



*The Mighty Magpies*



# JOIN OUR TEAM



# SHERWOOD FOOTBALL CLUB PARTNERSHIP OPPORTUNITIES

**ANDREW THOMSON - CLUB PRESIDENT**

 **0403 066 382**

 **PRESIDENT@SHERWOODMAGPIES.COM.AU**

# CLUB OVERVIEW



**CONNECT YOUR BUSINESS WITH THE LARGEST VOLUNTEER RUN COMMUNITY SPORTING CLUB IN THE WESTERN SUBURBS OF BRISBANE**

**Direct access to our loyal and active audience across website, e-newsletter, game day and social media assets.**



# 31,000+

**Digital engagements per month on average**

- **1,000+** active players in 2024
- **Family & community** focused
- Cater to all age groups and skill levels, with flagship **QAFL State League** team, **full junior pathways** male & female, **QFAW**, **QFA** and **social** AFL9's
- **Diverse** member profile playing and social
- **Inclusive club culture**, where **ALL** are welcome (fastest growing female participation in Australia)
- **Volunteer** powered, **professionally** focused
- Welfare **prioritised**, not just performance

**WE HAVE AN INCLUSIVE AND DIVERSE CLUB CULTURE WITH STRONG FAMILY AND COMMUNITY VALUES**



# FOCUS ON 2024



**DESPITE MANY CHALLENGES THROUGH 2020-2023 (COVID-19 & FLOODS) SHERWOOD FOOTBALL CLUB THRIVED WITH GROWTH IN EVERY ASPECT**

- Finalisation of **"One Club"** Integration Strategy
- Further **growth** in junior **participation**
- **Fastest growing female participation** in Australia
- Establish , promote and operate more **community based events**
- Enhance position as **leader** in both **performance and welfare** at all levels
- Update and **upgrade** club **infrastructure**
- Establish e-commerce and retail offering for **club merchandise**
- Retain, **support, promote** and attract club **sponsors**
- **Enhance, improve, support, empower** and grow Board of Directors



# CURRENT PARTNERS



EXCLUSIVE PARTNERSHIP IN EACH PROFESSIONAL SECTOR

GLENVILL  
HOMES

Place.



Graceville



CFMG  
Capital

Coopers



CARTER  
CAPNERLAW

BOQ  
INDOOROOPIILY



OSBOURNE  
HOTEL



GENUINE  
GARAGE DOOR SOLUTIONS

GOUGH  
RECRUITMENT



HOLO

ONE·2·ONE  
PLUMBING

goodrock  
property

grolife  
INDOOR PLANTSCAPES



RECYCLING  
Metal Industries  
For all your metal recycling

ROOKZY'S  
FINE FINISHES  
0422 167 045

KAPLAN



IGNITE  
PHYSICAL PERFORMANCE

UBX  
BOXING + STRENGTH



Essential Care  
DENTAL

eVisas



CLEARPATH  
FINANCIAL MANAGEMENT



creditte  
chartered accountants & advisors



TRIBAL  
SPORT



# INTRODUCTORY PARTNERSHIP

## \$2,500 + GST PER ANNUM - 2 YEAR TERM



- Logo included on club training singlets or t-shirts subject to availability
- **Recognition** on club **website** & **social media** channels including **major announcement** on signing
- Coverage via **weekly newsletter** & **sponsor board**
- Up to 3 x **boundary fence signs** (at sponsors cost)
- 2 x invitations\* to **season launch**, in season **club events** and Senior Presentation **Night** (\*cost involved for offsite event)
- **Complimentary** use of club function room (subject to availability) to host up to 200 guests for your own event
- Additional inclusions **unique to sponsors** by negotiation



"One Club"  
Sherwood Districts  
Australian Football Club

**HOLO** Flashback Friday!

# GLENVILL HOMES

## The Full Swoop!

Sherwood Districts AFC - Club Newsletter



Russell Freeman  
PHOTOGRAPHY

# BRONZE PARTNERSHIP

**\$5,000 + GST PER ANNUM - 2 YEAR TERM**



- All **introductory inclusions** PLUS the following...
- **Guaranteed** inclusion on training singlet if committed prior to November 30
- Inclusion on **additional** club apparel (on availability)
- Club polos, club shorts, junior playing jumpers, senior match day apparel included in **options**
- **Additional signage**, options include **inside clubhouse**, **car park** fencing, coaching boxes, **dressing rooms**, **scoreboard** (by availability & sponsor cost)
- **Increased** social media **exposure** by minimum 50%



