

SUPPORT

MOOROOLBARK

FOOTBALL CLUB



ROAD TO VICTORY

SPONSORSHIP OPPORTUNITIES 2025



More Information

www.mooroolbarkfc.com.au



SPONSOR WELCOME

Welcome to our club, where everyone is welcome.

As we look back on our 2024 season what a rewarding season it was. We might not have had the success we were hoping for in our men's sides but our two women's sides certainly stepped up. In only their third season our senior women started strong and went from strength to strength and brought home their second premiership cup - Back to Back. Our vets women also had a strong year and once again made the grand final against an unbeaten side only to come up short on the day. What an amazing effort! With a very different senior side this year we can take a lot from it. We had 21 debutants, including ten U19's and three U17's, and majority of our side was under the age of 21. We have signed majority of our playing group for the next season which gives the club stability and a great future.

Our development side and U19's were competitive all year however injuries depleted the playing group numbers - however with our U17's coming through next year will help this problem. We have a very bright future ahead.

The Mustangs boast a playing list primarily of home-grown talent which in 2025 will again include VFL listed players Jarrod Gilbee (Bulldogs), Jye Peacock (Box Hill), Jett Hartman (Frankston), Liam George (Richmond) and Lachlan Monteath (Essendon). Our senior side is mostly made up of our junior program and many more coming through in the next few years. Our senior women's side is also recruiting heavily and look set for a promising fourth season with two sides.

The club's vision and goal is unashamedly to be the most respected, envied and successful community sporting club in the Eastern Football Netball League. This vision can only be achieved both through hard work on and off the field and through the development of a positive culture that embraces the community of which we are part and welcomes people of all walks of life through our doors. As a community-focused club, the Mustangs strive to promote the values of a healthy lifestyle and inclusion.

Our players are the core of our club and we are looking to you to assist the club in facilitating the best possible conditions for our players as they pour their heart and soul into our club - a vital part of the local community and sporting landscape. We understand that it been tough for business given recent economic conditions. Being involved as a sponsor is a great way for local business owners and passionate supporters to increase your connection with the club and align with your favourite players while also gaining access to an extensive membership base for networking and advertising.

Sponsorships are a key source of income for the club and go toward the rising costs faced by players, our digital scoreboard and recently the redevelopment of the rooms at The Heights Reserve. This will open up a huge range of new sponsorship opportunities.

Not only will you be an active member of the MFC community, we can offer you incredible brand exposure along with access to our close-knit membership base that is committed to supporting local businesses. With 3,100 followers on Facebook and 1,600 on Instagram- one of the highest of any club in the region - a brand new website and direct mailing list to members, we are able to offer sponsors tailored marketing opportunities to the local community. This is in addition to in-club advertising opportunities via signage throughout the entire season.

On behalf of the Mooroolbark Football Club, we would like to thank you for considering this proposal and we look forward to having you join the Stable in 2025. We would love to have you on board.

Go Mustangs!





SPONSORSHIP PACKAGES

Player Sponsorships

The Player Sponsorship program is designed to provide support for our Senior and Veteran players by raising funds to directly contribute to their player registration fees and player benefits.



	SENIOR MEN	SENIOR WOMEN	VETS
PRICE (PLUS GST)	\$750	\$600	\$500
CLUBROOM PLAYER SPONSOR TILE	✓	✓	✓
NOMINATED PLAYER FEES	FULLY PAID	FULLY PAID	FULLY PAID
CLUB MEMBERSHIP PASSES	1	1	1
SOCIAL MEDIA WELCOME WITH PLAYER	✓	✓	✓
NEW CLUB CAP	✓	✓	✓
CLUBROOM VIDEO SPONSOR	✓	✓	✓
HOME GAME HALF-TIME ACCESS	✓	✓	✓
SPONSOR LUNCH TICKETS	2	2	2





CLUB INFORMATION

Mooroolbark Football Club

- ✓ Mooroolbark Football Club competes in the Eastern Football Netball League, the largest football league in the country
- ✓ The EFNL consists of 44 clubs competing across five divisions
- ✓ Our seniors, reserves and U19s men's teams compete in Division 1
- ✓ Our senior women's teams won the premiership in 2023 and 2024.
- ✓ Our women's veteran team won the grand final in 2022.
- ✓ Games are played every Saturday during the home and away season, plus standalone blockbuster games on King's Birthday
- ✓ Our boys and girls junior teams compete at various levels in the junior competition
- ✓ Mooroolbark Football Club also supports the local AUSKICK program scheduling occasional grid games at half time during our senior fixture.
- ✓ The Senior & Junior teams play all Home games at Heights Reserve, Longfellow Ave Mooroolbark and Kiloran Park (behind the old Kilsyth Swimming Pool)
- ✓ Mooroolbark Football Club is part of the GoodSports Club program
- ✓ Our club has over 4,000 followers across Facebook and Instagram and receive more than 25,000 visits during the peak of the season.

