

Sunshine

FOOTBALL & NETBALL CLUB



PARTNERSHIP PACKAGES

SUNSHINE
FOOTBALL
CLUB

“Every heart beats true”

TO THE **GOLD** AND THE **BLUE**

Sunshine Football Club

The Sunshine Football Club (formerly Sunshine YCW) was officially established in 1959 when it began as a club for juniors in the Sunshine area, moving to its current location at Kindersmith Reserve in Braybrook in the early 1960s.

As a community based club, our aim is to offer a family friendly environment and a friendly close knit supporter and business environment, as a basis of our continued success as a leading pillar of our local community.

During the 18 week football season 3 games are played each Saturday and up to 5 games are played each Sunday. Our cricket clubs season runs for a similar period of time. The netball season runs parallel with the football season and holds 5-6 games a week (predominantly on Friday evenings).

Throughout the year many thousands of local western suburbs people visit our ground to watch football and cricket matches, and will see your advertising on a regular basis.

Our total membership is in excess of

300 local families, and over **1000** members

and supporters. We are offering you the opportunity to tap into our base and grow your business and its value to the community.

Coming off a premiership with our sole team in 2023, we are expanding our netball programme in 2024. Having had unprecedented interest, which will result in 5 teams competing in season 2024.

We are committed to making your sponsorship work! We understand that your business has to benefit from your sponsorship and therefore we aren't content with taking donations. We will work with you to ensure that you will enjoy success with us.

Who we are

1000+ MEMBERS

✉ 1,600+

f 2000+

📷 1,500+

64 YEARS
of community
service



Division 2

11 TEAMS

Auskick, 2 U/8's teams,
U/10's, U/12's, 2 U/14's
teams, U/16's, U/18's,
Seniors, Reserves and
Club 18's
(third senior team)

6 TEAMS

On the back end of a 2023
Premiership we will now
have 6 teams competing
in season 2024 for netball.

GROWING

20%+ JUNIOR GROWTH

LARGEST

COMMUNITY SPORTS CLUB IN
SUNSHINE & BRAYBROOK AREA

Your local customers

80%+

of our members
live and shop in
the immediate
Sunshine and
surrounding
areas.



Smartline Ladies Day

Smartline Ladies Day
Sunshine Football Club



What we can do

- Increase awareness and product sales
- Our members are your local customers
- Build relationships with members, communicating weekly to our large database
- Raise awareness of your business with lots of opportunity to market your products and services
- Promote specific sales offers
- Excellent database and communication channels through weekly newsletters, Facebook, Twitter, and of course game day itself
- Show your support for the local community



Deluxe package

*** This package includes a major partner for the netball programme**

\$15,000

Company logo on Senior football jumpers, shorts and/or netball skirts	Company logo on senior coaching team apparel	Sponsors apparel kit (scarf, beanie, hoodie)	Company logo on club apparel	Large ground signage (double)	Social Rooms TV sponsorship
Company logo on website	Company logo on all weekly emails	Framed jumper to display in your business	Publishing your specials/sales	4x Club membership	2x Tickets to Club Mid-Year Ball & Presentation Night
2x Tickets to Sponsors Day	2x Tickets to Ladies Day	Half time hospitality @ all home games	Social Media Promotions	Opportunity to use database for direct mail purposes	Sponsor of the week Promotion during the home & away season which includes, promo video on all socials and invitation to speak at the club on a Thursday night selection evening in front of players and supporters.



SUNSHINE FOOTBALL & NETBALL CLUB - PARTNERSHIP PACKAGES

The club will consider any other opportunities to assist growing your business.

Major partner package

\$10,000

Company logo on Senior football jumpers, shorts and/or netball skirts	Company logo on senior coaching team apparel	Sponsors apparel kit (scarf, beanie, hoodie)	Company logo on club apparel	Large ground signage (double)	Social Rooms TV sponsorship
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The club will consider any other opportunities to assist growing your business.

Platinum package

\$5,000

Company logo on Senior football jumpers, shorts and/or netball skirts	Company logo on club apparel	Large ground signage	Social Rooms TV sponsorship	Company logo on website	Company logo on all weekly emails
Publishing your specials/sales	2x Club membership	2x Tickets to Club Mid-Year Ball	2x Tickets to Sponsors Day	Half time hospitality @ all home games	Social Media Promotions
2x Tickets to Ladies Day	Sponsor of the week Promotion during the home & away season which includes, promo video on all socials and invitation to speak at the club on a Thursday night selection evening in front of players and supporters.	The club will consider any other opportunities to assist growing your business.			