# SILVER PARTNERSHIP

**\$10,000 + GST PER ANNUM - 2 YEAR TERM**



- All **bronze inclusions** PLUS the following...
- Further **prime signage opportunities** in **high traffic** zones fronting train line, Oxley Road etc
- **Signed playing jumper** presented at close of season
- **VIP match day experience** opportunities
- **Match day activation**, including **round naming rights**, event **naming rights** and on field break banners
- Additional social media and newsletter opportunities including **sponsor activation on demand**
- **2 x Free Tickets to Senior Presentation Night**



# GOLD PARTNERSHIP

**\$15,000 + GST PER ANNUM - 3 YEAR TERM**



- All **silver inclusions** PLUS the following...
- **Guaranteed** prime signage opportunities (install at sponsor cost)
- Guaranteed **inclusion on all senior match day** apparel & set of **junior playing jumpers**
- **Framed** playing jumper presented at season end
- Prime seating and signage (banner) at all **major club events** for up to 4 guests
- Minimum **weekly social media** activation and newsletter mentions
- Additional **5 x boundary** signs at **club cost**
- Signage on away game trailer (**mobile billboard**)





# MAJOR PARTNER

FROM \$20,000 + GST PER ANNUM



- Inclusions **by negotiation**
- Options include team **naming rights**, field/facility naming rights



# CONTRA OPPORTUNITIES

BY NEGOTIATION - PROJECT OR SERVICE SPECIFIC



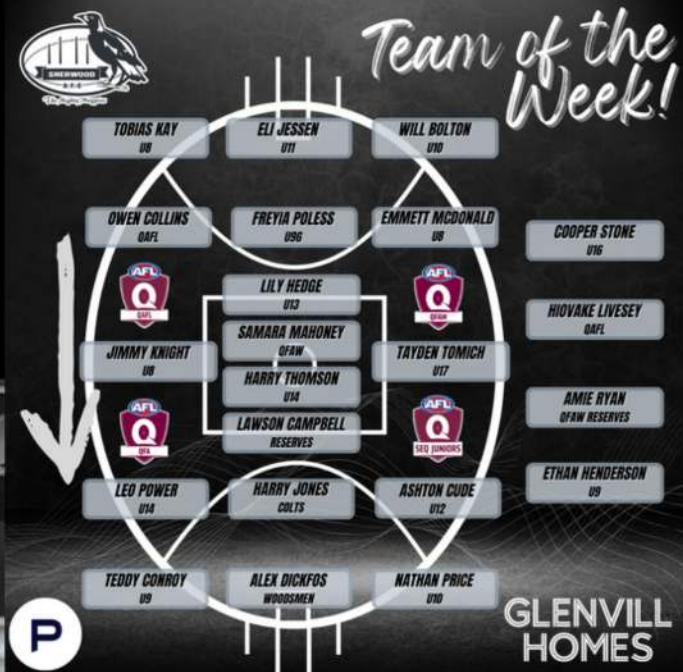
- Inclusions **as negotiated according to agreed value of work or services**
- With **major upgrades** to facilities or **facelifts** for existing infrastructure on the cards, talk to us about **how you** could help



# SPONSOR ACTIVATION

## HOW WE DO IT....

- We encourage any potential partner to check out our **website and social media** channels to see the **extensive content** and **engagement** with our partners and supporters
- Major activation opportunities include:
  - Sherwood Team of the Week (average **engagement of 20,000+** in season)
  - Scoreboard partnership (have your brand associated with score updates)
  - Charity day partnership
  - Ideas welcome!



# ***PARTNERSHIPS NOT DONATIONS***



***AT SHERWOOD AUSTRALIAN FOOTBALL CLUB EVERY PARTNERSHIP IS DESIGNED TO BE MUTUALLY AND COMMERCIALY BENEFICIAL, WE DON'T BELIEVE IN DONATIONS, WE FIRMLY BELIEVE IN PARTNERSHIPS AND AIM TO DELIVER TRUE VALUE***



***TIME TO JOIN OUR CIRCLE***

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