Best of the best

Mooroolbark Football Club has seen many junior and senior players go on to make it at AFL level including:

- | | |
|---|--|
| ✓ Sam Mitchell
Brownlow medallist
Hawthorn & West Coast
Current Hawthorn Head Coach | ✓ Cam Pedersen
Melbourne & North Melbourne |
| ✓ Matthew Bishop
Port Adelaide | ✓ Danny Noonan
Brisbane Bears |
| ✓ Aaron Mullett
North Melbourne & Carlton | ✓ Heath Hocking
Essendon |
| ✓ Matthew Allen
Carlton | ✓ Warren McKenzie
Carlton |

Women's
Division 4
Premiers
2023





SPONSORSHIP PACKAGES

Senior Club Partnerships

	BRONZE	LADIES	SILVER	GOLD	PLATINUM	DOUBLE PLATINUM
PRICE (PLUS GST)	\$1,000	\$1,500	\$2,000	\$3,500	\$5,000	\$10,000
DIGITAL SCOREBOARD ADS			✓	✓	✓	✓
2.4M GROUND SIGNS	1	1	1	1	2	2
CLUBROOM SIGNAGE	✓	✓	✓	✓	✓	✓
PRESENTATION NIGHT TICKETS				1	2	4
PRESIDENT'S LUNCH TICKETS	2	2	2	2	2	2
CLUB MEMBERSHIP PASSES	1	1	1	2	2	4
SOCIAL MEDIA WELCOME	✓	✓	✓	✓	✓	✓
SOCIAL MEDIA SHOUT-OUTS	1 per season	1 per season	2 per season	2 per season	3 per season	3 per season
SOCIAL MEDIA CUSTOM VIDEO				1 per season	1 per season	1 per season
SOCIAL MEDIA BRANDING		Womens			All	All
POLO SHORT BRANDING						✓
WOMENS TRAINING SINGLET		✓				
SENIOR CLUB NEWSLETTER				✓	✓	✓
NEW CLUB CAP	✓	✓	✓	✓	✓	✓
CLUBROOM VIDEO SPONSOR	✓	✓	✓	✓	✓	✓
HOME GAME HALF-TIME ACCESS	✓	✓	✓	✓	✓	✓
SPONSOR LUNCH TICKETS	2	2	2	2	2	4

SCOREBOARD ADVERTISING

Advertisements at quarter, half and three-quarter time displayed on our new digital scoreboard.

GROUND SIGNAGE

2400x900 sign located around the ground.

CORFLUTE SIGN

1 x corflute sign 450x600 to be displayed in the clubroom.

PRESIDENT'S LUNCH

An invitation to our President lunch with guest speaker(s). Fully catered from 12pm - 3pm.

SPONSOR'S LUNCH

A special thank you event with lunch and drinks for our sponsors from 12pm - 3pm.

MEMBERSHIP

1 x full season membership ticket including entry to home games.

WOMENS TRAINING TOPS

Exclusive logo on training tops from Icon

POLO SHIRTS

Club polo shirts ordered by players, committee and supporters.

CLUBROOM SPONSOR

We will recognise sponsors inside the clubrooms via TV screens.

HOME GAME HALF-TIME FUNCTION

A chance to socialise with Life Members and fellow sponsors during the half time break at every home game with beer, wine and finger food included.

SOCIAL MEDIA/WEBSITE

Welcome – Welcome message with your company, logo, contact details and brief description of your business

Shout Outs – In-season message to followers with your details which will be tailored to connect your business with the community

Custom Video – In-season short video at your business for better reach where we can deliver your message to the community with members of the Club/committee for optimal engagement.

Branding – Your logo on all Club social media posts
Newsletter – Bi-weekly Senior club newsletter sent to members, sponsors and social media.





SPONSORSHIP PACKAGES

Special Sponsorship Opportunities



JUMPER SPONSOR

Display your logo on the playing guernsey of our senior football sides (seniors, reserves and Under 19s). Includes display of company logo on both home & away jumpers which are worn both on match days and at training. All matches are streamed via the EFNL website, meaning your logo will always be visible to both those at the ground and those watching at home.



