

2027
SANDRINGHAM
FOOTBALL CLUB
SPONSORSHIP PACKAGES



2026 SNAPSHOT

11,500+

FACEBOOK FOLLOWERS
(VFL & VFLW)

11,200+

INSTAGRAM FOLLOWERS
(VFL & VFLW)

2,600+

TIKTOK FOLLOWERS
(VFL & VFLW)

1,000,000+

FACEBOOK VIEWS OVER LAST
90 DAYS (VFL & VFLW)

2,590,000+

INSTAGRAM VIEWS OVER LAST
90 DAYS (VFL & VFLW)

6,200+

X (TWITTER) FOLLOWERS

1,400+

NEWSLETTER SUBSCRIBERS

950+

SANDRINGHAM MEMBERS

10,000+

Vafa FINALS ATTENDEES
OVER 7 DAYS OF FINALS AT
WILSON STORAGE TREVOR
BARKER BEACH OVAL

340+

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

66+

EVENTS HELD AT SANDY BY
THE BAY EACH YEAR

45,000+

CARS AND CYCLISTS ON
BEACH ROAD PER DAY

51,000+

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
- 2 x tickets to the annual Sandringham End of Year Thank You Lunch
- 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 all Match Day Functions
- 2 x tickets 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 all Match Day Functions
- 2 x tickets to the annual Sandringham End of Year Thank You Lunch
- 2 x tickets to all Business Lunches
- Hole sponsorship at our 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 all Match Day Functions
- 2 x tickets to the annual Sandringham End of Year Thank You Lunch
- 2 x tickets to all Business Lunches
- Hole sponsorship at our 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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TO FURTHER DISCUSS HOW YOU CAN BE INVOLVED, PLEASE CONTACT...

Mark Wheeler
CEO, Sandringham Football Club
0419 529 766
mark.wheeler@sandringhamfc.com.au

OR

Courtney Banks
Operations Manager, Sandringham Football Club
0488 222 752
courtney.banks@sandringhamfc.com.au