens and womens sections has maintained strong retention and the organic expansion of our club.

The hockey community hails largely from affluent suburbs such as Camberwell, Essendon, Toorak and Hawthorn. Where visiting patrons are more likely to explore the Mornington Peninsula for it's coastal beauty, premium hospitality experiences and be allured by the multitude of incredible holiday properties on offer.



Our teams



5 Mens Teams

Vic League 1, Vic League 1 Reserves, Pennant D, Metro 2 South East and Open Mens B South East.



5 Womens Teams

Vic League 1, Vic League 1 Reserves, Pennant C, Metro 2 South East East and Peninsula Womens.



8 Junior Teams

Hook-in2-Hockey, boys & girls grades from Under 8s up to Under 18s.

More than 300 playing members and growing...



Member Stats



Attendees

400+

Weekly
Training

1200+

Home
Rounds

Players

27

Average
Age

49%

Female

51%

Male

Channels

800+

Followers

Facebook

350+

Followers

Instagram

700+

Subscribers

Email

350+

Visitors Per Week

Website

350+

Subscribers

StackApp

Membership target = 600



Join in the success

How your sponsorship will help us build a bigger and better club.

The 2025 sponsorship program is integral to the continued success of our junior recruitment and development program to retain talented player and grow our membership base. As well achieve our vision to generate enough profit to contribute to the planning, design and development of our very own pitch and club facilities within the Mornington Peninsula Shire by 2028.

The funds we receive are a crucial tool in giving the our club the ability to hire the best coaching talent available not just for our senior coaches but also for the guest coaches we invite down for our Falconry Junior Academy. These have been players from Hockey Club Melbourne, Olympic players such as Australian Goalkeeper Rachael Lynch and Amy Lawton or international coaches such as Pakistan coach Waseem Ahmed.

It must be mentioned that amidst this, player membership fees have had to increase again this year to keep up with inflating input costs right across all aspects of administration

and competition. From ground hire to affiliate fees, umpires, officials and team entry fees have all seen between 5% to 30% increases. The chart to the right, is based on what it costs to put a team and player on the field. There are multiple factors that come into play when running a hockey club successfully, whilst our priority is to ensure every player can play and have an enjoyable hockey season with their teammates.

By helping offset the operational and administration costs, team entry, ground hire, the purchase and maintenance costs of equipment such as goalkeeping kits, match balls and safety equipment then we can afford keep the membership fees low.

Please take the time to read through the available sponsorship packages. If you are interested in purchasing a sponsorship package please feel free to contact us via email at sponsorship@mphc.org.au.



Future Ground Fund

The lease for the hockey facility at Monash University Peninsula Campus is due to expire at the end 2027, forcing MPHc to establish a new facility on the Mornington Peninsula. The costs for the planning & design, lobbying and to fund the construction of a new facility could be up to \$10 million.

Reduced Playing Fees

With the ever increasing cost of living, your contribution to the club will help offset and subsidise the fees that players pay to join. Reducing the barrier of entry to play and improving retention particularly for single parents, young families and university students.



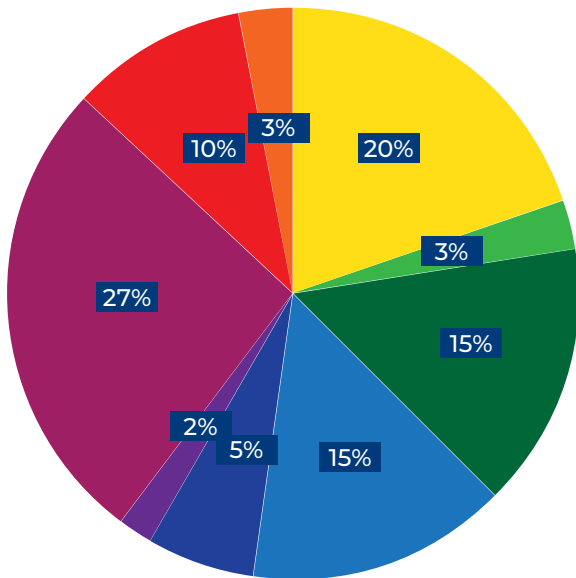
Club Administration

To operate and maintain the club effectively and seamlessly requires subscriptions to various SAAS platforms. As well as paid accounting and auditing services to ensure compliance and paid administration roles to help lighten the load for our dedicated volunteers.

