

# 2026 - 2029

## Kangaroos Brothers AFC Prospectus



EST. 1981

**KANGAROOS**  
AUSTRALIAN FOOTBALL CLUB  
SOUTH ROCKHAMPTON & GRACEMERE



### Premierships

**Youth:** 1989 (U17), 2022 (U13 Mixed), 2024 (U15), 2025 (U16 Girls)

**A Grade:** 1984, 1986, 1987, 1995, 2005, 2010

**Reserve Grade:** 1982, 1995, 2010

**Women:** 2025

**Discipline**

-

**Respect**

-

**Brotherhood**

-

**Sisterhood**

# Introduction

Established in 1981, our club serves the areas of Rockhampton, Gracemere and Mount Morgan. Our home ground Kele Park adjoins the main corridor link between the Rockhampton CBD and Airport. Kele Park is a multiple purpose precinct that includes Rockhampton Softball and Brothers Cricket Club.

With a membership exceeding 350 (2025), the Roos cater for all ages, with Junior teams - U7, 9, 11 (mixed), U12 (girls), Youth teams - U13 (mixed), 15 (boys), 16 (girls) and 17 (boys), and Senior Men's (A Grade & Reserve Grade) and Senior Women's teams.

We give back to the community by supporting other not-for-profit organisations, with our recent fundraising and awareness efforts extending to the McGrath Foundation, Red Cross, and Legal Aid (Domestic Violence).

We are proud of our club's family environment and pride ourselves on partnering with local businesses whenever possible to keep community links strong. We have a strong following throughout our social media platforms (Facebook 2k+ followers).

Our sponsorship prospectus outlines what we can provide sponsors along with identifying our key performance indicators and objectives for 2026-2029. We continue to build on the success of our founders and the relentless efforts of Roos players and volunteers over the past 45 years.

Our club is committed to working with all sponsors, to ensure that you receive value in partnering with the Kangaroos Brothers Australian Rules Football Club. Your sponsorship not only provides the club with the financial support it needs, but also the ongoing success of a local club that gives back to the community.

We are "one club" made up of great teams and great people. I look forward to working with you to ensure great success on and off the field.



Cameron Wyatt  
President  
Kangaroos Brothers AFC Inc.



# Our Mission

“

Kangaroos Brothers AFC Inc. is focused on building a sustainable football club that provides an environment which creates quality experiences for players, volunteers, members and the wider community, with a platform for growth and ongoing success.

”



# Our Values, Our Behaviours



## Professionalism

We value our reputation as an authentic, fair and transparent club. The club is committed to the pursuit of excellence and providing a genuine and balanced approach to decision making.



## Respect all

We appreciate our community and foster a collaborative, supportive and united environment. We respect the game, the officials, our club, our jumper, our opposition and ourselves.



## Discipline & Relentlessness



## Brotherhood & Sisterhood

We are determined and courageous in our actions and persistent in our drive for success. We provide a culture that empowers people to achieve.

We are a family, humble and considerate. We demonstrate compassion towards others. We support each other through success and challenges.

# Why partner with the Roos?

## Community footprint

- 300+ registered players
- 6 Junior teams
- 4 Youth teams
- 3 Senior teams
- 800 - 1200 people engaged onsite during home rounds (7-8 per season)

## Digital reach



- 8000+ annual unique viewers of game day advertising on electronic scoreboard
- 2000+ Facebook followers
- 40000+ monthly views on Instagram



*“Our priority is to offer sponsors strong, modern brand exposure through high-visibility, consistent, and strategically planned content across our platforms.”*

# Our commitment to sponsors

When you partner with Kangaroos Brothers AFC, you're investing in a professional, structured sponsorship programme designed to deliver measurable value and genuine community connection.

## #1 High Engagement Visibility



Your brand featured across our most-viewed club content - social media to game day announcements and publications

## #2 Strong In-Venue Presence



Physical signage and digital screen integration will show your brand throughout game days and year-round

## #3 Hospitality & Networking



Invitations to home games, social functions and family events

## #4 Professional Delivery



Collaboration with our Social Media & Communications team to ensure accurate and high-impact execution

# Sponsorship Opportunities

Brothers AFC offers a range of sponsorship opportunities tailored to benefit small businesses and larger corporations. Our members are fiercely loyal to those who support our great club.



