

2026-2027 SPONSORSHIP PACKAGES

Sandown Lions Football Club



<https://www.facebook.com/SNDLFC>



<https://www.instagram.com/sandownlionsfc/>



ABOUT SLFC

About Sandown Lions Football Club

Sandown Lions is an African-Australian football club in Noble Park committed to providing pathways, belonging and positive role models for young people. The Club stands as a pillar of support and pride within the African-Australian community, strengthening identity, confidence and social connection.

Over the past five years, our Men's program has seen strong social growth, with players developing into leaders and role models within the club and broader community. The squad now competes in Football Victoria's Men's State League 5 South-East.

The Club is committed to expanding its Junior and Women's programs over the next three years. In 2026, we will field a Women's team and MiniRoos teams for the first time in our club's history. We also have a strategic vision to strengthen the social arm of the organisation by providing members with meaningful support services, including mentoring, educational programs, employment assistance, and more.

Our goals over the next 3 years are:

- ▶ To continue building the foundations of our club while expanding our junior and women's programs, creating greater participation and pathways for African-Australian youth.
- ▶ To grow Sandown Lions into a leading Victorian football club and provide safe, supportive spaces where African-Australian youth and families can thrive through sport.
- ▶ To foster a culture grounded in community, diversity and inclusion that positively influences our members and the surrounding neighbourhood.





KEY STATS

50+

Registered players in Mens
Seniors/Reserves

500+

Other members including life
members, coaches and parents

200+

People on our database mailing list
receiving club communications

4000+

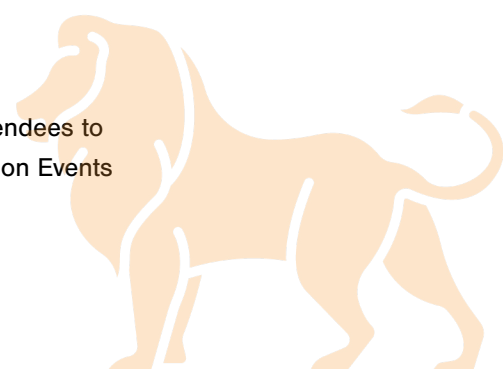
Followers on social media platforms
such as Instagram and Facebook

50+

Between 50 and 75 attendees to
Mens Team Events throughout the
year

50+

Between 50 and 75 attendees to
Senior Men's Presentation Events





2026 SPONSORSHIP PACKAGES

Sponsorship promise

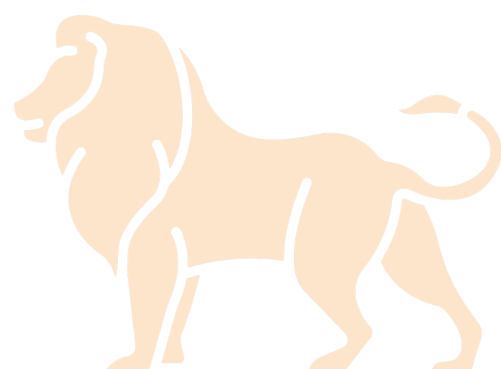
Sandown Lions Football Club understands that organisations want sponsorships that create real community impact. Our flexible packages offer local businesses and partners a powerful way to contribute to youth development, social inclusion, and community engagement.

Sandown Lions Football Club is dedicated to fostering an environment that prioritises family values while maintaining a strong commitment to integrity, innovation and teamwork.

As a sponsor of Sandown Lions Football Club, we are committed to promoting your brand, product, and service across the club and the broader community at every available opportunity.