Partners package

\$3,000

Company logo on selected apparel	Ground signage	Social Rooms TV sponsorship	Company logo on website	Company logo on all weekly emails	Publishing your specials/sales
2x Club membership	2x Twickets to Club Mid-Year Ball	2x Tickets to Sponsors Day	Half time hospitality @ all home games	Social Media Promotions	

The club will consider any other opportunities to assist growing your business.

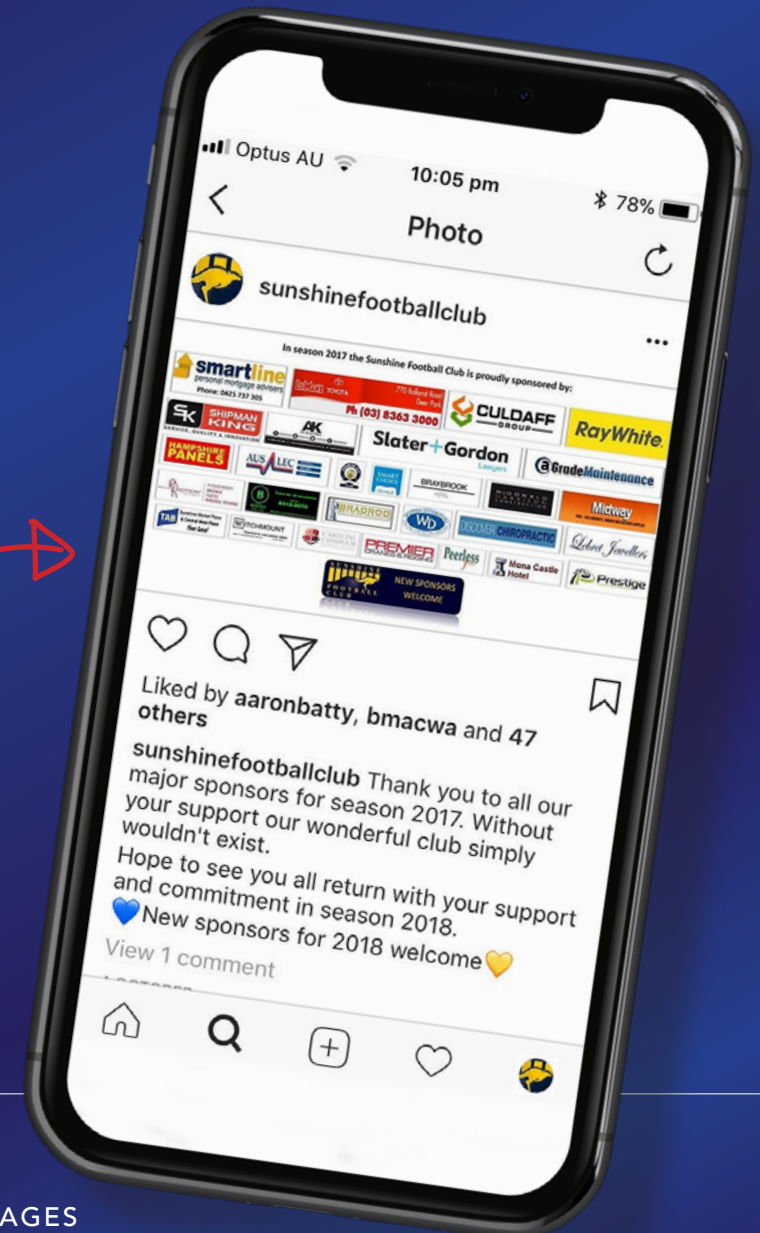


Supporters package

\$1,500

Ground signage	Social Rooms TV sponsorship	Company logo on website	Company logo on all weekly emails
2x Club membership	2x Tickets to Sponsors Day	Half time hospitality @ all home games	Social Media Promotions

The club will consider any other opportunities to assist growing your business.