New Player Uniforms

Depending on the sponsor package selected, your company logo will become part of the official playing uniform next season. To alleviate the financial impact on players and ensure complete uptake, the new uniform emblazoned with your brand will be provided to players at no cost for 2025.

Breakdown of costs



- Team Entry
- Admin
- Assets / Equipment
- Senior Coaches
- VLI Staff & Tech
- Junior Academy
- Ground Fees Senior
- Ground Fees Junior
- Umpires



Hiring Coaching Expertise

Ensuring the club ability to recruit highly-skilled, knowledgeable and experienced coaches, relies on their remuneration the club are able to offer. We have benefited greatly from being able to secure talented coaching staff and are committed to continuing to build on that success.



Junior Development Program

The popular Falconry Junior Academy improves the skills and tactics of our junior section overall. It features specialist coaches from the national HockeyOne League and Australian squad, national and internal coaches, all who require payment to attend and have been integral to retaining talented juniors.



Training & Playing Equipment

The purchase and maintenance of hockey equipment is continuing to increase year-on-year and represents a significant portion of player registration fees. Goalkeeping kits, training and match balls, facemasks, shinguards, coaching boards, cones, bibs are a constant expense for clubs.



Junior Recruitment Marketing

Funds that you contribute can be invested into promoting junior hockey through local news publications, real-estate boards, paid social media advertising and community activation such as the ones we conduct at Bunnings Mornington.



PLATINUM MPHC CLUB SPONSORSHIP

\$6,500 ex. GST per year / 3 years

The ultimate sponsorship package for a business looking to become part of a highly respected and loved community hockey club. In addition to the high exposure to a large, friendly and receptive audience, your message will be prominent at the ground, at club functions, online and in the local community. You will be treated to benefits of our partnership with Mornington Race Course and the Melbourne Race Club.

Sign up for three years and we will put your company logo on all playing uniform for all to see on game day.

Prime Uniform Logo Position

As the premier club sponsor for the Mornington Peninsula Hockey Club your business will enjoy prime position on the club uniform both on the front and back of the official playing top for both senior and junior sections.



Included benefits:



4 x Melbourne Racing Club memberships valued at \$450 each (total value \$1,800) that gives you:

- Admission to over 75 race days with Members' Reserve access to all race days at Caulfield, Mornington & Sportsbet Sandown, including the Sportsbet Caulfield Cup Carnival
- Access to Members Only areas & bars
- 6 x Complimentary Daily Guest Passes to the Members' Reserve*
- 1 Complimentary Mornington Guest Card (Member Reserve access at Mornington & Sportsbet Sandown)
- Reciprocal rights at supporting clubs including the Australian Turf Club and the Melbourne Cricket Club



PLATINUM MPHC CLUB SPONSORSHIP

\$6,500 ex. GST per year / 3 years

Included benefits:



2 x Tickets to the MPHC Senior Presentation Night with special mention by the president.



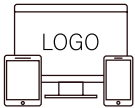
Official playing shirt signed by mens & womens firsts squad, framed.



Official MPHC Falcons club merchandise with travel mug, scarf and beanie.



Large company banner (1830mm x 910mm) displayed at ground on home weekends. (8 weeks in winter season)



Company name, logo, contact information on club website.



Logo displayed on electronic scoreboard. (Including branded goal animation.)



Company logo on weekly e-newsletter and all Instagram posts.



Sponsorship spotlight article in MPHC e-newsletter, Facebook and Instagram.



Invitation to MPHC home weekends.



Company logo displayed at club functions and events, in accordance with Good Sports club affiliation. (Excludes promotion of gambling and alcohol.)





GOLD MPHC CLUB SPONSORSHIP

\$3,000 ex. GST per year

The perfect sponsorship package for businesses looking to boost brand awareness both inside and outside the club, through our wide-reaching social media and communication presence with ongoing acknowledgement of our valued sponsors.

Included benefits:



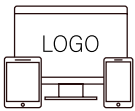
2 x Tickets to the MPHC Senior Presentation Night with the special mention by president.



