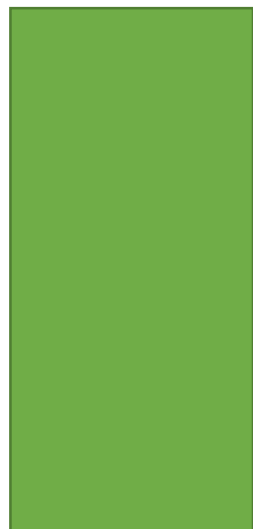




# UWANFC Sponsorship Offering 2023





# UWA-Nedlands Football Club

UWA Nedlands Football Club is one of the largest community football (soccer) clubs in WA, Having grown steadily over the past 70 years since inception. The club now boasts approx. 1500 players for the 2022 season ranging in year from 4 to 65 plus. The club is run by volunteers and the administration associated with running a club of this size falls to a few dedicated volunteers, many of whom have their own busy lives and, in many cases, full-time employment. Whilst playing football is exciting and fun, engaging in this sport does carry some costs. Your sponsorship will help lessen the financial burden for UWANFC teams and the players in paying for expenses that are incurred during the season including, but not limited to, game and practice equipment, referee fees, training costs, kits, and facilities.

In the 2022 season, our club was recognised as WA Metropolitan Club of the Year, and two of our coaches won the highest community coaching honours – encouraging accolades to recognise the hard work our volunteers and staff put in week-in, week out.

## Our vision

The key vision of the Club is to make an outstanding contribution to UWA, the football community and our local communities. We strive to have an encouraging and positive culture that recognises there are different levels of participation across the community. This incorporates players, male or female, that wish to play football for recreational purposes as well as those that strive to be the best. In delivering these objectives we strive to have some of the best facilities and be financially sustainable.

We are proud of our leading female football program, and are looking forward to the introduction of an inclusion program for children and families with disabilities in 2023.



# UWA-Nedlands Membership

We are the largest football club in Western Australia, with the majority of our membership based in the Western Suburbs of Perth. Our longstanding affiliation with the University of Western Australia and partnership with the City of Nedlands are major contributors to our local footprint and a membership base boasting over 1,500 registered players.

Key facts:

- A Joey soccer (4-7 years old) of approximately 950 children, representing over 30 primary schools.
- Approximately 300 youth players (5 to 18 years old)
- Approximately 250 senior players (18+)
- Around 200 teams covering most divisions in WA football
- An extended supportive community, in excess of 1,800 people made up of parents, grandparents and other supporters



# Exposure opportunities

There are a variety of options available to sponsor, as well as the opportunity to combine a selection of options. We want you to make the most of your sponsorship and are happy to explore how we can provide you with the most value for your sponsorship.

## Match Jersey Sponsorship

There are opportunities to place company logos on the arms of existing match jerseys, and the front of new jerseys as kit is replenished (home and away).



## Club Kit and Supporter Wear Sponsorship

Your company logo can be placed on club polo shirts, training kit, or supporter-wear.

## Social Media Packages

Our social media reach is extensive with nearly 2000 followers on Facebook and 800 Instagram – our reach over 2021 and 2022 was over 120,000 individuals.



## Match Day Exposure

Our home venues host thousands of club and visiting members of the community each week, as well as our First Team’s games being streamed on multiple platforms with opportunity for ad placement.

## Event Exposure

At UWANFC we organise many club events that allow for exposure and networking with members of the Perth business community (such as Awards Night, pictured right)



## Football and Support Services

As a large club with a range of on-field and off-field ambitions, we have opportunities for service providers to support with the delivery of our many programs and receive exposure for it.

# Sponsorship Packages

## Gold, Silver and Bronze Packages

<b>Gold Packages</b>	<b>4 or more Section Partnerships</b>	<b>20% off total cost</b>
<b>Silver Packages</b>	3 or more Section Partnerships	10% off total cost
<b>Bronze Packages</b>	2 or more Section Partnerships	5% off total cost

## Section Partnerships

We have a range of Section Partnerships available. Individual items are available within these, however greatest value is provided when bought as a whole package. These may not be exclusive packages, however they will be limited as within reason.

## Friends of Joey Soccer

<b>Inclusions</b>	<b>1 year package deal</b>	<b>3 year package deal</b>
Flags at every Joey Soccer round at College Park	\$1500	\$4000
Logo on website		
Mentions on our Joey Soccer social media posts		
Invitation to hold a stall at Joey Soccer opening and closing rounds		
Invitations to 2x 'Club Sponsor Rounds' networking events		

## State League Men's Partners

<b>Inclusions</b>	<b>Annual cost per item</b>	<b>1 year package</b>	<b>3 year package</b>
Twice weekly social media mention in season (x44+) as State League Men's Partner (Match Preview post and match results post)	\$4000	\$7000	\$19000
2x tickets to Club events (Quiz Night, Season Opener, Awards Night)	N/A		
Dedicated article in 1x monthly Newsletter	\$200		
Logo on website	\$200		
Logo on club streaming advertisement allocation	\$600		
Flags with logo on display at Saturday home games at UWA Sports Park	\$400		
Logo on State League Men's polos, bags, and training shirts	\$2000		
Invitations to 2x 'Club Sponsor Rounds' networking events	N/A		