**Platinum: \$10 000**

**Gold: \$7 500**

**Silver: \$5 000**

**Bronze: \$3 000**

**Senior Team: \$2 500**

**Junior Team: \$1 500**

**Ground Signage: \$300/small  
\$600/large**

*Packages are per year for minimum 3 years*

The Committee can discuss with you other packages to meet the needs of your business.

## Other packages:

- Individual player sponsorship: \$300
- First aid: \$1000
- Game Day balls: \$3000
- Marquee: \$3000
- Ground resurfacing: \$25 000
- Grandstand: \$25 000
- Playing lights: \$50 000
- Other: as discussed with Committee

# Platinum Sponsorship

**\$10 000 per year**

**Minimum 3 year sponsorship**

Sponsor receives:

- Name/logo on Senior Men's playing jumpers
- Large logo on roadside sign (6000+ vehicles pass daily)
- Large ground signage
- Advertising in Game Day Booklet and electronic scoreboard
- Special entry to Deck on Sponsors' Day
- Logo on club website
- Advertising of services and job vacancies on social media (2600+ followers)
- Sponsor certificate



# Gold Sponsorship

**\$7500 per year**

**Minimum 3 year sponsorship**

Sponsor receives:

- Name/logo on Senior Men's playing jumpers
- Large ground signage
- Logo on roadside sign (6000+ vehicles pass daily)
- Advertising in Game Day Booklet and electronic scoreboard
- Special entry to Deck on Sponsor's Day
- Logo on club website
- Advertising of services and job vacancies on social media (2600+ followers)
- Sponsor certificate



# Silver Sponsorship

**\$5000 per year**

**Minimum 3 year sponsorship**

Sponsor receives:

- Name/logo on Junior playing jumpers
- Logo on roadside sign (6000+ vehicles pass daily)
- Ground signage
- Advertising in Game Day Booklet and electronic scoreboard
- Special entry to Deck on Sponsor's Day
- Logo on club website
- Advertising of services and job vacancies on social media (2600+ followers)
- Sponsor certificate



# Bronze Sponsorship

**\$3000 per year**

**Minimum 3 year sponsorship**

Sponsor receives:

- Ground signage
- Advertising in Game Day Booklet and electronic scoreboard
- Special entry to Deck on Sponsor's Day
- Logo on roadside sign (6000+ vehicles pass daily)
- Logo on club website
- Advertising of services and job vacancies on club social media (2600+ followers)
- Sponsor certificate



# Individual Team Sponsorship

**\$1500 per year (Junior/Youth)**

**\$2500 per year (Senior)**

**Minimum 3 year sponsorship**

Sponsor receives:

- Name/logo on players' jumpers (sponsored team only)
- Large ground signage
- Advertising in Game Day Booklet and electronic scoreboard
- Photo with sponsored team
- Special entry to Deck on Sponsor's Day
- Logo on club website
- Advertising of services and job vacancies on social media (2600+ followers)
- Sponsor certificate



# Ground Signage Sponsorship

**\$300 per year**

**\$600 per year (large sign)**

**Minimum 3 year sponsorship**

Sponsor receives:

- Ground signage (size according to level of sponsorship)
- Advertising in Game Day Booklet and electronic scoreboard
- Logo on club website
- Advertising of services and job vacancies on club social media (2600+ followers)