Official MPHC Falcons club merchandise with travel mug, scarf and beanie.



Medium company banner (1220mm x 610mm) displayed at ground on home weekends. (8 weeks in winter season)



Company name, logo, contact information on club website.



Logo displayed on electronic scoreboard.



Company logo on weekly e-newsletter and all Instagram posts.



Sponsorship spotlight article in MPHC e-newsletter, Facebook and Instagram.



Invitation to MPHC home weekends.



Company logo displayed at club functions and events, in accordance with Good Sports club affiliation. (Excludes promotion of gambling and alcohol.)





SILVER MPHC CLUB SPONSORSHIP

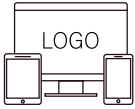
\$1,000 ex. GST per year

Become part of a highly respected and loved community hockey club. Your company will be promoted heavily throughout all forms of club communications.

Included benefits:



Official MPHC Falcons club merchandise with travel mug, scarf and beanie.



Company name, logo, contact information on club website.



Logo displayed on electronic scoreboard.



Company logo on weekly e-newsletter.



Sponsorship spotlight article in MPHC e-newsletter, Facebook and Instagram.



Invitation to MPHC home weekends.



Company logo displayed at club functions and events, in accordance with Good Sports club affiliation. (Excludes promotion of gambling and alcohol.)





MPHC Player Sponsorship

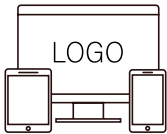
Player sponsorship packages are perfect for families, businesses and passionate Mornington Peninsula Hockey Club supporters who want to build deep relationships with the club and the playing group.

<u>Sponsorship Package</u>	<u>Player Benefit (ex. HV/HA Fees)</u>
\$1,200	Full Club Fees Covered
\$500	\$200
\$150	\$50

Included benefits:



Player sponsor profile on club website.



Company name, logo, contact information on club website



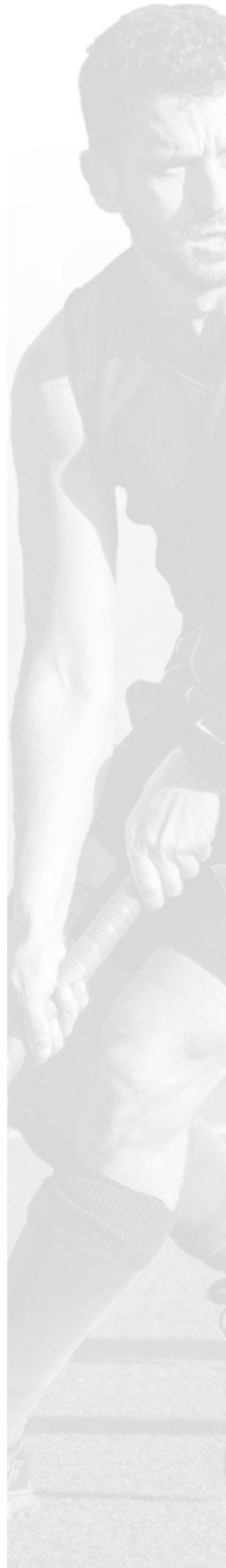
Company logo on weekly e-newsletter.



Invitation to MPHC home weekends.



Company logo displayed at club functions and events, in accordance with Good Sports club affiliation. (Excludes promotion of gambling and alcohol.)





MPHC Signage Sponsorship

Signage sponsorship gives local businesses the opportunity to expose their brand to the Victorian hockey community.

Sponsorship Package

Signage

\$1,000

Perimeter Fence Signage

Medium company banner (1220mm x 610mm) displayed at ground on home weekends. (8 weeks in winter season)

Included benefits:



Medium company banner (1220mm x 610mm) displayed at ground on home weekends. (8 weeks during winter season)



Company name, logo, contact information on club website



Company logo on weekly e-newsletter.



Invitation to MPHC home weekends.



Company logo displayed at club functions and events, in accordance with Good Sports club affiliation. (Excludes promotion of gambling and alcohol.)



FALCONS

Mornington Peninsula Hockey Club

Thank you for considering sponsoring the Mornington Peninsula Hockey Club. Contact us via the details below to discuss how a sponsorship package can benefit your business in 2025.

CONTACT US

president@mphc.org.au

www.mphc.org.au