

CHURCHILL UNITED

SOCCER CLUB

SPONSORSHIP
PROSPECTUS
2026 SEASON



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WHO WE ARE

Founded in 1969, when the township of Churchill itself was still emerging, Churchill United Soccer Club has grown alongside its community for more than five decades. The club is proudly built on generations of local families, with multi-generation involvement forming the fabric of our identity.

Renowned for its commitment to junior development, Churchill United serves not only Churchill but the wider district, including Yinnar, Boolarra, Jeeralang and Hazelwood North and further. We proudly boast the most comprehensive junior structure in the Latrobe Valley Soccer League (LVSL), fielding multiple teams across nearly every available age group for both girls and boys.

In 2025, the Rams fielded teams from Under 5 through to Under 16, alongside Senior Women's, Senior Men's, Reserve Men's and Third Division Men's teams, with more than 240 players representing the club — a true reflection of our growth, community connection and strong future.



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The club also boasts the best facilities in the LUSL with newly renovated social rooms, brand-new state of the art change rooms and an immaculate A-grade pitch with premium spectator amenities and night game-standard pitch lighting.

There has been over \$2m invested by our community, state government and Latrobe City Council that places our facility as a jewel in the crown of Churchill sporting infrastructure, acting as an attraction for our wider community, including nearby Federation University students who love the world game.



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OUR HISTORY

The early days were challenging and Churchill had various home grounds before landing at Silcock's Paddock at Hazelwood South Reserve on Tramway Road in 1972, after the Hazelwood (now Churchill) Football Club moved to its new home at Gaskin Park.

The club's nickname, the Rams, didn't come into wide use until the early 1990's after the club accepted the moniker from legendary LVSL Secretary and soccer scribe Dick Bosma. It's thought Bosma tagged Churchill the Rams after the Jeeralang Rams which folded in 1982, the club having played three seasons in the second and third divisions of the LVSL.

Churchill has had tremendous success across its senior ranks having won five Senior Men's and three Senior Women's League Championship titles, along with numerous other Cups in our junior ranks over our storied history.

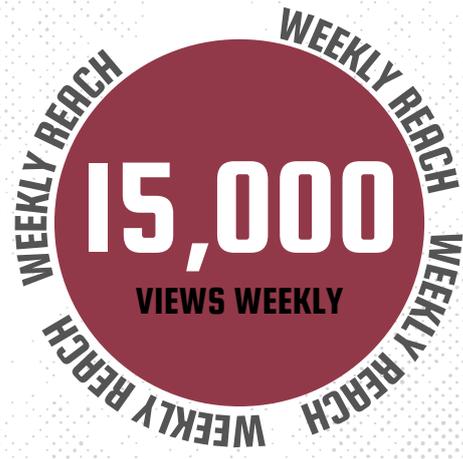


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OUR REACH



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SOCIAL MEDIA AND YOU

Churchill United Soccer Club offers arguably one of the best social media presences amongst all soccer clubs within the Latrobe Valley Soccer League.

We boast a dedicated social media & marketing team ready to create dynamic content about the club and our sponsor partners to our followers on our social media channels (Facebook & Instagram).

Recently, we have seen a significant increase in engagement and traffic across our social media channels, which has generated increased brand awareness for club sponsor partners. This includes on average 15,000 views weekly across our social media channels.

Sponsor partners receive acknowledgement and exposure on our social media channels and club website inclusive in their sponsorship package, and our members are keen supporters of local businesses that invest time and resources into our sporting club.



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OUR MISSION & PROJECTS

Our mission is:

- › To consistently provide high-quality soccer programs for individuals of all ages, while upholding our values of professionalism, fairness, aspiration, growth and resilience.
- › To develop and nurture young talent, and to provide pathways for the next generation of footballers to achieve their dreams at the highest possible level.

Projects in the works:

- › LED lighting for light towers on Pitch 1 & Pitch 2
- › **Complete fencing around Pitch 2**
- › Car park pavement for increased parking spaces
- › **Construction of boundary barrier netting**
- › Upgrading of technical areas on Pitch 1 & Pitch 2
- › **Canteen upgrades**



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SPONSORSHIP PACKAGES

Our sponsorship packages are designed in a tiered system to allow sponsor partners to choose a package that directly suits their needs. Sponsorship opportunities can also be tailored to your business or existing packages. Our packages are as below:

› **Ram Associate**

› **Ram Partner**

› **Ram Club**

› **Team Ram**



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AT A GLANCE

Perks/Options:

Team Ram

Ram Club

Ram Partner

Ram Associate

Playing kit sponsorship
(prime placement)



Playing kit sponsorship
(secondary placement)



Business sign located
around facility (E/W end)



Business sign located
around facility (N/S end)



Senior Presentation Ball
Tickets



All-expenses paid Sponsors
Day invite



Business promotion on
social media & website



Gate passes to all CUSC
home games



CUSC Certificate of
Appreciation



Complementary club
apparel



Logo on club signage in
social rooms



Invite to club social events



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TEAM RAM

As a **Team Ram Sponsor**, you are entitled to:

- ✓ Playing kit sponsorship (prime logo positioning) (avail. 2027)
- ✓ Framed playing kit sponsored shirt with business logo
- ✓ Sign with business logo around facilities (East/West end on Pitch 1 fencing - multiple)
- ✓ Ongoing high business promotion & articles on all club digital assets (min. 2 posts monthly)
- ✓ All-expenses paid Sponsors Day invite (2 x tickets)
- ✓ 6 x gate passes to CUSC home games
- ✓ Entry to Senior Presentation Ball annually (2 x tickets)
- ✓ Complimentary club apparel (to the value of \$200)
- ✓ Framed CUSC Certificate, Photo of Appreciation, & Plaque
- ✓ Invitations to all club social events

Investment:

\$5,000

annually over
4-year deal



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RAM CLUB

As a **Ram Club Sponsor**, you are entitled to:

- ✓ Playing kit sponsorship (secondary position)
- ✓ Sign with business logo (East/West end on Pitch 1 fencing)
- ✓ Ongoing business promotion on social media/website (min. 1 post monthly)
- ✓ All-expenses paid Sponsors Day invite
- ✓ 6 x gate passes to CUSC home games
- ✓ Entry to Senior Presentation Ball annually (2x tickets)
- ✓ Complimentary club apparel (to the value of \$100)
- ✓ Framed CUSC Certificate & Photo of Appreciation
- ✓ Invitations to all club social events

Investment:

\$2,500

annually over
4-year deal



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RAM PARTNER

As a **Ram Partner Sponsor**, you are entitled to:

- ✓ Sign with business logo (North/Sound end behind goals)
- ✓ Business promotion on social media/website (min. 4 posts annually)
- ✓ 4 x Gate passes to CUSC home games
- ✓ Complimentary club Polo shirt & Beanie
- ✓ Certificate of Appreciation
- ✓ Invitations to all club social events

Investment:

\$1,000

annually over
3-year deal



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RAM ASSOCIATE

As a **Ram Associate Sponsor**, you are entitled to:

- ✓ Space to place business cards and business exposure in social rooms
- ✓ Business promotion on social media/website (min. 2 posts annually)
- ✓ 2 x Gate passes to CUSC home games
- ✓ Complimentary club Beanie
- ✓ Certificate of Appreciation
- ✓ Invitations to all club social events

Investment:

\$500

annually over
3-year deal



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OUR CONTACTS

CLUB CONTACTS:

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Find us at:



Churchill United Soccer Club



[churchillunitedsc](https://www.instagram.com/churchillunitedsc)



www.churchillunitedsc.org.au



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