



# NWJFC SPONSORSHIP PROPOSAL

[WWW.NWJFC.COM.AU](http://WWW.NWJFC.COM.AU)



# A MESSAGE FROM THE PRESIDENT

Leith Parker

The Narre Warren Junior Football Club (NWJFC) is committed to offering everyone in our community the chance to engage in healthy, safe, and inclusive football activities within a fun, family-oriented environment. Our club is run by dedicated volunteers who generously contribute their skills, time, and support to ensure we provide a range of structured programs.

We take great pride in being a local club with teams for both boys and girls. Established in 1975, the 2025 season marks our 50th anniversary, a milestone we are incredibly proud of. Each year, we invite local businesses to support our club, which is why I am writing to you. As a not-for-profit organization, all our funds are reinvested into the sport. We rely entirely on the efforts of our wonderful volunteers, parents, and corporate/community sponsors.

Sponsoring NWJFC is not only a fantastic way to engage with the community but also an excellent marketing opportunity for your business. We recognize that in today's economic climate, sponsors need value for their contributions. Therefore, our committee has developed a variety of sponsorship packages to offer local businesses and organizations flexible ways to support their community.

As a sponsor, we guarantee to promote your brand, product, or service throughout the club and the wider community at every opportunity. NWJFC is dedicated to fostering an environment that prioritizes family values and prides itself on integrity, innovation, and teamwork.



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# WHY NWJFC?

Why sponsor the Narre Warren Junior Football Club

NWJFC



# ABOUT OUR CLUB

## 50 Years Strong

Established in 1975 following a separation from the Senior Club, the Narre Warren Junior Football Club has formed its own strong identity and has continued to run successfully for the last 50 years.

Operating from Sweeney Reserve, which was named after the clubs first President, Pat Sweeney, the facilities match those of any junior club in Melbourne.

Over its 50 years, the club has produced some AFL stars including Brendan Fevola (Carlton), Trent Croad (Hawthorn), Chris Newman (Richmond), Adam McPhee (Essendon), and Steven Salopek (Port Adelaide), just to name a few.

Our club is committed to offering everyone in our community the chance to engage in healthy, safe, and inclusive football activities and does so being run by a group of dedicated volunteers who generously contribute their skills, time, and support to ensure the club continues to be a success which was recognised when we were awarded the South East Juniors League Best Conducted Club, an honour we are extremely proud of.

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# NARRE WARREN JFC

2024 SEJ BEST CONDUCTED CLUB



# MISSION STATEMENT

Our aims and values

- 🦅 All things begin and end with the club.
- 🦅 Acting with integrity & respect.
- 🦅 We believe in our players and teamwork.
- 🦅 We encourage good sportsmanship.
- 🦅 Respect for others both on and off the field.
- 🦅 Our club is a home within our community.
- 🦅 Building for now and in the future!

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# OUR COMMITMENT TO OUR SPONSORS

We value those that have provided support

We do not take any financial commitment to our club for granted, in return for your commitment we ensure we focus on representing your brand the best we can and work with you to focus on:

Driving Brand and  
Product Awareness

Capturing Leads  
(where relevant)

Fostering Community  
Relationships

Our package details provide more information about how we represent this value.

The further commitment we make is to ensure we represent your brand in the best possible light as best as we can and at every opportunity.



# SPONSORSHIP PACKAGES

Details of the Sponsorship Packages  
available



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# SPONSORSHIP PACKAGES

Options designed to create value

We have designed several packages designed to provide value to our sponsors. These packages include the following sponsorship categories:

- 🏆 Major Sponsor
- 🏆 Major Equipment Sponsor
- 🏆 Scoreboard Sponsor
- 🏆 Platinum Sponsor
- 🏆 Gold Sponsor
- 🏆 Silver Sponsor
- 🏆 Bronze Sponsor

In addition, we have specialist sponsorship/partnership packages.

All the details of these packages can be found on the following pages.

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# MAJOR SPONSOR

\$10,000 per year for a 2yr period –  
One available

- ✦ Social Media advertising
- ✦ Website advertising including backlinks to your primary website
- ✦ Advertising around the NWJFC Rooms
- ✦ Advertising on Scoreboard at home games
- ✦ 2 NWJFC Polo's
- ✦ 2x Ground Signage (122x244cm)
- ✦ Rectangular banner on display at all home games (88x200cm)
- ✦ Advertising on NWJFC hoodies
- ✦ Advertising on NWJFC Jerseys
- ✦ If NWJFC win a premiership the sponsor will also receive a signed and framed jersey.