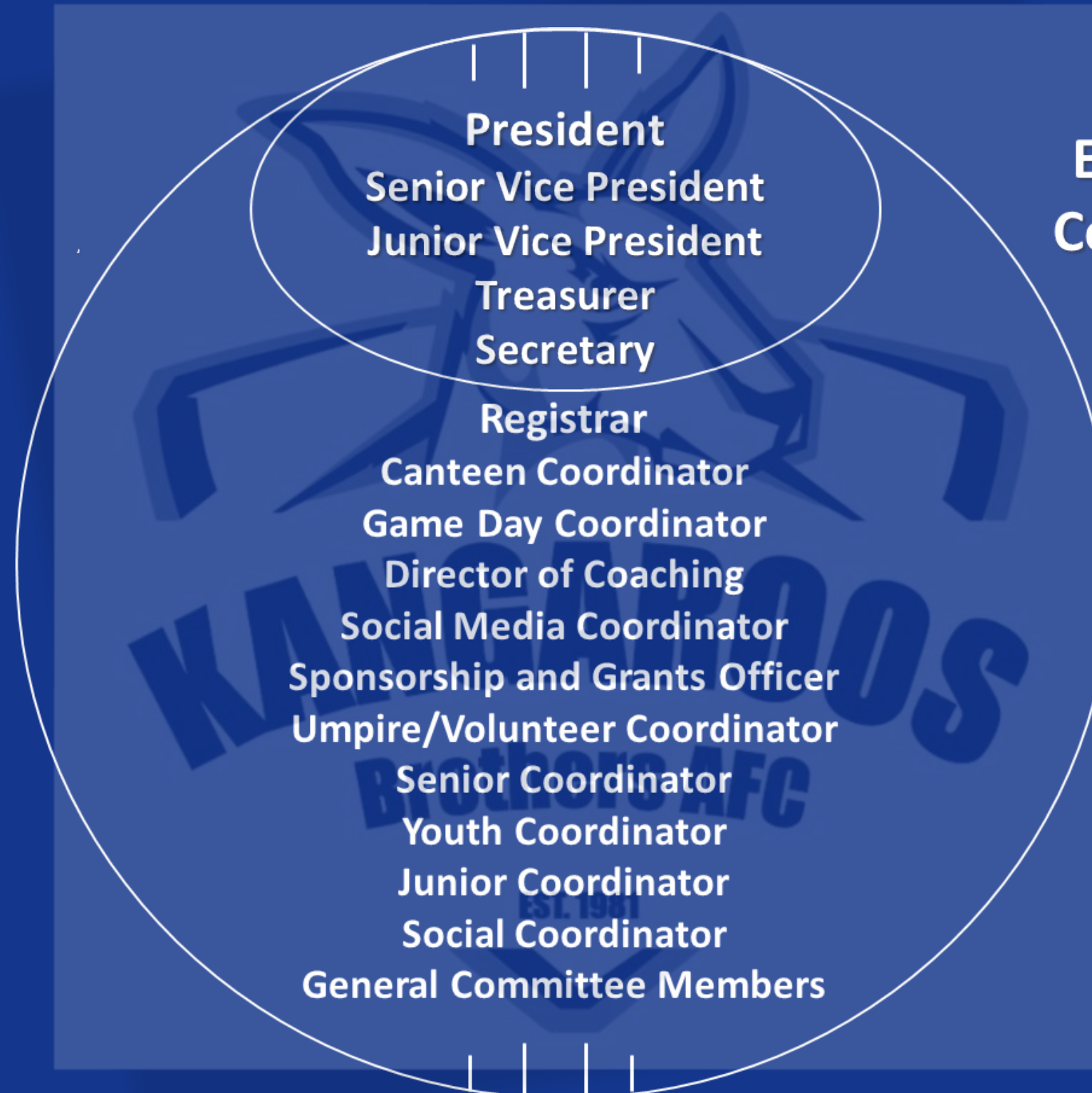
# 2026 - 2029

Kangaroos  
Brothers AFC

# Strategic Plan



# Committee Structure



## Executive Committee

## Management Committee



# Key Performance Areas

1. Finance & Administration
2. Junior AFL Participation & Performance
3. Senior AFL Participation & Performance
4. Coaching Staff
5. Marketing & Sponsorship
6. Volunteers & Supporters
7. Facilities & Infrastructure
8. Community Links



