



STURT  
FOOTBALL CLUB  
PLAYER SPONSORSHIP

# STURT FOOTBALL CLUB

PLAYER SPONSORSHIP





# STURT FOOTBALL CLUB

**Nicknamed the “Double Blues” we are a semi-professional Australian Rules Football Club that manages teams in the SANFL competition**

Founded in 1901, situated in Adelaide’s eastern suburbs, the Club’s home ground is Unley Oval.

The Club has won 15 League Men’s premierships and boasts one of the largest memberships and highest match day attendances in the league.

In 2018 the Club entered its first League Women’s team into the SANFLW competition.

In 2021 the Club entered a team in the Wheelchair Football League and were inaugural premiers.

Sturt Football Club recognises the important role of sponsors to its success and longevity, and it is for this reason that we are genuinely committed to ensuring you receive full value for your contribution to the club.

With one of the largest supporter bases in the SANFL, Sturt Football Club represents an excellent marketing opportunity to further promote and grow your business.

Sturt Football Club’s on-field performance is driven by what happens off the field. Sponsors play a vital role in the daily operation of the club to create and foster an environment that results in success.

Through your sponsorship you will be directly contributing to this success. We look forward to having you on board.



# 2022 IN REVIEW



## PREMIERS

RESERVES MEN &  
WHEELCHAIR



## FINALS

LEAGUE WOMEN, LEAGUE  
MEN, U18 BOYS



**1.5M**  
USERS REACHED



**400K**  
USERS REACHED



**\$200K**  
CLUB DIGITAL  
ASSET WORTH



**95K**  
VISITORS TO  
WEBSITE



**53K**  
CH7 AVERAGE  
REACH



**25K**  
ATTENDEES AT  
UNLEY OVAL



**25K**  
VIEWS



**4K**  
MEMBERS



# BASE PACKAGE



## EVERY PLAYER SPONSOR RECEIVES

- Mentioned in all Club media referencing assigned player/s – e.g., debuts, achievements, tagged in social media
- Digital photograph of assigned player
- Digital promotion of sponsor at all League Home Games – featured on televisions located in Clubrooms
- Logo on Player Profile page - e.g. <https://sturtfc.com.au/player/tom-lewis/>
- Logo on Sponsor page – e.g. <https://sturtfc.com.au/sponsors-2/>
- Invite to Baggy Blue Presentation – player presented with unique playing cap day of their League debut, where applicable
- Invite to player/sponsor function – meet & greet event
- Hospitality pass for half time of League Men's games
- Invite to Club functions – tickets tax-deductible for businesses
- Opportunity to feature offer in all 2023 membership packs
  - Business to provide Club with offer specifics – expiry date of 31 October 2023
  - Club to create voucher insert – share with sponsor for sign off
  - *It is recommended that a monetary or discount offer on products or services is offered*

# MEN'S TEAM PACKAGES

## TIER 1 - \$1500 EX GST

League Player\*

Includes:

- Base Offering
- 2 x Home Match Membership (10 Home Games)
- 1 x Hospitality Pass for League Men's Home Games
- Opportunity to feature in League Team Photo

## TIER 2 - \$500 EX GST

Reserves Player\*

Includes:

- Base Offering
- 2 x Home Match Memberships (10 Home Games)

## TIER 3 - \$300 EX GST

First Year Senior Player\*

Includes:

- Base Offering
- 1x Three Game Membership (Three Home Games)

## SPONSOR FORM



Scan above or visit  
<https://sturtfc.com.au/mens-player-sponsor-registration/>

\*Club discretion applied  
when determining player level





# WOMEN'S TEAM PACKAGES

## TIER 1 - \$500 EX GST

Second Year+ Players\*

Includes:

- Base Offering
- 2 x Home Match Membership (10 Home Games)
- 1 x Hospitality Pass for League Men's Home Games
- Opportunity to feature in League Team Photo

## TIER 2 - \$300 EX GST

First Year Players\*

Includes:

- Base Offering
- 1 x Three Game Membership (Three Home Games)

## SPONSOR FORM



Scan above or visit  
<https://sturtfc.com.au/womens-player-sponsor/>

\*Club discretion applied  
when determining player level



# LET'S TALK



39 Oxford Terrace, Unley SA 5061  
08 8271 4611  
[sturtfc.com.au](http://sturtfc.com.au)  
[general@sturtfc.com.au](mailto:general@sturtfc.com.au)  
[@sturtfc](https://www.instagram.com/sturtfc)