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# MAJOR SPONSOR LOGO POSITIONING

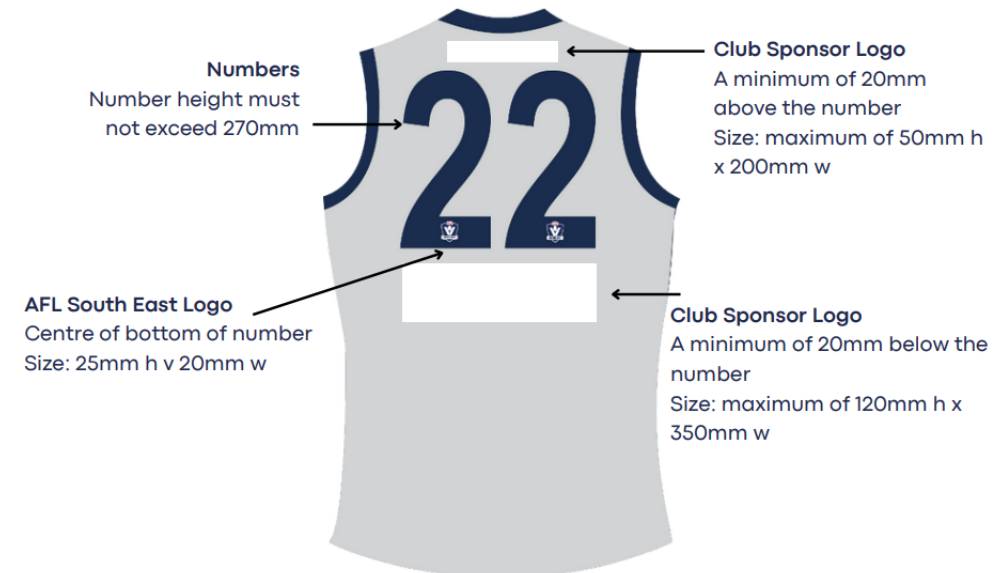
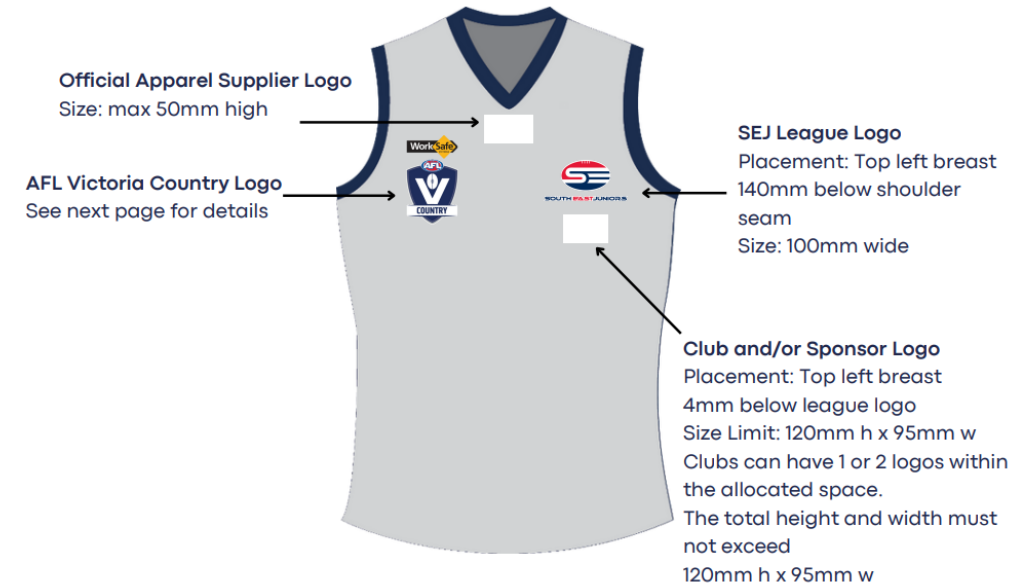
Where your brand will be presented

As a major sponsor your brand will be represented on our official club merchandise as well as on our gameday jumpers.

The major sponsors logo positioning are located in three positions these are:

- ✦ The front of the jumper below the league logo
- ✦ The top back of the jumper
- ✦ The bottom back of the jumper

The location at the bottom of the back of the jumper has been taken by one of the agreed major sponsors for the 2025 season.