1 Finance & Administration	2 Junior AFL Participation & Perfor	3 Senior AFL Participation & Performance	4 Coaching Staff	5 Marketing & Sponsorship	6 Volunteers & Supporters	7 Facilities & Infrastructure	8 Community Links
<p><b>Key Focus</b></p> <p>Financially sustainable operations</p>	<p><b>Key Focus</b></p> <p>Increase activity and quality for boys and girls</p>	<p><b>Key Focus</b></p> <p>Increase activity and quality for men and women</p>	<p><b>Key Focus</b></p> <p>Implement plans that facilitate ongoing coaching improvement</p>	<p><b>Key Focus</b></p> <p>Increase awareness of the club's brand</p>	<p><b>Key Focus</b></p> <p>Improve volunteer participation and increase supporters at games</p>	<p><b>Key Focus</b></p> <p>Provide competition standard facilities and infrastructure</p>	<p><b>Key Focus</b></p> <p>Foster and maintain good community relationships</p>
<p><b>Objectives</b></p> <p>Create new and maintain revenue streams</p> <p>Identify potential sponsorship</p> <p>Plan a detailed budget for each new season</p> <p>Continue to grow the cash reserves to support members</p>	<p><b>Objectives</b></p> <p>Ensure competitiveness of registration fees</p> <p>Provide clear rules and regulations</p> <p>Identify clear pathways for player development</p> <p>Work with schools and organisations to promote AFL and the club</p> <p>Achieve 30 players per junior team</p>	<p><b>Objectives</b></p> <p>Ensure competitiveness of registration fees</p> <p>Provide clear rules and regulations</p> <p>Identify clear pathways for player development</p> <p>Promote a culture of excellence and leadership of the clubs values</p> <p>Provide opportunities to play social and competitive AFL</p> <p>Continue to grow player numbers in both men's and women's teams</p>	<p><b>Objectives</b></p> <p>Recruitment and retention of best available coaches</p> <p>Reward staff for achieving goals</p> <p>Provide coaches with relevant feedback, training and support</p>	<p><b>Objectives</b></p> <p>Increase number of sponsors and continue to support existing sponsors</p> <p>Ongoing coordination and improvement of the club's website, Instagram and facebook page</p> <p>Regular communication with club members</p> <p>Advertise and promote the club to the local community and beyond</p>	<p><b>Objectives</b></p> <p>Devise and implement plans to increase and maintain volunteer participation at the club</p> <p>Provide merchandise for members</p> <p>Clearly communicate Spectator's Code of Conduct</p> <p>Appoint a volunteer and umpire coordinator and provide clear role descriptions</p>	<p><b>Objectives</b></p> <p>Implement the clubs strategic infrastructure plan</p> <p>All facilities meet/exceed AFLQ standards</p> <p>Ensure adequate resourcing to achieve successful grants</p> <p>Install security lighting, provide spectator shade areas, increase seating</p> <p>Improve irrigation on Field 2</p> <p>Collaborate with stakeholders to construct new change room facility</p>	<p><b>Objectives</b></p> <p>Establish strong and long standing relationships with:</p> <ul style="list-style-type: none"> <li>• Local community</li> <li>• Local businesses</li> <li>• Local schools</li> <li>• Government (RRC, State and Federal)</li> <li>• Other AFL clubs</li> <li>• AFL Queensland</li> <li>• Identified NFPs</li> </ul> <p>Maximise awareness of the club within the community through social events, media communication and continued support for charities</p>

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# Facilities & Infrastructure



