

2025 SPONSORSHIP PACKAGES

Sandown Lions Football Club



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



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



ABOUT SLFC

About Sandown Lions Football Club

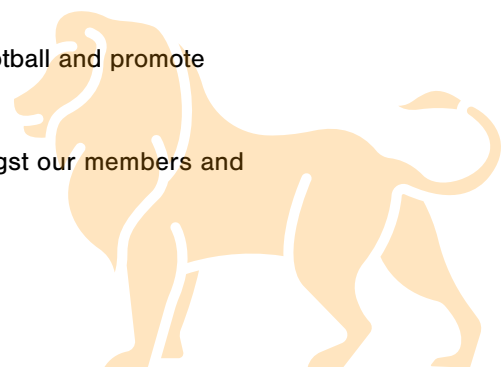
Sandown Lions is an African-Australian soccer club based in Noble Park in Melbourne. The Club is a cornerstone of the African Australian community in the South-East Suburbs of Melbourne, serving as a pillar of support, unity, and pride.

The Club's Men's teams have seen consistent growth and success over the past 5 years across the State League. The Lions compete in Football Victoria's Men's State League 4 South.

The Club is committed to expanding its Junior and Women's programs over the next three years. Additionally, the club has a strategic vision to strengthen the social arm of the organisation, aiming to provide members with valuable support services, including mentoring, educational programs, employment assistance, and more.

Our goals over the next 3 years are:

- ▶ To grow our football club, build the foundations, and grow our junior and women's program increasing participation for African Australians.
- ▶ To build Sandown Lions Football Club into a powerhouse in Victorian Football and promote safe spaces for football within the African community.
- ▶ To create a culture that values community, diversity and inclusion amongst our members and the surrounding community.





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

100-150+

Between 100 and 150 attendees to
Mens Team Events throughout the
year

150-200+

Between 150 and 200 attendees to
Senior Men's Presentation Events





2025 SPONSORSHIP PACKAGES

Sponsorship promise

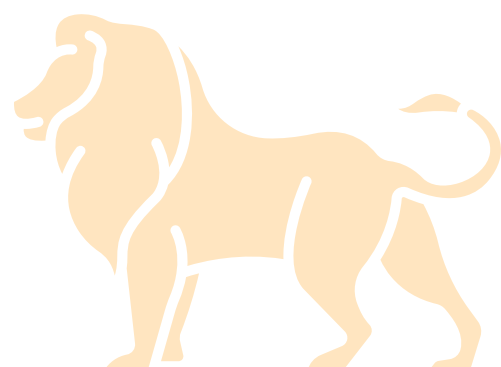
Sandown Lions Football Club recognizes that, in today's economic climate, organisations seek meaningful value for their sponsorship investments. To meet this need, the committee has developed a range of flexible sponsorship packages, offering local businesses and organisations an excellent opportunity to support and engage with our communities.

Sandown Lions Football Club is dedicated to fostering an environment that prioritises family values, while upholding 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
- ▶ Team Sponsorship
- ▶ In Kind Sponsorship
- ▶ Charity Sponsorship



SILVER SPONSORSHIP



\$2,500 Per Year, 1Year Commitment

Signage	Sponsor logo in clubrooms
Communications	Corporate logo on website and hyperlinked Corporate logo in Social Media Partnership announcement email to database with company profile and call to action 1x Social Media announcements per season. Tailored to sponsors need -i.e. Promotion

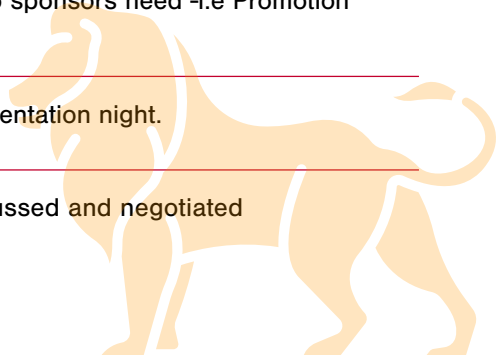
GOLD SPONSORSHIP



\$5000 Per Year, 1Year Commitment

Payment terms are 50% upon signup, 25% after 3 months, 25% after 6 months

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 footer of club emails and hyperlinked Corporate logo in footer of committee emails and hyperlinked Corporate logo in Social Media Partnership announcement email to database with company profile and call to action 2 x Social Media announcements per season. Tailored to sponsors need -i.e Promotion
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



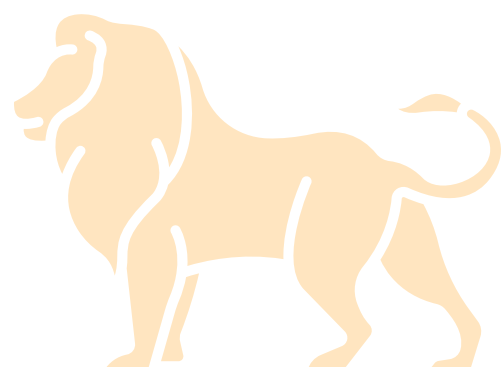
PLATINUM SPONSORSHIP



\$10,000 Per Year, 1Year Commitment

Payment terms are 50% upon signup, 25% after 3 months, 25% after 6 months

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 footer of club emails and hyperlinked
	Corporate logo in footer of committee emails and hyperlinked Corporate
	logo in Social Media, and on flyers for all Senior Men's posts.
	Partnership announcement email to database with company profile and call to action 4 x
Memberships	Social Media announcements per season. Tailored to sponsors need -i.e Promotion
	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	Mens Player of the Match award naming rights
	Event Booking partner
Supply	Access to supply agreements with the club -to be discussed and negotiated



TEAM SPONSORSHIP



\$5,000 -50% to specific team, 50% to Sandown Lions FC

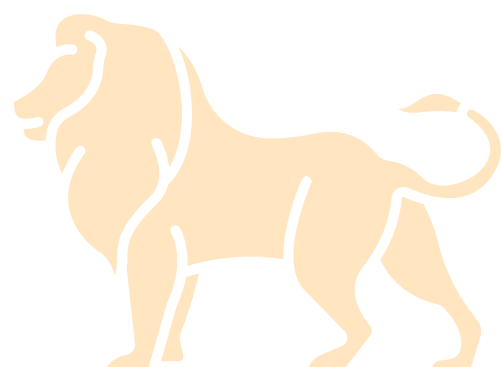
This package is designed to support Sponsors who want to donate towards a specific team or resources for the club, for example a sponsor could have naming rights on a new uniform or match day polo. A piece of equipment such as new balls or goals might be purchased. The amount is negotiable and dependant upon what the money is being put specifically too.

Signage	Sponsor logo in clubrooms
Communications	Corporate logo on website and hyperlinked Corporate logo in Social Media Partnership announcement email to database with company profile and call to action 2 x Social Media announcements per season. Tailored to sponsors need -i.e Promotion
Naming Rights	Naming rights of uniform/training gear, if applicable Event Booking partner, if applicable



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 Partnership announcement email to database with company profile and call to action 1 x Social Media announcements per season. Tailored to sponsors need -i.e Promotion
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.

