



[WERRIBEE FOOTBALL CLUB SPONSORSHIP GUIDE 2022]



**WERRIBEE
FOOTBALL CLUB**



Following the premature conclusion of the VFL season in 2020, we were determined to make 2021 a successful year.

A new year presented exciting new opportunities with the expansion to a 22-team, three-state competition that included 14 AFL reserves teams. This brought its challenges, alongside the continued presence of COVID.

Though COVID ultimately compromised the VFL season once again, the Werribee Football Club experienced various successes, including:

- 2020 Senior Coach Mark Williams recruited to Melbourne FC as Development Coach
- Kye Declase recruited by Melbourne FC in the mid-season draft
- Our second greatest margin in club history; a 160pt victory over the Northern Bullants
- Best & Fairest winner Matt Hanson and ruck Matt Lobbe making the VFL Team of the Year
- Eleven AFL-listed players in 2021 were Werribee FC alumni.

Overall, we ended the incomplete season with a 5-4 record and a percentage of 147.5%.

We now look to 2022 with a strong list, headed by Michael Barlow, that is driven to succeed.

“The Werribee Football Club is a destination point for a myriad of people”

The Werribee Football Club prides itself on its relationships with the council, the business community and many varied community groups in the City of Wyndham.

It is one of the fastest growing cities in Australia, with a diverse mix of people from many different backgrounds. The Werribee Football Club embraces the opportunity to interact with the people of Wyndham, whether it is as a spectator enjoying a match-day kick on the ground, an Auskicker playing in a half-time game, a community group getting its first touch of a Sherrin or someone enjoying the hospitality of our pre-game function.



Our commitment includes a Community Development Manager and Diversity Officer who develops and runs a raft of programs presented free to schools, local sports clubs and organisations. Participation and healthy lifestyle choices are a focus, as many involved have no knowledge or history with Australian Rules football. We are the benchmark for community program innovation, delivery and engagement in the VFL.



The Werribee Football Club is a destination point for a myriad of people and a valuable partner and resource for your business. We are committed to maximising mutually beneficial opportunities and delivering outcomes that mean something to you and to us.

We have a range of affordable, exciting and adaptable partnership proposals involving a wide variety of traditional and new methods of gaining the greatest exposure for your brand, product and services.



Werribee FC prides itself on delivering programs to the local Wyndham community.

In 2021, despite the challenges of COVID, our Community Officers were able to still serve the people of Wyndham via clinics, school visits and charity initiatives.

Classes

57

Clinics

78

Participants

1271

2021 Junior Members

131

New Local Auskickers

319



Despite the rollercoaster football season, Avalon Airport Oval hosted 22 matches in 2021.

Highlights of this included:

- Six Werribee FC home games; three of which were streamed on Kayo or 7Plus
- The 2021 NAB League Girls Grand Final
- The Girls & Boys Under 18 Championships, including the Vic Metro vs Vic Country trials

Digitally, 2021 was a big year for the club as supporters looked to stay as engaged as ever. In 2021, digital media figures included:

- 45,000+ visits to the recently relaunched Werribee FC website
- Over 17,500 followers on social media.
- 50,000+ video views across Facebook and Instagram
- 25,000 visits to our online auction over a four week period.

All companies which enter into a partnership with the Werribee Football Club receive:

- ✓ Exposure on televised games played at Werribee FC, including on Channel 7, 7Plus, Kayo and live streams.
- ✓ Sharing of your relevant promotions to our database through our weekly E-News EDM.
- ✓ Listing and link on the Werribee Football Club website.
- ✓ Recognition through club printed material; including publications, newsletters, annual reports.
- ✓ Werribee Football Club Memberships.
- ✓ Memberships via the club's social venue The Tigers Clubhouse.
- ✓ Promotion via Werribee Football Club sponsor pull up.
- ✓ Promotion via Werribee Football Club home game luncheons.
- ✓ Allocated car parking @ WFC Match Day luncheons and Club events.
- ✓ Reduced function room pricing.
- ✓ Invites to WFC events.
- ✓ Access to WFC facilities.
- ✓ Opportunities to network with other Werribee FC sponsors and businesses.



