



# Sponsorship Proposal

Shaping A Stronger Community – Together



# About Footscray Rugby Union Club

Since its establishment in 1928, Footscray Rugby Union Club has been a cornerstone of the local community, fostering sporting excellence, inclusivity, and unity.

With over 300 active members across men's, women's, and junior teams, we compete in the Premier Division of the Victorian Rugby Union and the prestigious Dewar Shield.

Our club has produced five Wallabies players, reflecting our legacy of excellence and commitment to the sport.

## Building Community Through Rugby Since 1928

Our values of teamwork, respect, and determination create a vibrant, inclusive environment that embodies the spirit of 'mana' (pride, strength) and 'aiga' (family).

We are more than a rugby club—we are a community hub that brings people together through the power of sport.

# Why Partner with Footscray Rugby Union Club?

Partnering with Footscray Rugby Union Club offers a unique opportunity to align your brand with a respected community institution while gaining significant exposure and engagement.



**Unmatched Digital Exposure:** In 2024, our digital content reached over 560,000 views, providing a cost-effective platform to enhance your brand's visibility. Instagram <https://www.instagram.com/footscrayrugbyclub/>

**Direct Community Engagement:** Connect with a highly engaged local audience that values businesses investing in their community. Our members, families and supporters actively support our sponsors.

<https://www.facebook.com/footscrayrugby>

**Tailored Brand Visibility:** From jersey sponsorships to pitch-side signage and digital campaigns, we offer customizable opportunities to align with your business goals.

**Proven Success:** All our senior teams reached the playoffs in 2024, ensuring consistent media and community attention for your brand.

**Community Impact:** Your support funds junior development, ground improvements, and community programs, helping build a stronger, more connected local community.

# Sponsorship Opportunities

We offer flexible sponsorship packages to suit businesses of all sizes.

These are our core offerings, which can be tailored to meet your specific objectives.



## Platinum Sponsor - \$10,000 per year

- **Prime Branding:** Logo on all senior team jerseys, website homepage, and social media promotions
- **Event Presence:** Exclusive branding at our annual Prize Giving event and all home games
- **Your Business:** We will visit your business to support your events and marketing opportunities with your customers
- **Digital Exposure:** Monthly sponsor spotlight on social media (reaching 560,000+ views annually)
- **Community Engagement:** Opportunity to host a branded community event or clinic with our players
- **Hospitality:** 8 VIP tickets to our annual Prize Giving event.

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## Gold Sponsor - \$5,000 per year

- **Prominent Branding:** Logo on shorts and training gear, pitch-side signage, and website sponsor page
- **Digital Exposure:** Quarterly social media mentions and inclusion in email newsletters
- **Event Presence:** Branding at select home games and community events
- **Hospitality:** 4 VIP tickets to our annual Prize Giving event.



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## Silver Sponsor - \$2,500 per year

- **Branding:** Logo on website sponsor page and select pitch-side signage
- **Digital Exposure:** Bi-annual social media mentions
- **Hospitality:** 2 VIP tickets to our annual Prize Giving event.

## Community Sponsor - \$1000 per year

- **Branding:** Logo on website sponsor page and in event programs
- **Digital Exposure:** Annual social media mention
- **Hospitality:** 1 ticket to our annual Prize Giving event.

**Custom packages are available.** Contact us to discuss in-kind sponsorships (e.g., equipment, services) or specific activations.

# What's in It for You?

A partnership with Footscray Rugby Union Club delivers measurable value

- **Brand Alignment** Associate with our values of teamwork, integrity, and community spirit.
- **Targeted Audience** Reach our diverse audience of 300+ members, their families, and thousands of supporters across the Rugby Victoria Community.
- **Mutual Growth** Collaborate on events, promotions, or community initiatives to enhance your brand's local presence and goodwill.
- **Return on Investment** Our sponsorships are designed to provide tangible benefits, from increased visibility to direct customer engagement.



# How Your Support Makes a Difference

Your sponsorship directly contributes to our Club's sporting, cultural and community development

- **Junior Development** Funding training programs and equipment for our youth teams
- **Facility Upgrades** Enhancing our grounds and clubhouse for community use
- **Community Programs** Supporting inclusive initiatives that promote rugby and wellbeing in the local Footscray community
- **Building Confidence** Supporting our members, families and supporters into employment opportunities and positive community participation.

Join us in shaping the future of rugby in the west of Melbourne while growing your brand.

We are committed to building long-term, mutually beneficial partnerships.



# Let's Shape the Future

Thank you for your time and commitment to our shared vision.

Come down and, visit us at Footscray Park to learn more about our club.



To discuss sponsorship opportunities, please contact:

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