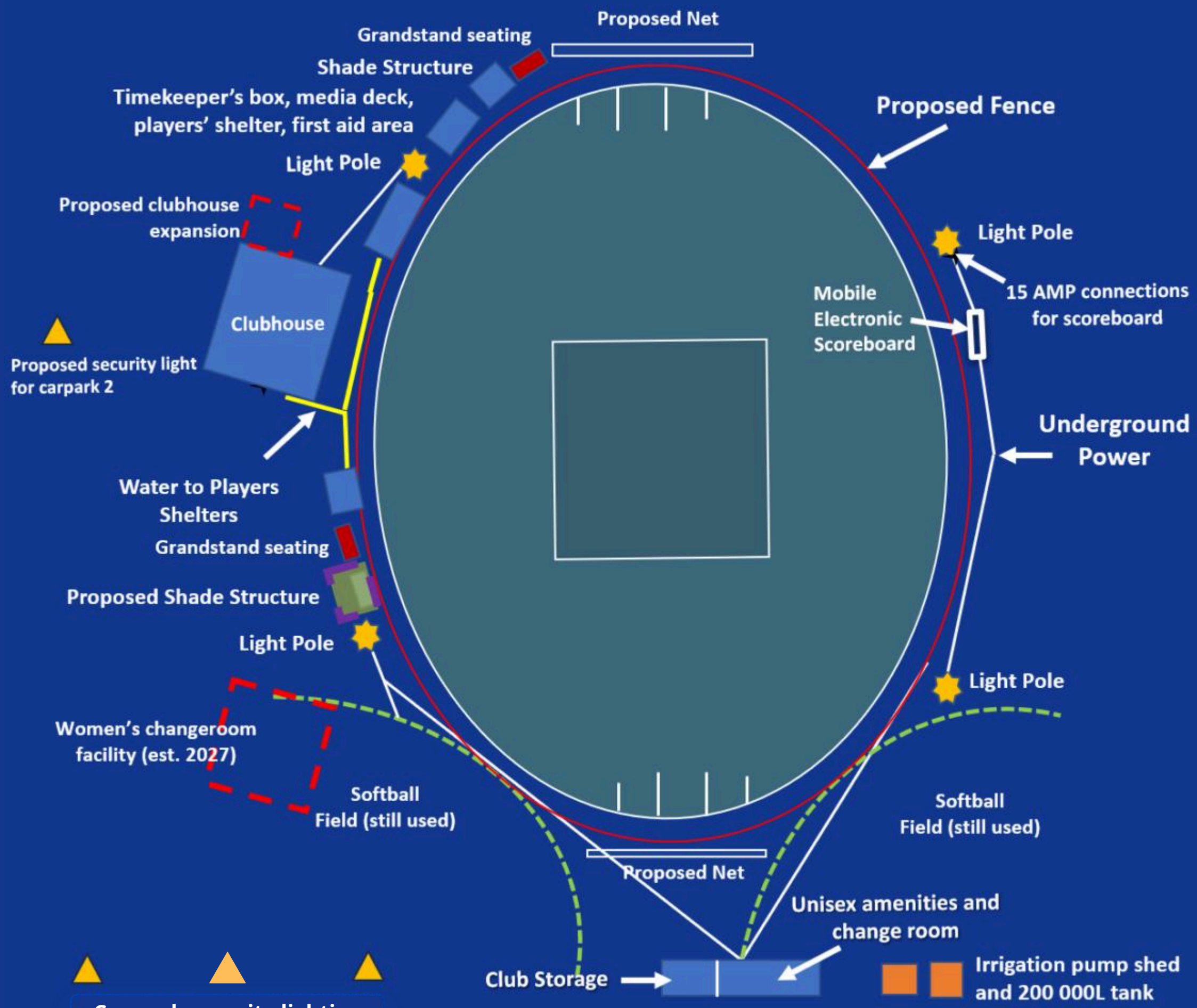
<p><b>Key Focus:</b></p> <p>Shade for all users</p>	<p><b>Key Focus:</b></p> <p>Field quality</p>	<p><b>Key Focus:</b></p> <p>Clubhouse redevelopment and inclusive changerooms</p>	<p><b>Key Focus:</b></p> <p>Spectator seating</p>	<p><b>Key Focus:</b></p> <p>Disability access</p>	<p><b>Key Focus:</b></p> <p>Safety</p>
<p><b>Objectives:</b></p> <p>Provide a shade structure for visiting team spectators</p> <p>Provide shade for players at game breaks</p>	<p><b>Objectives:</b></p> <p>Ground development of main field (top dressing and continual maintenance) &amp; Field 2 (automated irrigation, surface improvements)</p> <p>Collaborate with partners to increase usage and stakeholders for improvement plans and action</p>	<p><b>Objectives:</b></p> <p>Expand existing clubhouse to include dedicated clubroom</p> <p>Construct new changerooms that support inclusive use, with particular focus on female football</p>	<p><b>Objectives:</b></p> <p>Increase the number of seats for 'home' and 'away' spectators, including some undercover</p>	<p><b>Objectives:</b></p> <p>Provide disabled parking and footpaths for accessibility</p>	<p><b>Objectives:</b></p> <p>Fence around the ground</p> <p>Install security lighting in car parks and on renovated amenities block</p> <p>Install nets behind goal posts on both fields to minimise risk to nearby pvehicles and proprties</p>