GOLD SPONSOR: \$15,000 PRE-GST

- ✓ Perimeter fence sign (7.2m x 1m) in agreed location at Avalon Airport Oval
- ✓ Additional elevated sign (4m x 2.85m – as image below)
- ✓ Home-game season entry for company staff (maximum of 25)
- ✓ 10 x memberships to Tigers Clubhouse social venue
- ✓ 4 x passes to all President's Luncheons
- ✓ 4 x passes to all major club functions (season launch, auction, and presentation night)
- ✓ 100 x footballs featuring company logo and colours
- ✓ 2 x promotional Facebook posts
- ✓ Logo on club letterhead, email signatures, and business cards
- ✓ Half-page advert in annual Season Guide (50 copies supplied)
- ✓ Home-game dedication (includes table for 10 at President's Luncheon, acknowledgment in president's address, and on-ground promotional opportunities)



— PRINCIPAL SPONSOR: \$10,000 PRE-GST —

- ✓ Perimeter fence sign (7.2m x 1m) in TV arc at Avalon Airport Oval
- ✓ Home-game season entry for company staff (maximum of 10)
- ✓ 4 x memberships to Tigers Clubhouse social venue
- ✓ 4 x complimentary passes to all president's luncheons
- ✓ 2 x complimentary passes to all major club functions (season launch, auction, and presentation night)
- ✓ 50 x footballs featuring company logo and colours
- ✓ Two promotional Facebook posts
- ✓ Logo on club letterhead
- ✓ Home-game dedication (includes table for 10 at president's luncheon, acknowledgment in president's address, and on-ground promotional opportunities)





— CORPORATE SPONSOR: \$7,500 PRE-GST —

- ✓ Perimeter fence sign (7.2m x 1m) in TV arc at Avalon Airport Oval
- ✓ 4 x home-game season entry passes
- ✓ 4 x memberships to Tigers Clubhouse social venue
- ✓ 4 x complimentary passes to all president's luncheons
- ✓ 2 x complimentary passes to all major club functions (season launch, auction, and presentation night)
- ✓ Promotional Facebook post



— EXECUTIVE SPONSOR: \$5,000 PRE-GST —

- ✓ Perimeter fence sign (4.8m x 1m) in TV arc at Avalon Airport Oval
- ✓ 4 x home-game season entry passes
- ✓ 4 x memberships to Tigers Clubhouse social venue
- ✓ 2 x complimentary passes to all president's luncheons
- ✓ 2 x complimentary passes to all major club functions (season launch, auction, and presentation night)
- ✓ Promotional Facebook post

BLACK AND GOLD SPONSOR: \$3,000 PRE-GST

- ✓ Perimeter fence sign (3.6m x 1m) at Avalon Airport Oval
- ✓ 2 x home-game season entry passes
- ✓ 2 x memberships to Tigers Clubhouse social venue
- ✓ 10 x complimentary passes to president's luncheons (bookings subject to availability)
- ✓ 2 x complimentary passes to all major club functions (season launch, auction, and presentation night)
- ✓ Promotional Facebook post



In addition to our standard partnership packages we have other promotional opportunities available such as:

- \$10k Investment** — Michael Barlow – Senior Coach Sponsor
- \$7.5k Investment** —
 - Electronic Newsletter Sponsor
 - Multicultural Partner
 - Newspaper Page
 - Goal Netting Sponsor (Pictured below)
- \$5k Investment** —
 - Media Box Signage
 - Electronic Scoreboard Sponsor
 - Home Goals on Electronic Scoreboard
 - Facebook Sponsor
 - Twitter Sponsor
- \$3k Investment** —
 - Around the Grounds Sponsor
 - Post Game Coaches Report Sponsor
 - Podcast Sponsor
 - Medical Report Sponsor
 - Kidszone Sponsor
- \$650 Investment** — Player Sponsorship



The Club hosts a number of high profile and well attended events each year

Events include:

- ✓ Season Launch/Jumper Presentation
- ✓ Auction Night
- ✓ Presentation night
- ✓ Night Sportsman's/Guest Speaker Functions
- ✓ Business Networking Events
- ✓ Golf Day
- ✓ Past Players Day



Apparel opportunities include:

- ✓ Playing shorts - front and back
- ✓ Club polo - sleeve, front and back
- ✓ Club Jacket - front and back
- ✓ Player Warm up tops - front and back





To discuss any of these packages or for enquires about the use of our function room please contact our Chief Executive Officer, Mark Penaluna on 0409 252 660

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