The opportunities that Sandown Lions Football Club can offer to interested parties are included in this document. The base packages on offer are as below:

- ▶ Silver Sponsorship
- ▶ Gold Sponsorship
- ▶ Platinum Sponsorship
- ▶ 2026 Men's Teams Sponsor
- ▶ Women's Team Sponsor
- ▶ MiniRoos Sponsor
- ▶ In Kind Sponsorship
- ▶ Charity Sponsorship



SILVER SPONSORSHIP



\$2,500 Per Year, 1Year Commitment

Signage

Signage on fence at Ross Reserve

Communications

Corporate logo on website and hyperlinked

Corporate logo in Social Media, and on flyers for all our teams

social media posts.

1x social media activations

GOLD SPONSORSHIP



\$5000 Per Year, 1Year Commitment

Payment terms are 50% upon signup, 25% after 3 months, 25% after 6 months. Payment plans can be negotiated.

Signage

Main Sponsor signage at Ross Reserve clubhouse. Signage on fence at Ross Reserve. Sponsor logo in clubrooms

Communications

Corporate logo on website and hyperlinked

Corporate logo in Social Media, and on flyers for all our teams

social media posts.

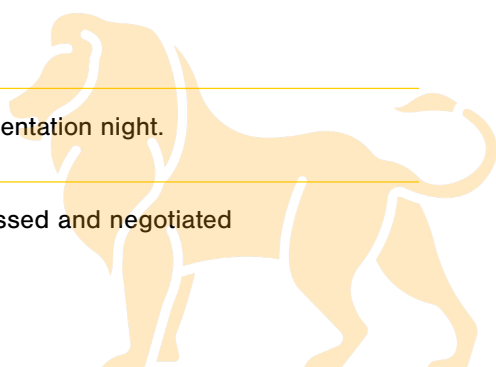
2x social media activations

Memberships

2x 2025 Club memberships, 2 free tickets to Men's presentation night.

Supply

Access to supply agreements with the club to be discussed and negotiated



PLATINUM SPONSORSHIP



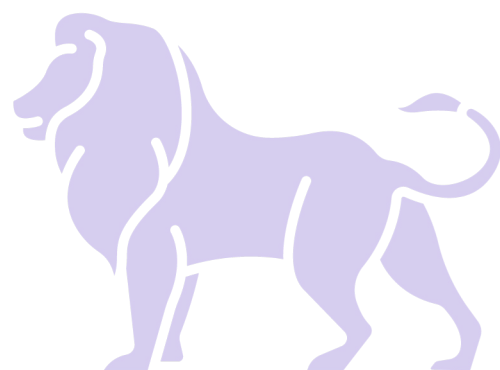
\$8000 Per Year, 1Year Commitment

Payment terms are 50% upon signup, 25% after 3 months, 25% after 6 months Payment plans can be negotiated.

Signage	Main Sponsor signage at Ross Reserve clubhouse Huddle Banner with sponsor logo and signage on fence at Ross Reserve. Sponsor logo in clubrooms.
Communications	Corporate logo on website and hyperlinked Corporate logo in Social Media, and on flyers for all our teams social media posts. Partnership announcement email to database with company profile and call to action 3x social media activations
Memberships	5 x 2025 Club memberships, which includes 5 free tickets to men's presentation night . Acknowledgement and speech at Men's presentation night.
Naming Rights	All Club Events Booking partner
Supply	Access to supply agreements with the club to be discussed and negotiated

IN KIND SPONSORSHIP

The purchase of an IN KIND sponsorship can be made and can be negotiated with the Club.



MENS TEAMS SPONSORSHIP



\$7500 Per Year, 1Year Commitment

This package is designed for sponsors who want to directly support the development of our Men's Seniors and Reserves programs, helping us build strong leaders and positive role models within the African-Australian community. Your contribution may fund new playing kits, matchday polos, training equipment, or leadership and wellbeing initiatives that support our players on and off the field. The level of support is flexible and aligned to the specific impact you want to make.