# MAJOR EQUIPMENT SPONSOR

\$10,000 per year

One available

- ✦ Social Media advertising
- ✦ Website advertising including backlinks to your primary website
- ✦ Advertising around the NWJFC Rooms
- ✦ Advertising on Scoreboard at home games
- ✦ 2 NWJFC Polo's
- ✦ 2x Ground Signage (122x244cm)
- ✦ Rectangular banner on display at all home games (88x200cm)
- ✦ Advertising on NWJFC hoodies
- ✦ Advertising on NWJFC Equipment
- ✦ If NWJFC win a premiership the sponsor will also receive a signed and framed jersey.

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# MAJOR EQUIPMENT SPONSOR LOGO POSITIONING

Where your brand will be presented

As a major equipment sponsor your brand will be represented on our official club merchandise as well as on our equipment.

The major equipment sponsors logo positioning are located on any equipment purchased with the sponsorship money and will include but won't be limited to:

- 🦋 Footballs
- 🦋 Drink Bottles



# SCOREBOARD SPONSOR

\$7,500 per year – Two available

- ✦ Logo featured on Scoreboard when not operating – available to be viewed by anyone who is at the highly frequented Sweeney Reserve 24/7
- ✦ Social Media advertising
- ✦ Website advertising including backlinks to your primary website – recognition as a Platinum Sponsor
- ✦ Main Sponsor on Scoreboard at home games – featured before game and quarter breaks.
- ✦ 2 NWJFC Polo's
- ✦ 2x Ground Signage (122x244cm)
- ✦ If NWJFC win a premiership the sponsor will also receive a signed and framed jersey.

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# SCOREBOARD SPONSOR LOGO POSITIONING

Where your brand will be presented

As a scoreboard sponsor your brand will be represented on one of the Sweeney reserve Scoreboards (per Sponsor).

Scoreboard Sponsors will not only feature during games, but their Logo will be proudly displayed 24/7 for all to see at the highly frequented Sweeney Reserve.

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Oval 1



Oval 2

# PLATINUM SPONSOR

\$5,000 per year – Two available

- ✦ Social Media advertising
- ✦ Website advertising including backlinks to your primary website
- ✦ Advertising around the NWJFC Rooms
- ✦ Advertising on Scoreboard at home games
- ✦ 2 NWJFC Polo's
- ✦ 2x Ground Signage (122x244cm)
- ✦ If NWJFC win a premiership the sponsor will also receive a signed and framed jersey.

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# MEMBERSHIP PACKAGES

Other Packages available

<b>GOLD SPONSOR</b> \$2,500 per year	<b>SILVER SPONSOR</b> \$1,500 per year	<b>BRONZE SPONSOR</b> \$750 per year
<p>Social Media advertising</p> <p>Website advertising including backlinks to your primary website</p> <p>Advertising around the NWJFC Rooms</p> <p>Advertising on Scoreboard at home games</p> <p>2 NWJFC Polo's</p> <p>2x Ground Signage (122x244cm)</p>	<p>Social Media advertising</p> <p>Website advertising including backlinks to your primary website</p> <p>Advertising around the NWJFC Rooms</p> <p>Advertising on Scoreboard at home games</p> <p>2 NWJFC Polo's</p> <p>1x Ground Signage (122x244cm)</p>	<p>Social Media advertising</p> <p>Website advertising including backlinks to your primary website</p> <p>Advertising around the NWJFC Rooms</p> <p>Advertising on Scoreboard at home games</p> <p>1x Ground Signage (122x244cm)</p>



# SPECIALISED PARTNERSHIPS



## COFFEE PARTNER

- ✿ Rights to all home games, training, events and finals if hosted by NWJFC.
- ✿ Advertising on Scoreboard at home games
- ✿ Flash advertising on social media and website



## VOUCHER AND DONATION PARTNER

- ✿ Flash advertising on social media and website



# NEXT STEPS

Where to go from here



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# NEXT STEPS

What do you do from here?

We sincerely hope you can contribute and appreciate your consideration.

To make a contribution:

- ✉ Complete the form attached with the sponsorship letter
- ✉ Forward to our club's secretary at [secretary@nwjfc.com.au](mailto:secretary@nwjfc.com.au) and our sponsorship team at [sponsorship@nwjfc.com.au](mailto:sponsorship@nwjfc.com.au)

If you want to discuss these options further, please feel free to discuss with your initial contact or Matthew Tinker on:

- ✉ +61 404 479 944



✉ [sponsorship@nwjfc.com.au](mailto:sponsorship@nwjfc.com.au)

✉ [secretary@nwjfc.com.au](mailto:secretary@nwjfc.com.au)

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# THANK YOU

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