



# Club Sponsorship Opportunities





# About The Club

- Palmwoods Warriors Football Clubs (PWFC) provides a **fun, affordable & inclusive** environment for children, young people, adults and seniors.
- PWFC fields are lush tree lined fields located in the heart of the Sunshine Coast Hinterland on Busy Jubilee Drive.
- **300+ Active Players** plus **700 parents, G/Parents, carers.**
- Our fields proudly boast facilities for **children** as young as 4 to adults & the elderly (Walking Football).
- **25% of our playing group are girls or women** & growing year on year.
- The club has a Dedicated Program in place for those who are financially **less fortunate** so that they can play the world game in a safe, caring environment.







# Our Future

- Established in 1992, we now boast teams from **U6 right through to Open Men's & Women's Teams.**
- **2022** our clubhouse was completely renovated to suit a modern future and larger crowds/members.
- **2023** the club grew our female membership base with the introduction of a new “All Girls” Junior competition.
- **2024** we will expand our “All Girls” comp. for U7 - U9
- **2024** will see the club expand their **FREE** weekly “Come & Try Days to enable people to experience our game.
- **2024** the club will expand a 6-a-side junior competition.
- **2025** the club will expand lighting onto the 2nd playing field and upgrade lighting on the main competition field
- Our strategic plan takes PWFC club to a new level





# Why Partner with us?

- As a non-profit organisation, sponsorship is a big part of our income & helps us to **develop our kids** into better footballers and better members of the community;
- Sponsorship with PWFC will increase your brands community awareness and relationship with the local hinterland community;
- Creates brand Loyalty, awareness & exposure to women's football which is experiencing massive growth;
- Brand Exposure to **1,000+ active players** and families;
- Brand Exposure to circa **1000 persons** per week during the season on training days;
- **Daily Traffic Exposure** on busy Jubilee Drive;
- Exposure to over **1500 persons** during club match days.
- Social media & digital image exposure







## How are the funds used...?

- All funds raised through sponsorship & donations are used to fund programs for football at PWFC
- Like any organisation, our operational costs have increased significantly over the last 3 years
- Items like Players Insurance, PL Insurance, line marking paint, fuel for mowing, field aeration, dethatching etc have all increased significantly
- Increasing our players fees each year is not sustainable as it makes it harder on families to enjoy playing football.
- The club does not have any paid staff—we are all volunteers
- 100% of the funds we raise stays at PWFC.





# Sponsor Opportunities.

We understand how much of a financial commitment sponsorship is. We also understand that as a business you are seeking support from our membership base towards your business.

This is why we offer the following to all sponsors as part of the package:

- Social Media exposure for your business (circa 1 per month)
- Brand/Logo Placement on all E-Newsletter and club mail outs.
- Direct mail opportunities (with approval)
- Website exposure
- The opportunity for you to add vouchers or coupons for our members.
- Brand Acknowledgement at all Club Events.
- Logo/Brand Positioning from our club photographer for action shots
- Invites to club special events





# Playing Strip Opportunities.



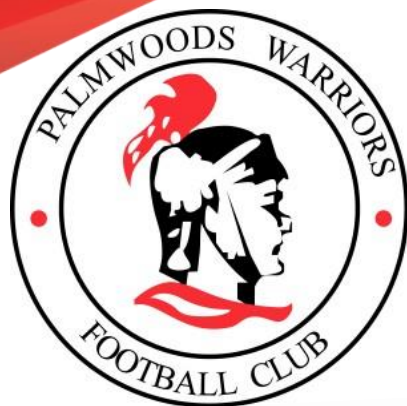
**Playing Strip Sponsor \$ 4,000.00 (F) \$ 3,000.00 (R)**

- Min. 2 year commitment
- Price is per Age Category's U6—U9, U10-U12, U13-Opens
- **Playing Strips** are compulsory at every game
- Includes Logo Print Costs
- Branding on Front of Strip and/or Branding on rear of Strip

**Training Kit Sponsor \$ 4,000.00 (F) \$ 2,000.00 (R)**

- Price is for 100 shirts based on a 12 Month Commitment
- Branding Opportunities on Main Front & 2 Sponsorship Opportunities on the Rear of Kits.
- Training Kit is provided to all players at the beginning of the year and is usually worn by kids for 2-3 years prior to renewing.

