

2026
SANDRINGHAM
FOOTBALL CLUB
SPONSORSHIP PACKAGES



WE STANDALONE. WE STAND TOGETHER. IN 2026.

For the first time in 25 years, the Sandringham Football Club will compete as a standalone VFL team in 2026, restoring our independent identity and re-establishing a strong connection with our origins and the Bayside community. The VFL/VFLW serves as the best second-tier semi-professional competition which sits underneath the fully professional Australian Football League. We eagerly anticipate embarking on this next chapter with Bayside businesses and the community by our side - we are bold, community-driven, and proudly Bayside.

The Sandringham Football Club has had a long, proud and successful history in the VFA/VFL competition since entering the VFA (Victorian Football Association) in 1929. The yellow, black and blue colours of the Sandringham jumper were made up of colours taken from the three local sides that combined to make up the club; the yellow came from the Sandringham Amateurs, black from Black Rock and blue from Hampton Amateurs.

During Sandringham's existence in the VFA/VFL and VFLW competitions, the club has participated in 16 Grand Finals, winning 10. The most successful period for the Zebras was throughout the mid 2000's where we won three successive premierships.

Sandringham is a strong family and community club with a commitment to delivering excellence on and off the field. Generations of families from the Bayside region continue to support the football club and come along to Wilson Storage Trevor Barker Beach Oval. We host a range of club events including Season Launches, President's Lunches and Best & Fairest Nights, as well as VAFA Finals, Talent Pathway games and a variety of private functions.

Sandringham Football Club's mission is to be a competitive community sporting organisation that provides a pathway to the AFL and AFLW. We also aim to foster an inclusive and high-performing environment that delivers a premier state level football program for men and women. The Club's VFLW program is currently aligned with St Kilda Football Club's AFLW program.

We value our partnerships and look forward to the opportunity to work together to build a mutually beneficial relationship.

2025 SNAPSHOT

11,500+

FACEBOOK FOLLOWERS
(VFL & VFLW)

9,500+

INSTAGRAM FOLLOWERS
(VFL & VFLW)

2,300+

TIKTOK FOLLOWERS
(VFL & VFLW)

1,064,000+

FACEBOOK VIEWS OVER LAST
90 DAYS (VFL & VFLW)

1,412,000+

INSTAGRAM VIEWS OVER LAST
90 DAYS (VFL & VFLW)

6,600+

X (TWITTER) FOLLOWERS

1,300+

NEWSLETTER SUBSCRIBERS

550+

SANDRINGHAM MEMBERS

9,000+

VAFA FINALS ATTENDEES
OVER 9 DAYS OF FINALS AT
WILSON STORAGE TREVOR
BARKER BEACH OVAL

340+

RESTAURANT ATTENDEES
AT SANDY BY THE BAY ON
A THURSDAY AND FRIDAY
EACH WEEK

66+

EVENTS HELD AT SANDY BY
THE BAY EACH YEAR

45,000+

CARS AND CYCSLISTS ON
BEACH ROAD PER DAY

7

VFLW PLAYERS SIGNED TO
AFLW CLUBS

40,000+

AVERAGE LIVESTREAM
VIEWERS PER VFL GAME

OFFICIAL PARTNER PACKAGE

\$2,200 + GST

Package includes:

Marketing

- Recognition of sponsor as an Official Partner
- Business logo, synopsis and link displayed under the 'Official Partners' section on the Club website
- Boundary fence sign (7.2m x 0.9m)
- Opportunity to be included in Club Sponsor Directory and B2B Sponsor Directory

Events

- 2 x Sandy Zebs memberships
- 2 x tickets to a Match Day Function of your choice
- 20% off room hire at Sandy by the Bay for corporate events

We are committed to maximising mutually beneficial opportunities and delivering outcomes that mean something to you and to us. Each package can be tailored to suit your business needs.

TEAM 25 PARTNER PACKAGE

\$7,000 + GST

Package includes:

Marketing

- Recognition of sponsor as a Team 25 Partner
- Business logo, synopsis and link displayed under the 'Team 25 Partners' section on the Club website
- Boundary fence sign (7.2m x 0.9m)
- Dedicated eDM to Club database
- Dedicated social media post
- Naming rights for a round, subject to availability
- Opportunity to be included in Club Sponsor Directory and B2B Sponsor Directory

Events

- 2 x Sandy Zebs memberships
- 4 x tickets to a Match Day Function of your choice
- 1 x ticket to the annual Sandringham End of Year Thank You Lunch
- 2 x tickets to all Business Lunches
- 20% off room hire at Sandy by the Bay for corporate events

