

Fly with us in 2025

South Barwon Football & Netball Club



#weflytogether



The South Barwon FNC is a very proud club, with a rich history. I fully understand the responsibility that comes with the role of President & the importance of continuing to build on the foundations laid by previous mentors. Since our formation in 1990, we have experienced huge year on year growth to now having the highest participation rate in the Geelong Football Netball League (GFNL), fielding a total of 52 football and netball teams each week. With these numbers comes challenges, but I am also extremely excited by the opportunities that we have in front of us, as South Barwon FNC continues to become a destination club for many.

A strong focus will always remain around items such as; inclusiveness of all club members, providing our players with the resources to ensure they become the best players/people they can be, creating unity among all sections of our club, growing our commercial relationships, engaging with the broader community, & ensuring our players & members are always provided with a safe and enjoyable environment.

I am extremely excited with the opportunities currently presented to the club. With your assistance, we look forward to evolving as a club in 2025 & continuing to play a role as a key pillar within our community.

Tim Sherman
President

president@southbarwonfnc.com



Who is South Barwon?

- 2 x Senior Men's Football Teams**
- 1 x Senior Women's Football Team**
- 6 x Senior Netball Teams**
- 1 x under 19s Netball Team**
- 2 x under 18s Male Football Team**
- 3 x under 17s Netball Teams**
- 1 x under 19s Female Football Team**
- 24 Male & Female Junior Football Teams**
- 19 Junior Netball Teams**
- 300+ Auskick participants**
- 300+ Net Set Go participants**

OVER 1,000 PARTICIPANTS EACH WEEK

Our Reach:

- 4400+ on Facebook**
- 2800+ on Instagram**
- Membership base of 1000+**
- 1200+ spectators at each Home Game**
- Marquee Games streamed live eg:
ANZAC Day Clash**



Investment Opportunities

Ground Naming Partner

Annual Investment: \$22,000 (inc GST)

Benefits: minimum 2 year deal

Exposure:

- 🦩 Ground renamed to "Sponsor name Oval"
- 🦩 All Fixtures referring to the "Sponsor name Oval"
- 🦩 Media* using "Sponsor name Oval" in written and radio promotion
- 🦩 Prominent Signage at an agreed location. For *first year sponsors*, need to add the cost of the printing of 1 sign at a cost of up to \$2200
- 🦩 Additional signage inside clubrooms - organised by SBFNC

Events & Networking:

- 🦩 4 x Gold Swan Memberships giving you 4 entries in our Thursday night members draw
- 🦩 Up to 8 people at the Sponsor/Gold Swan Luncheon inclusive of food & drinks
- 🦩 1 x home game dedicated to you - incl. extensive sponsorship promotion
- 🦩 4 x Ducks in swan Drop. Chance to win big prizes in our annual fundraiser

Advertising & Social Media:

- 🦩 Website recognition and direct link to your website
- 🦩 Regular LED Scoreboard recognition
- 🦩 Your Logo/Business Name on regular Social Media posts - content plan to be developed with sponsor
- 🦩 Prominent inclusion on Club Powerpoint Presentation promoting your business at major Club functions & home games
- 🦩 Inclusion in digital Sponsor Business Directory to all South Barwon players & members
- 🦩 Your logo on the club room banner; prominent at all club functions
- 🦩 Club room table marketing



*K Rock Football & Geelong Advertiser



Executive Partner

Annual Investment: \$11,000 (inc GST)
minimum 2 year deal



Benefits:

Exposure:

- 🦘 Prominent signage opportunities the Football Oval/Netball Courts

NOTE: first year sponsors, or any sponsor who requires an updated sign, need to add the cost of the printing of 1 sign at a cost of up to \$1200

Events & Networking:

- 🦘 3 x Gold Swan Memberships giving you 3 entries in our Thursday night members draw
- 🦘 Up to 8 people at the Sponsor/Gold Swan luncheon inclusive of food & drinks
- 🦘 1 x home game dedicated to you including extensive sponsorship promotion
- 🦘 2 x Ducks in Swan Drop. Chance to win big prizes in our annual fundraiser

Advertising & Social Media:

- 🦘 Website recognition and direct link to your website
- 🦘 LED Scoreboard recognition
- 🦘 Your Logo/Business name on regular Social Media posts - content plan to be developed with sponsor
- 🦘 Prominent inclusion on Club Powerpoint Presentation promoting your business at major Club functions & home games
- 🦘 Inclusion in digital Sponsor Business Directory to all South Barwon players & members
- 🦘 Your logo on the club room banner; prominent at all club functions
- 🦘 Club room table marketing





Red Swan Partner

Investment: \$5,500 (inc GST)

Benefits:

Exposure:

- Choice of signage at an agreed location on either the Oval (perimeter fence sign 2m x 0.8m) or Netball Court (1.2m x 1.2m)

NOTE: first year sponsors, or any sponsor who requires an updated sign, need to add the cost of the printing of 1 sign up at a cost of \$295