**Bolster your Sponsorship by including company branded items such as bucket hats, water bottles, Soccer Balls etc.**



# Playing Kit Opportunities.

**Player Sports Bag Sponsor \$ 5,000.00 (F)**

- Price Includes Printing of Logo on Bag
- Bags are given to each child on payment of fees at the start of the season / Club Muster Day
- Bags are usually brought to most games & Training Days as well as used throughout daily life.

**Bolster your Sponsorship by including company branded items such as bucket hats, water bottles, Balls etc.**





# Signage Opportunities.



Main Playing Field Signage - \$1,600.00 or \$2,800 for Double Length.

- Price is per 2400mm x 1200mm Panel
- Price INCLUDES \$400 in Print Costs on ECM Panel.
- Client to provide Print ready artwork





# Signage Opportunities.



Main Playing Field—Behind Goal Posts \$800 per spot (4 spots available)

- Price is per 1400mm x 900mm Panel for 12 months
- Price INCLUDES Print Costs on ECM Panel. Must provide Print ready artwork





# Signage Opportunities.



Club House Signage Facing Main Field - \$ 1,600.00 for 12 months

- Price is per 2400mm x 900mm Panel
- Price INCLUDES Print Costs on ECM Panel.
- Sponsor to provide Print ready artwork







# Signage Opportunities.

Club House Signage Facing Mini Roo /Warm Up Field—\$2,800 for both panels

- Price is per 1800mm x 900mm Panel for 12 months
- Price INCLUDES Print Costs on ECM Panel. Must provide Print ready artwork





# Signage Opportunities.



Club House Signage Facing Junior Field - \$1,600.00 for 12 months

- Price is per 2400mm x 900mm Panel
- Price INCLUDES Print Costs on ECM Panel.
- Sponsor to provide Print ready artwork







# Signage Opportunities.

Field 2—Junior Football U9 - U11 - \$1,500 or \$2,700 for 2 sections.

- Price is per 2400mm x 1200mm Panel for 12 months
- Price INCLUDES Print Costs on ECM Panel. Must provide Print ready artwork







# Signage Opportunities.

Field 2—Junior Football U5 - U8 Main \$1,500.00 per panel or \$2,700 for 2

- This is a main Thoroughfare Between Fields
- Price is per 2400mm x 900mm Panel for 12 months
- Price INCLUDES Print Costs on ECM Panel.
- Sponsor to provide Print ready artwork





# MAJOR SPONSOR OFFERS



## **PLATINUM SPONSOR PACKAGE \$12,000.00 (Normally \$14,200.00)**

3 Platinum Sponsors available. Package Includes:

- Logo on Front of Playing Jersey for 1 age group (Approx 100 Kits)
- Logo on Front of Training Kit (100 Jerseys)
- 1 x sign on each Main field, Junior field & Main concourse.
- Signage on 1 side of club house
- SM, Website, Email, E-News posts to all members and families.

## **DIAMOND SPONSOR PACKAGE \$8,500.00 (Normally \$10,100.00)**

3 Diamond Sponsors Spots available. Package Includes:

- Logo on Front of Training Kit (100 Jerseys)
- 1 x sign on each Main field, Junior field & Main concourse.
- 1 x sign on front of clubhouse
- SM, Website, Email, E-News posts to all members and families.





# Important Information



- Sponsorship Bundles are available for businesses based on their individual requirements
- All Prices quoted are exclusive of GST.
- For larger payments, invoices can be split over 2 & 3 periods to assist with company cashflow.
- Due to print/set up times, funds are to be made available at the time of invoicing.
  - Logos, Images etc, must be provided as print ready hi-res JPEG, PNG or PDF.
  - Any printer set up costs incurred will be the responsibility of the sponsor.
  - All funds stay within the organisation and are used to develop programs, maintain affordability for players and assist to cover maintenance/operational costs to the club.