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ASSOCIATE PARTNER PACKAGE

\$15,000 + GST

Package includes:

Marketing

- Recognition of sponsor as an Associate Partner
- Business logo, synopsis and link displayed under the 'Associate Partners' section on the Club website
- Boundary fence sign (7.2m x 0.9m)
- Dedicated eDM to Club database
- Dedicated social media post
- Naming rights for a round, subject to availability
- An additional asset of your choice, subject to availability
 - Additional perimeter fence signage
 - Premium boundary fence signage
- Opportunity to be included in Club Sponsor Directory and B2B Sponsor Directory

Events

- 2 x Sandy Zebs memberships
- 4 x tickets to a Match Day Function of your choice
- 1 x ticket to the annual Sandringham End of Year Thank You Lunch
- 2 x tickets to all Business Lunches
- Hole sponsorship at our annual Golf Day
- 20% off room hire at Sandy by the Bay for corporate events

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SILVER MAJOR PARTNER PACKAGE

\$25,000 + GST

MIN. 2 YEAR COMMITMENT. RECEIVE A 10% DISCOUNT IF YOU SIGN ON FOR 3 YEARS.

Package includes:

Marketing

- Recognition of sponsor as a Silver Major Partner
- Business logo, synopsis and link displayed under the ' Silver Major Partners' section on the Club website
- Boundary fence sign (7.2m x 0.9m) in prime position
- Dedicated eDM to Club database
- Dedicated social media post
- Naming rights for a round, subject to availability
- Media launch/press release announcing partnership
- Logo displayed on all major/corporate assets eg. website header, corporate powerpoint, letterhead, email signature, media banner, etc
- Logo integrated in quarter by quarter match updates
- Minimum 6 general inclusions in Zeal the Deal
- Logo on VFL & VFLW polos and hoodies
- Logo on a piece of VFL or VFLW on field apparel
- Opportunity to include branded collateral in Golf Day giftbags
- Opportunity to be included in Club Sponsor Directory and B2B Sponsor Directory

Events

- 2 x Sandy Zebs memberships
- 4 x tickets to a Match Day Function of your choice
- 1 x ticket to the annual Sandringham End of Year Thank You Lunch
- 2 x tickets to all Business Lunches
- Hole sponsorship at our annual Golf Day
- Free room hire at Sandy by the Bay for one corporate event per year

Plus receive a Club Sponsor jacket and polo and a signed jumper!

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COACHES SPONSOR PACKAGE

\$15,000 + GST

Package includes:

Marketing

- Recognition of sponsor as the Coaches Sponsor
- Business logo, synopsis and link displayed under the 'Coaches Sponsor' section, and on the '2026 Coaches' page, on the Club website
- Boundary fence sign (7.2m x 0.9m)
- Media launch/press release announcing partnership
- Dedicated eDM to Club database
- Dedicated social media post
- Logo on Coaches Apparel (polo & jacket)
- Logo on Coaches boards
- Opportunity to be included in Club Sponsor Directory and B2B Sponsor Directory

Events

- 2 x Sandy Zebs memberships
- 4 x tickets to a Match Day Function of your choice
- 1 x ticket to the annual Sandringham End of Year Thank You Lunch
- 2 x tickets to all Business Lunches
- 1 x Match Day Coaches Box Experience
- 2 x Pregame Coach Address Experiences
- 1 x ticket to the Player & Coaches Sponsor Dinner
- 1 x round of golf with the Coach
- 20% off room hire at Sandy by the Bay for corporate events

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KIDS ZONE SPONSOR PACKAGE

\$8,000 + GST (PLUS IN-KIND ACTIVATION)

Package includes:

Marketing

- Naming rights to the Kids Zone
- Recognition of sponsor as the Kids Zone Sponsor
- Business logo, synopsis and link displayed under the 'Kids Zone Sponsor' section on the Club website
- Boundary fence sign (7.2m x 0.9m) in front of the Kids Zone
- Mention in all match day comms leading up to each home game (VFL & VFLW)
- Dedicated email to our entire club database regarding your business
- Dedicated social media post
- Opportunity to provide giveaways, conduct competitions, run your own activity in the Kids Zone
- Opportunity to be included in Club Sponsor Directory and B2B Sponsor Directory

Events

- 4 x Sandy Zebs memberships
- 2 x tickets to a Match Day Function of your choice
- 1 x ticket to the annual Sandringham End of Year Thank You Lunch
- 2 x tickets to all Business Lunches
- 20% off room hire at Sandy by the Bay for corporate events

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TO FURTHER DISCUSS HOW YOU CAN BE INVOLVED, PLEASE CONTACT...

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