Packages Summary

Supporters package

\$1,500

- ✓ Ground signage
- ✓ Social Rooms TV sponsorship
- ✓ Company logo on website
- ✓ Company logo on all weekly emails
- ✓ 2x Club membership
- ✓ 2x Tickets to Sponsors Day
- ✓ Half time hospitality @ all home games
- ✓ Social Media Promotions

Partners package

\$3,000

- ✓ Company logo on selected apparel
- ✓ Ground signage
- ✓ Social Rooms TV sponsorship
- ✓ Company logo on website
- ✓ Company logo on all weekly emails
- ✓ Publishing your specials/sales
- ✓ 2x Club membership
- ✓ 2x Tickets to Club Mid-Year Ball
- ✓ 2x Tickets to Sponsors Day
- ✓ Half time hospitality @ all home games
- ✓ Social Media Promotions

Platinum package

\$5,000

- ✓ Company logo on Senior jumpers/shorts
- ✓ Company logo on club apparel
- ✓ Large ground signage
- ✓ Social Rooms TV sponsorship
- ✓ Company logo on website
- ✓ Company logo on all weekly emails
- ✓ Publishing your specials/sales
- ✓ 2x Club membership
- ✓ 2x Tickets to Club Mid-Year Ball
- ✓ 2x Tickets to Sponsors Day
- ✓ Half time hospitality @ all home games
- ✓ Social Media Promotions

Other inclusions to each package include a proposed Sponsors networking evening where all sponsors can get together and mingle to network with one another to provide another way of drumming up new business as well as a "Sponsors Week" for all major and platinum sponsors (the idea here is that the whole round will be labelled under the name of the particular sponsor, they'll be invited to the club for a meal and drinks on the Thursday night with an opportunity to speak to the club while everyone is waiting for team selections as well as having an opportunity to set up a stall on the Saturday to promote their business and hand out material about their business.

Packages Summary (cont'd)

Major Partner package

\$10,000

Deluxe package

\$15,000

- ✓ Company logo on Senior jumpers/shorts/netball skirts
- ✓ Company logo on senior coaching team apparel
- ✓ Sponsors apparel kit (scarf, beanie, hoodie)
- ✓ Company logo on club apparel
- ✓ Large ground signage (double)
- ✓ Social Rooms TV sponsorship
- ✓ Company logo on website
- ✓ Company logo on all weekly emails
- ✓ Framed jumper to display in your business
- ✓ Publishing your specials/sales
- ✓ 4x Club membership
- ✓ 2x Tickets to Club Mid-Year Ball & Presentation Night
- ✓ 2x Tickets to Sponsors Day
- ✓ Half time hospitality @ all home games
- ✓ Social Media Promotions
- ✓ Opportunity to use database for direct mail purposes

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- ✓ Company logo on website
- ✓ Company logo on all weekly emails
- ✓ Framed jumper to display in your business
- ✓ Publishing your specials/sales
- ✓ 4x Club membership
- ✓ 2x Tickets to Club Mid-Year Ball & Presentation Night
- ✓ 2x Tickets to Sponsors Day
- ✓ 2x Tickets to Ladies Day
- ✓ Half time hospitality @ all home games
- ✓ Social Media Promotions

- ✓ Opportunity to use database for direct mail purposes

- ✓ Sponsor of the week

Promotion during the home & away season which includes, promo video on all socials and invitation to speak at the club on a Thursday night selection evening in front of players and supporters.

Major sponsor highlight



Smartline Home Loans have been associated with the Sunshine Football Club for 17 years now. Our commitment to the club has grown over time and is now our major investment in promotion and marketing. The club has always been fully supportive of our business and do everything possible to promote us and our service. The business relationships that we have established over time are now a very important drivers for our continued success.

Apart from the business benefits the Club is a very safe and welcoming environment that my family enjoy spending time at. A meal on Thursday night and the games on Saturdays are great for catching up with old friends and making new ones.

I would encourage anyone that is looking to establish and grow their business in this community to join the Sunshine Football Club as part of their sponsor / partners.

Brian Hocking
Personal Mortgage Adviser

.....
" The club is always supportive and do everything possible to promote us and our service"



SUNSHINE FOOTBALL & NETBALL CLUB - PARTNERSHIP PACKAGES

Scoreboard advertising

The club recently purchased an electronic scoreboard. The use of the scoreboard provides an opportunity for you to promote your business, before, during and after junior and senior home games.



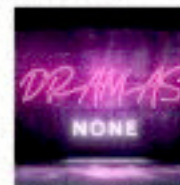
Previous Sponsors



Le Mans Toyota
deerpark.lemanstoyota.com.au
8363 3000



Platinum Partners



Previous Sponsors



Partners & Supporters



Contacts

CHRIS GATT - President

E. president@sunshinekangaroos.com.au

P. 0411 764 545

JOEL HARRISON - Vice President

E. vp@sunshinekangaroos.com.au

P. 0439 994 351

MARK GRECH - Sponsorship Co-ordinator

E. mark.grech23@gmail.com

P. 0409 170 091



Thank You



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