# Updated Strategic Infrastructure Plan

## Main AFL Field

Indicative Plan | Not to Scale



Car park security lighting

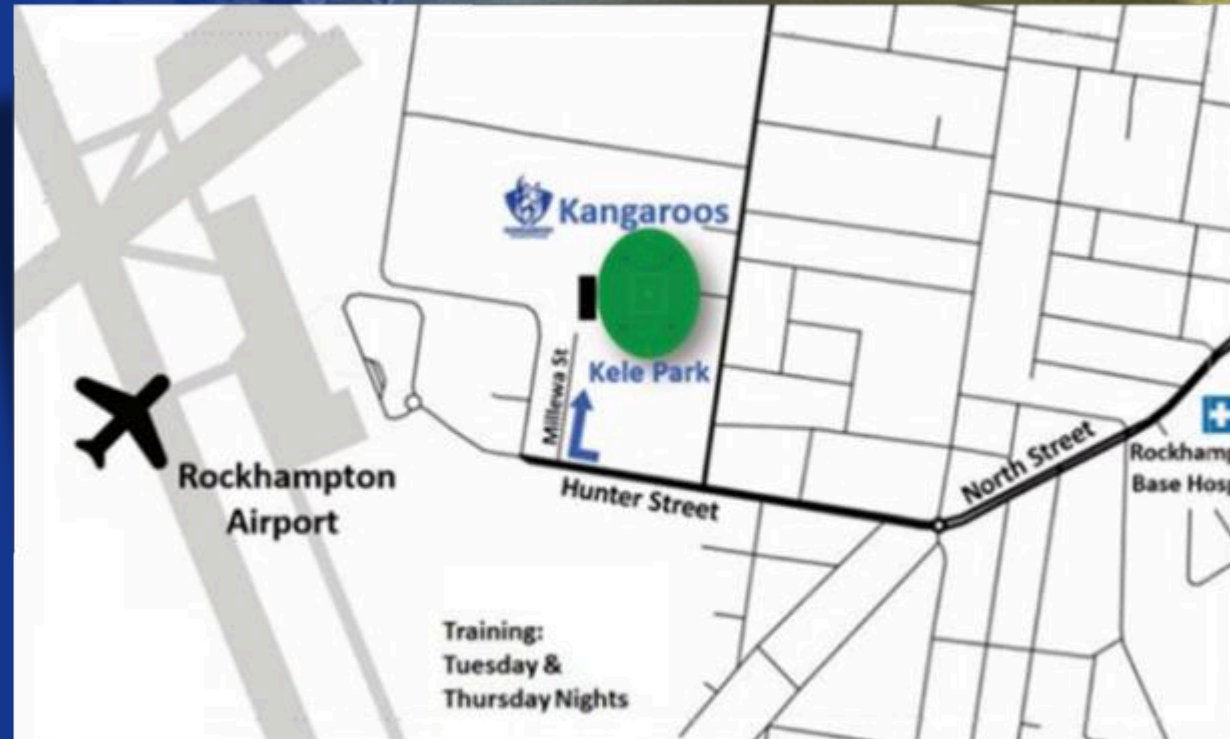


# Updated Strategic Infrastructure Plan

## Second AFL Field

Indicative Plan | Not to Scale

# Let's talk more



## Home ground

Kele Park, Millewa Street (off Hunter St)  
West Rockhampton



<https://brothersafc.com>



Kangaroos Australian Football Club



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