



# [WERRIBEE FOOTBALL CLUB SPONSORSHIP GUIDE 2023]

**W**  
WERRIBEE  
FOOTBALL CLUB



**Following a two-year patch where the VFL seasons were cancelled (2020) or cut short (2021) due to COVID, we were determined to make 2022 a successful year for the club.**

The long-anticipated stability of the season ahead presented an exciting opportunity for us to, once again, play scintillating football and push for finals.

Though Werribee ultimately missed the finals series, there were plenty of highlights this year, including:

- Our greatest win in club history; a 181pt victory over the Northern Bullants
- Tom Gribble winning the JJ Liston Trophy as the League Best & Fairest for the second consecutive year
- Three players in Tom Gribble, Shaun Mannagh and Kye Declase featuring in the VFL Team of the Year
- Nine Werribee FC alumni featuring at AFL level in 2022

Overall, we finished the 2022 season as the best-performing Victorian standalone club with nine wins and a percentage of 127%.

We now look to 2023 with a strong list headed by Michael Barlow that is as driven as ever.

## **“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.**

Our Community Officers were back servicing the people of Wyndham via clinics, school visits, charity initiatives and community development days.

### **Classes**

**59**

### **Clinics**

**80**

### **Participants**

**1280**

### **New Junior Members**

**153**

### **New Local Auskickers**

**319**





**Avalon Airport Oval once again asserted itself as one of Victoria's elite Aussie rules stadiums, hosting 57 games across 29 match days.**

**Highlights of this included:**

- Nine Werribee FC home games; one of which was telecast on 7Plus
- The 2022 NAB League Girls Grand Final
- The Under 18s Girls National Championships
- Vic Metro vs Vic Country trial games
- AFL Vic Next-Gen Academy round robin
- 29 local-league finals, including Division 1 and Division 3 Grand Finals
- Reclink Community fixture, plus CFA vs WRFL Umpires BeyondBlue fundraiser fixture

**Digitally, 2022 was a significant year for the club as we continue to grow our online reach. Our figures included:**

- 45,000+ visits to our website – [www.werribeefc.com.au](http://www.werribeefc.com.au)
- Over 18,000 followers on social media
- 50,000+ video views across Facebook and Instagram
- Telecast and streaming viewership of over 50,000

## 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** — Electronic Scoreboard Sponsor
- \$7.5k Investment** — Electronic Newsletter Sponsor
- \$7.5k Investment** — Multicultural Partner
- \$7.5k Investment** — Newspaper Page
- \$7.5k Investment** — Goal Netting Sponsor (Pictured below)
- \$5k Investment** — Coaches Box Signage
- \$5k Investment** — Facebook Sponsor
- \$5k Investment** — Twitter Sponsor
- \$5k Investment** — Post Game Coaches Report Sponsor
- \$3k Investment** — Podcast Sponsor
- \$3k Investment** — Medical Report Sponsor
- \$3k Investment** — Kidszone Sponsor
- \$650 Investment** — Player Sponsorship



Goal netting sponsor



**The club hosted a number of high-profile events in 2022 at our premium function venue, Chirnsides by the River.**

## **Highlights included:**

- ✓ Bruce Montgomery Trophy
- ✓ Sponsor's Season Launch
- ✓ President's Luncheons across six match days
- ✓ Major Club Raffle
- ✓ Local business networking events

Meanwhile, Chirnsides by the River held over 70 private functions throughout the year.





## 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
- ✓ Rear of player jumper
- ✓ Back of shorts





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

Avalon Airport Oval, Chirnside Park  
 Watton Street, Werribee VIC 3030  
 PO Box 2049, Werribee VIC, 3030  
 (03) 97416688

[www.werribeefc.com.au](http://www.werribeefc.com.au)  
[www.facebook.com/werribeefc](https://www.facebook.com/werribeefc)  
[www.twitter.com/WerribeeFC](https://www.twitter.com/WerribeeFC)

**COMMUNITY · DRIVEN · CARE**