Signage	Sponsor signage on Ross Reserve Fence. Sponsor logo in clubrooms
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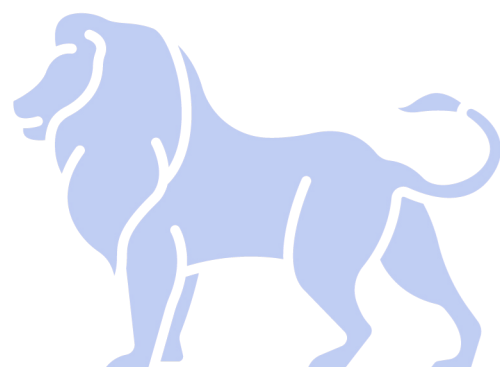
Communications	Corporate logo on website and hyperlinked
	Corporate logo in Social Media
	3x social media activations

Naming Rights	Front-of-shirt branding (Seniors & Reserves)
	Major branding on men's matchday graphics
	Player of the Match naming rights



IN KIND SPONSORSHIP

The purchase of an IN KIND sponsorship can be made and can be negotiated with the Club.



WOMENS TEAM SPONSORSHIP



\$5000 Per Year, 1Year Commitment

This package is ideal for sponsors committed to creating pathways for women and girls in football, especially within culturally diverse communities. Your support may provide new uniforms, training gear, equipment, or resources that help establish a safe, inclusive environment for our first-ever Senior Women's team. The contribution is negotiable and tailored to the specific area of the women's program you wish to uplift.

Signage	Sponsor signage on Ross Reserve Fence. Sponsor logo in clubrooms
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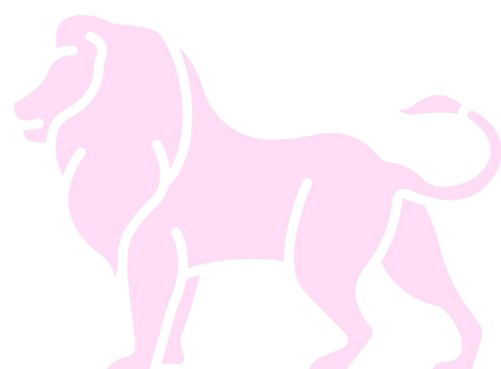
Communications	Corporate logo on website and hyperlinked
	Corporate logo in Social Media
	3x social media activations

Naming Rights	Front-of-shirt branding
	Women's Program launch recognition
	Player of the Match naming rights



IN KIND SPONSORSHIP

The purchase of an IN KIND sponsorship can be made and can be negotiated with the Club.



MINIROOS SPONSORSHIP



\$3000 Per Year, 1Year Commitment

This package is designed for sponsors who want to invest in the next generation of young players in Noble Park. Your support may cover MiniRoos kits, footballs, training goals, or community day equipment that helps children build confidence, connection, and a sense of belonging through sport. The sponsorship amount is flexible and can be directed toward any specific MiniRoos resource or initiative you want to support.

Signage	Sponsor signage on Ross Reserve Fence. Sponsor logo in clubrooms
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Communications	Corporate logo on website and hyperlinked
	Corporate logo in Social Media
	2x social media features

Naming Rights	Front-of-shirt branding
	2x community day activations



IN KIND SPONSORSHIP

The purchase of an IN KIND sponsorship can be made and can be negotiated with the Club.



CHARITY SPONSORSHIP



\$1,000

This package is designed to support members and families at the Club that cannot afford to pay membership fees. This sponsorship allows the sponsor to support members/families in challenging financial situations and provide them with a membership and football gear for training/games.

Signage	Sponsor logo in clubrooms
Communications	Corporate logo on website and hyperlinked Corporate logo in Social Media 3x social media activations
Events	Discounted ticket for club presentation events

DONATIONS

If you would like to donate to Sandown Lions Football Club but are unable to commit to any of the sponsorship categories listed in this proposal please feel free to contact the club and discuss ways in which you or your business can assist.

For further information about any of the sponsorship packages listed in this proposal please contact sandownlionsfc@gmail.com, or call Abraham Kuol, 0432 012 906.

