



**THE UNITED**  
**CLUBS PROGRAM**  
**2022/2023**



# VALUES AND PILLARS

Adelaide United's community efforts focus on the basic need for access and inclusion. Our goal is to create opportunities that make it possible for individuals across the state to use the beautiful game as a positive catalyst for change in the community. We are committed to positively impacting our community with our programs having a strong focus on education, health and wellbeing and celebrating culture



## Football

Providing youth the opportunity to play and learn through football, with an emphasis on growing the game, building future leaders and celebrating culture



## Education

Fostering the love of education and healthy lifestyle habits with youth.



## Health and Wellness

Taking an active role in becoming aware of and making choices toward a healthy and fulfilling life, while supporting the communities that do not have access to those opportunities.

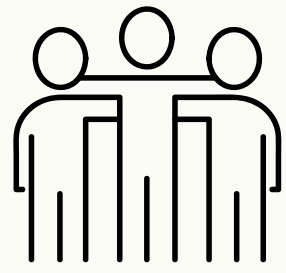


## Engagement

Partnering with other South Australian NPO's to continue to grow future leaders and positive communities



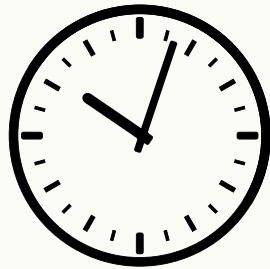
# ACHIEVEMENTS AND NUMBERS



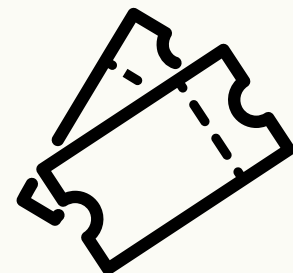
**26,966**  
People Engaged



**1,000+**  
coaching hours in  
the community



**214 Hours**  
Players spent in  
the community



**2,300 Tickets**  
Given out to  
local clubs



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# UNITED CLUBS PROGRAM

We want to continue building positive relationships with the local clubs of South Australia. Through the United Clubs Program, we are able to connect participants, coaches and volunteers with Adelaide United players and staff in a purposeful and meaningful way.

Our players will be the face of the program and being out and about at local clubs will create meaningful relationships amongst junior and local players, coaches and volunteers.

- Strengthen community engagement and outreach with local clubs
- Create meaningful relationships with local players, coaches and volunteers
- Support community clubs by offering unique experiences and access to commercial partners



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# BENEFITS & OPPORTUNITIES





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**ACTIVATIONS AND OPPORTUNITIES ON MATCHDAYS**



**PLAYER APPEARANCE AT YOUR CLUB**



**40X GA TO A SELECT A-LEAGUE MEN & WOMEN 2022/23 GAME**



**ALIGNMENT WITH ADELAIDE UNITED BRAND**



**OPPORTUNITY TO HOST A-LEAGUE MEN COMMUNITY TRAINING SESSION**



**SIGNED MERCHANDISE**



**INVITATION FOR CLUB COACHES TO ATTEND COACH THE COACHES FORUM**



**EXCLUSIVE MEMBERSHIP OFFERS**





# **PARTNERSHIP & PROMOTION**

Registered United Clubs will promote the upcoming 2022/23 season to its club members, players and sponsors which may include

- Discounted ticket and membership offers
- Adelaide United School Holiday Clinics
- United Clubs exclusive offers and opportunities

United Clubs will also have access and receive direct communication from Adelaide United corporate partners relating to potential opportunities and offers for their own season.

## **Engagement**

Community clubs must sign up to be apart of United Clubs 2022/23 season. As part of the registration process, clubs must share data such as

- Number of registered juniors
- Supply a high resolution club logo
- Junior training nights

Through out the season, it is clubs are encouraged to provide content for Adelaide United to share and promote through its channels



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