SPONSORSHIP Proposal

Building success together — on and off the field.



Chelsea Heights FC overview

About

Chelsea Heights Football Club is a proud community club with rich history in local football. We are dedicated to developing players of all ages, and genders, fostering teamwork and promoting a strong community spirit both on and off the field. With a passionate supporter base and growing participation, our club continues to be a central hub for AFL, family and community connection in the Chelsea Heights region.

Audience

Chelsea Heights Football Club has a strong and engaged supporter base made up of players, families, local residents and loyal fans. Our reach extends across the Chelsea Heights region and surrounding suburbs, connecting people of all ages through game days and social events. With regular match attendance, an active social media following and strong community ties, our audience provides sponsors with valuable exposure to a diverse and highly connected local network.

Opportunities

Partnering with Chelsea Heights Football Club provides businesses with valuable opportunities to increase brand visibility and connect with the local community. Through signage, apparel, digital platforms and event promotion, sponsors can engage with a loyal and diverse audience while demonstrating support for grassroots sport. Tailored sponsorship packages are available to align with your marketing objects and deliver genuine community impact.

Sponsorship levels

PLATINUM

$10,000 per year
3yr Partnership

The Company Branding package:

- Logo on the Bottom of all team Guernseys & Club Polos
- Two large fencing signs around the ground,
- clubroom signage,
- A strong social media presence.
- A branding video will be posted on our channels.
- Goal post pad signage.

Social events include:

- Two Demons Polos & Beanies
- Four member tickets,
- Two tickets for our sponsors day,
- Entry to all club functions
- Naming rights for key games and our presentation night.

You'll also receive a framed Guernsey over the three-year partnership.

Only one Platinum Sponsor Package is available, ensuring your brand shines prominently.

GOLD

$5,000 per year
3yr Partnership

The Company Branding Package:

- Small company logo is displayed on the front of playing guernseys & club polos
- One Large fencing sign around the ground
- Signage for the club room
- Active social media engagement on our pages.
- Home game acknowledgments.

Social events Include:

- Two merchandise items,
- Four member tickets,
- Two tickets for sponsor day,
- Two entries for the annual reverse draw, - participation in club functions.

SILVER

$3,000

The Company branding package:

- Signage for the clubroom,
- Class B social media presence
- Small logo on the club polos.

Social Events include:

- One club polo & Scarf
- Two member tickets
- Two Tickets for Club Sponsors Day
- Two Tickets for our annual reverse draw

Furthermore, this package presents a unique opportunity to secure naming rights for either our Can bar or the clubroom bar for the entirety of the season.

BRONZE

$1,500

The Company Branding Package:

- Signage within the clubroom,
- Active presence on social media platforms categorized as Class B,
- Visibility through our official website.

Social Events Include:

- Two members tickets
- One ticket for our sponsors' day
- One ticket for our annual reverse draw event.

We also have minor donation packages available.

Minor Donation Package

Demons Partner

$750

- Home & Away Membership
- Club Polo, Beanie, Scarf & Stubby Holder
- One ticket to club sponsors Day
- Name/Logo featured on our community supported posts
- Club Room Signage
- Thank you Certificate for your contribution

Demons Friend

$250

- Home & Away Club Membership
- Club Polo & Beanie
- Name featured in our community supporter posts

Demons Supporter

$100

- Beanie & Scarf
- Name Featured on our community support posts

Sponsorship Form

Company Name: .....

Contact Details

Name:
First & Surname .....

Phone Number: .....

Email Address: .....

Postal Address: .....

Sponsorship Levels

Please tick your package below

☐ Platinum Sponsor ☐ Gold Sponsor ☐ Silver Sponsor

☐ Bronze Sponsor ☐ Demons Partner

☐ Demons Friend ☐ Demons Supporter

Shirt Size:

Please tick below

☐ XS ☐ S ☐ M ☐ L ☐ XL ☐ 2XL ☐ 3XL