Events & Networking:

- 2 x Gold Swan Memberships giving you 2 entries in our Thursday night members draw
- Up to 4 tickets to our Sponsors/Gold Swan day. Enjoy catering & refreshments, along with fellow sponsors
- 2 x Ducks in the annual Swan Drop. Chance to win big prizes in our annual fundraiser
- 2 x meal voucher to redeem on any Thursday night at the Swan Bistro

Advertising & Social Media:

- Your Logo/business name on regular Social Media posts
- Website recognition and direct link to your website
- LED Scoreboard recognition
- Inclusion on Club Powerpoint Presentation promoting your business at major Club functions & home games
- Inclusion in digital Sponsor Business Directory to all South Barwon players & members
- Your logo on the club room banner; prominent at all club functions
- Club room table marketing





Corporate Partner

Investment: \$4,400 (inc GST)



Benefits:

Exposure:

- Choice of signage at an agreed location on either the Oval (perimeter fence sign 2m x 0.8m) or Netball Court (1.2m x 1.2m)

NOTE: first year sponsors, or any sponsor who requires an updated sign, need to add the cost of the printing of 1 sign up at a cost of \$295

Advertising & Social Media:

- Your Logo/business name on regular Social Media posts
- Website recognition and direct link to your website
- LED Scoreboard recognition
- Inclusion on Club Powerpoint Presentation promoting your business at major Club functions & home games
- Inclusion in digital Sponsor Business Directory to all South Barwon players & members
- Your logo on the club room banner: prominent at all club functions

Club room table marketing

Custom Activation by negotiation:

Examples - with your business logo (but not limited to):

Feather/Flags

Goal post pad wraps

Drink Coasters





White Swan Partner

Investment: \$3,300 (inc GST)

Benefits:

Exposure:

- 🦢 Your sign on an agreed location on either the Football Oval (Perimeter fence sign - i.e., 2m X 0.8m) or Netball Court (i.e., 1.2m X 1.2m)

NOTE: first year sponsors, or any sponsor who requires an updated sign, need to add the cost of the printing of 1 sign up at a cost of \$295

Events & Networking:

- 🦢 1 x Gold Swan Membership, giving you an entry in our Thursday night members draw
- 🦢 2 x tickets to our Sponsor's/Gold Swan luncheon. Enjoy catering & refreshments, along with fellow sponsors
- 🦢 1 x Duck in swan Drop. Chance to win big prizes in this annual fundraiser
- 🦢 2 x meal voucher to redeem on any Thursday night at the Swan Bistro

Advertising:

- 🦢 Website recognition and direct link to your website
- 🦢 LED Scoreboard recognition
- 🦢 Inclusion on Club Power Point Presentation promoting your business at major Club functions & home games.
- 🦢 Inclusion in digital Sponsor Business Directory, distributed to all South Barwon players & members
- 🦢 Your logo on the club room banner; prominent at all club functions
- 🦢 Club room table marketing
- 🦢 Your logo on 2 social media posts throughout the season

Blue Swan Partner

Investment: \$1,100 (inc GST)

Benefits:

Exposure

- 🏈 Your sign at an agreed location on either the Football Oval (Perimeter fence - i.e., 2m X 0.8m) or Netball Court (i.e., 1.2m X 1.2m)

NOTE: first year sponsors, or any sponsor who requires an updated sign, need to add the cost of the printing of 1 sign up at a cost of \$295

Events & Networking:

- 🏈 2 x tickets to the Gold Swan / Sponsor Luncheon inclusive of food & drinks
- 🏈 2 x meal voucher to redeem on any Thursday night at the Swan Bistro

Advertising:

- 🏈 Website recognition and direct link to your website
- 🏈 Inclusion in digital Sponsor Business Directory, distributed to all South Barwon players and members
- 🏈 Club Room Table Marketing



General Information:



- All Sponsorship packages will be for the period 1/1/2025 to 31/12/2025.
- The positioning and quantity of signage is based on the level of sponsorship. Existing sponsor signage maybe re-located depending on the level of sponsorship agreed upon.
- Invoices must be paid in full, by the invoice due date.
- Returning sponsors need to indicate their intention to re-sponsor by March 31st of each season.

Sponsorship in 2025:

South Barwon Football Netball Club is extremely appreciative of all our sponsors. It simply would not be possible to run such a successful club without the ongoing support of our sponsors.

South Barwon FNC has grown to be a large community sports club providing a healthy, family friendly environment for some 1000+ members to play sport. Along with their families and supporters, we can provide a sizeable marketing niche to promote your business.

As a potential partner, we encourage you to review the packages in the brochure which summarise the partnership options.

We welcome all returning sponsors and new sponsors to partner with us. Come on board for 2025!

2025 SPONSORSHIP COMMITTEE

For further information:

Email: sponsorship@southbarwonfnc.com



Swans Sponsors Sign Up
2025 Here