## Premier Women's Partners

Inclusions	Annual cost per item	1 year package	3 year package
Twice weekly social media mention in season (x44+) as Premier Women's Partner (Match Preview post and match results post)	\$4000	\$6000	\$15000
2x tickets to Club events (Quiz Night, Season Opener, Awards Night)	N/A		
Dedicated article in 1x monthly Newsletter	\$200		
Logo on website	\$200		
Flags with logo on display at Premier Women's home games at UWA Sports Park	\$600		
Regular promotion in association with various Female Football Strategy activities	\$500		
Logo on Premier Women's polos, bags, and training shirts	\$1000		
Invitations to 2x 'Club Sponsor Rounds' networking events	N/A		

## Female Football Partners

Inclusions	Annual cost per item	1 year package	3 year package
Shorts sponsor – logo on all new female cut shorts	\$1000	\$6000	\$15000
22x weekly social media mentions in season, as Female Football Partner	\$3000		
2x tickets to Club events (Quiz Night, Season Opener, Awards Night)	N/A		
Dedicated article in 1x monthly Newsletter	\$200		
Logo on website	\$200		
Regular promotion in association with various Female Football Strategy activities	\$500		
Flags with logo on display at Sunday home games and Saturday women's games at UWA Sports Park	\$600		
Logo on women's polos (except Women's Premier)	\$2000		
Invitations to 2x 'Club Sponsor Rounds' networking events	N/A		



### Sunday Men's Partners

Inclusions	Annual cost per item	1 year package	3 year package
22x weekly social media mentions in season, as Sunday Men's Partner	\$3000	\$7000	\$19000
2x tickets to Club events (Quiz Night, Season Opener, Awards Night)	N/A		
Dedicated article in 1x monthly Newsletter	\$200		
Logo on website	\$200		
Flags with logo on display at Sunday home games at UWA Sports Park	\$600		
Logo on Sunday Men's polos	\$4000		
Invitations to 2x 'Club Sponsor Rounds' networking events	N/A		

### MiniRoo & Junior Partners

Inclusions	Annual cost per item	1 year package	3 year package
22x weekly social media mentions in season, as MiniRoo and Junior Partner	\$3000	\$3500	\$9000
2x tickets to Club events (Quiz Night, Season Opener, Awards Night)	N/A		
Dedicated article in 1x monthly Newsletter	\$200		
Logo on website	\$200		
Flags with logo on display at Sunday home games at UWA Sports Park	\$600		
Invitations to 2x 'Club Sponsor Rounds' networking events	N/A		

### Academy Program Partners

Inclusions	Annual cost per item	1 year package	3 year package
Logo on Academy training kits and bags	\$2000	\$3000	\$7500
2x tickets to Club events (Quiz Night, Season Opener, Awards Night)	N/A		
Dedicated article in 1x monthly Newsletter	\$200		
Logo on website	\$200		
Flags with logo on display at Sunday home games at UWA Sports Park	\$600		
3x Social Media highlights (stand-alone posts)	\$500		
Naming on any social media regarding Academy teams, or high performance activities	N/A		
Invitations to 2x 'Club Sponsor Rounds' networking events	N/A		



## Round Sponsors

Inclusions	Cost per round	Annual cost for every round	3 year cost for every round
Sunday round sponsor (2 social media posts per round sponsored – fixtures post and round-up post)	\$300	\$4000	\$11000
Saturday round sponsor (1 social media post per round – team line-ups post)	\$200	\$3000	\$8000

## Football Development Partners

Inclusions	Annual cost per item	1 year package	3 year package
Naming rights to the Skills Acquisition Program (SAP)	\$300	\$1200	\$3300
Naming rights to the School Holidays Programs (4 available)	\$300		
Naming rights to the Girls Invitational Tournament	\$600		
Logo on website	\$300		
Invitations to 2x 'Club Sponsor Rounds' networking events	N/A		

## Canteen and Bar Partners

Inclusions	Annual cost per item	1 year package	3 year package
Signage in 4 prominent locations in the clubroom	\$500	\$1200	\$3400
Flags with logo on display at Saturday and Sunday home games	\$600		
Logo on website	\$200		
Dedicated article in 1x monthly newsletter	\$200		
2x tickets to Club events (Quiz Night, Season Opener, Awards Night)	N/A		
Preferred supplier, services in kind arrangements can be discussed	N/A		
Invitations to 2x 'Club Sponsor Rounds' networking events	N/A		

## Social Events Partners

Inclusions	Annual cost per item	1 year package	3 year package
Promotion and acknowledgement at all Social Events	N/A	\$700	\$1900
Flags with logo on display at Saturday and Sunday home games	\$600		
2x tickets to Club events (Quiz Night, Season Opener, Awards Night)	N/A		
Dedicated article in 1x monthly newsletter	\$200		
Preferred supplier, services in kind arrangements can be discussed	N/A		
Invitations to 2x 'Club Sponsor Rounds' networking events	N/A		

## Other sponsorship items

Inclusions	Annual cost per item	1 year package	3 year package
Individual team sponsorship (at least two social media mentions) + invitation to all events	\$500	N/A	\$1200
Corner flag sponsor	\$100	N/A	\$250

## Kit sponsorship

Periodically, various playing shirts are replaced (usually on a 3-4 year cycle). When these opportunities arise, UWANFC will be holding a 'Kit Raffle', in which interested organisations can enter a non-refundable entry into the randomly drawn competition for various logos on playing shirts.

These will be advertised in December/January, as they arise.

## Notes

- All costs are excluding GST
- Costs for flags are at the sponsors expense (however, UWANFC will organise)
- Alternative services or opportunities (including in-kind services provision, specific engagement opportunities etc.) can be negotiated
- All sponsorship agreements will be held to the terms mutually agreed and signed in an MOU



Please contact [sponsors@uwanedlandsfc.com.au](mailto:sponsors@uwanedlandsfc.com.au) to discuss potential partnership options



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