SHORTS SPONSOR

Display your logo on the playing shorts of our senior football sides. Includes display of company logo on both home & away shorts which are worn both on match days and at training. All matches are streamed via the EFNL website, meaning your logo will always be visible to both those at the ground and those watching at home.



SUPPORTERS CAP SPONSOR

NEW RELEASE All new high-quality supporter caps are coming in 2025!

Display your logo on each cap sold during the season for what is sure to be a big seller this season.



HUDDLE WRAPS

Display your logo on our Huddle Wrap displayed on the ground around the playing group during the quarter and three quarter time break for all or our senior sides. The wraps are predominantly displayed on the ground during all breaks and provide significant exposure.

Junior Club Partnerships

We also offer packages tailored to the Mooroolbark Junior Football Club. Our Junior section had a strong 2024 with 11 teams competing between the Under 8 to Under 17 age groups, including 3 girls teams and comprising over 250 total players.

Home games are played both at Kiloran Park and Heights Reserve on Sundays with regular dinners held at Heights Reserve during the year. Funds raised go directly to assist our Juniors take the field, fund uniform purchases and provide quality training equipment.

With over 1,000 followers on their Facebook page, and with all parents registered with the Heja app, you have the opportunity to reach out to a large audience of parents, friends and helpers in the outer eastern suburbs.





SPONSORSHIP PACKAGES

Junior Club Partnerships

	BRONZE	SILVER	GOLD
PRICE (PLUS GST)	\$1,000	\$1,500	\$3,000
2.4M GROUND SIGN (KILORAN)			✓
CLUBROOM SIGNAGE	✓	✓	✓
PRESIDENT'S LUNCH TICKETS	2	2	2
CLUB MEMBERSHIP PASSES	1	1	2
SOCIAL MEDIA WELCOME	✓	✓	✓
SOCIAL MEDIA SHOUT-OUTS	1 per season	2 per season	2 per season
JUNIOR TRAINING SINGLET	✓	✓	✓
JUNIOR CLUB NEWSLETTER			
NEW CLUB CAP	✓	✓	✓
CLUBROOM VIDEO SPONSOR	✓	✓	✓
SPONSOR LUNCH TICKETS	2	2	2

GROUND SIGNAGE

2400x900 sign at Kiloran Park for each Junior home game.

PRESIDENT'S LUNCH

An invitation to our President lunch with guest speaker(s). Fully catered from 12pm - 3pm.

SPONSOR'S LUNCH

A special thank-you event with lunch and drinks for our sponsors with guest speaker from 12pm - 3pm.

MEMBERSHIP

1 x full season membership ticket including entry to home games.

JUNIOR TRAINING TOP

These tops are customised with the players names and features our Junior club sponsor logos.

The training tops are one of our most popular merchandise pieces purchased by juniors. As a Gold Package Sponsors you will receive your own training top with your name on it to proudly display at your business.

CLUBROOM SPONSOR

We recognise sponsors inside the Heights clubrooms via TV screens.

SOCIAL MEDIA/WEBSITE

In addition to Junior Club social media we have over 1,000 followers across Facebook and Instagram and receive more than 25,000 visits during the peak of the season.

Welcome – Welcome message with your company, logo, contact details and brief description of your business
Shout Outs – In-season message to followers with your details which will be tailored to connect your business with the community
Newsletter – Weekly Junior club newsletter sent to members, sponsors, social media and the Heja app.



CLUB INFORMATION

As we look back on a year of growth and success, especially with our men's team development and our women's teams' remarkable achievements, we're excited for what 2025 holds. Our club, rooted in community spirit and the development of young talent, is looking forward to another year of sporting excellence.

Why Partner with Us?

- **Community Connection:** Align with a club that's a cornerstone of the local community and sporting scene.
- **Brand Exposure:** Benefit from our strong digital presence and in-club advertising opportunities.
- **Support Growth:** Help us maintain and upgrade facilities like our digital scoreboard and clubhouse.

Your Role in Our Future Your sponsorship is more than just financial support; it's an investment in community values and the future of local sports. By joining us, you help nurture young talent and strengthen our club's role in the community.

Let's Make 2025 Exceptional Together! We invite you to be a part of our journey. Your partnership will help us continue to foster a positive, inclusive environment and achieve our goals on and off the field.

Mooroolbark Football Club

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Reg No: A0004767D

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Please Note:
All sponsorship pricing
documented in this
proposal is exclusive of
GST



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