

# WAVERLEY BLUES FOOTBALL NETBALL CLUB



## SPONSOR PROSPECTUS

CONTACT: [waverleyblues@efnl.org.au](mailto:waverleyblues@efnl.org.au)

PRESIDENT: Stephen Pewtress

SPONSORSHIP MANAGERS: Troy Fairbairn & Dwayne Wathen

Waverley Blues Football Netball Club

Mt Waverley Reserve, Fleet St

Mt Waverley VIC 3149

[www.wbfc.com.au](http://www.wbfc.com.au)



Waverley Blues



@Waverley\_Blues



@waverleybluesfc



# WHY PARTNER WITH THE WAVERLEY BLUES...

## *Growth*

3 new senior teams in 2023 and 2 new netball teams - providing opportunities for more than 120 new players

## *Success*

2 senior premierships in 2022 and strong junior programs

## *Community*

A continued focus to make our community and people better on and off the field

# RETURN ON INVESTMENT

## *Exposure*

City of Monash's largest football/netball club. Reach over 10,000 people per week online and in person

## *Partnership*

We consider all sponsorships a partnership where both parties win.

## *Community*

Network & invest with our members, supporters & other sponsors who will consider contributing to your business

# ABOUT THE CLUB



The Waverley Blues were established in 1999, forming from the merger of the Mt Waverley Football Club and Waverley Football Clubs. We have programs and teams that cater for both boys and girls - from Auskick, Junior football and Senior football and netball. In 2019 we celebrated 21 years of the club by inducting 4 Club Legends and in 2022 won two Senior Premierships. The Club operates out of two key centres at Pinewood and Mt Waverley Reserves, where we also play our games on Saturday and Sundays, and we share our facilities with the Mt Waverley Cricket Club. This allows for a streamlined pathway of opportunities for players, parents, officials and supporters of all ages - all year round.



## ON THE FIELD

### Players:

- 130 X Senior Men
- 275 X Junior Boys
- 90 X Junior Girls
- 36 X Senior Women (Football)
- 30 X Senior Women (Netball)
- 30 X Veterans Men (Football)

### Teams:

- 5 X Senior Men
- 1 X Senior Womens
- 10 X Junior Boys
- 3 X Junior Girls
- 3 X Netball

### Premierships

- 4 X Senior Men
- 5 X Reserves Men
- 14 X Junior boys
- 1 X Netball

## KEY ASSOCIATIONS



**A NOT-FOR-PROFIT  
VOLUNTEER RUN CLUB**

## OFF THE FIELD



### Strong social media presence

- Facebook – over 1,900 likes
- Instagram & Twitter – over 1,500 followers

### We have an ever growing membership base!

- 1,250 + email subscribers to Blues News.
- Over 100 paid up members
- New website with online shop and event ticket sales

Our **Committee** includes a wide range of volunteers with strong local business contacts and professional experience.

We are the largest football club in the **City of Monash**, playing in the largest football competition in Australia – the **EFNL**.





## WHAT IS OUR PURPOSE

As a community based sporting club, we strive to provide an environment for people in the community to play AFL football and netball in junior, youth and open age competitions.

We aim to always give our best, strongly contest the ball drawing on our skill and courage, fairly, within the spirit of the game as a team/club collective. The club environment is designed to be a social hub for our community ensuring sustainable values and practices are at the forefront with our behaviour and conduct on and off the field.

## WHAT IS OUR VISION

To be a highly successful, best option-sporting club in our region, always operating under holistic community values, best practice principals toward all members, while developing our club facilities to ensure a strong social platform reinforces our community based operating ideals.

# PLAYER PATHWAY



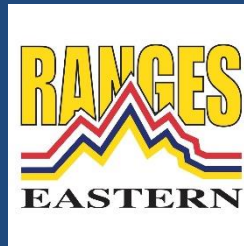
Introductory: Waverley Blues AFL Auskick – Boys & Girls Aged 5-8



Community: Waverley Blues – Boys & Girls Aged 8-19, Men & women 18 + (Football & Netball)



Elite Talent: Tac Cup Boys & Girls Ages 15-19



Professional: VFL Men's & Women's, AFL Women's, AFL



## FOR THE CLUB

Quality coaching resources

Affordable player fees

Quality umpires & officials

Affordable player uniforms

Fund ground hire fees

High quality events

Facility upgrades & investment

Investment into social programs



## HOW CLUB SPONSORSHIP WORKS – FOR YOU AND US



## FOR THE SPONSOR

Apparel Branding

Fixed & digital signage

Website Branding & Promotion

Event partnerships

Direct email advertising

Social media campaigns

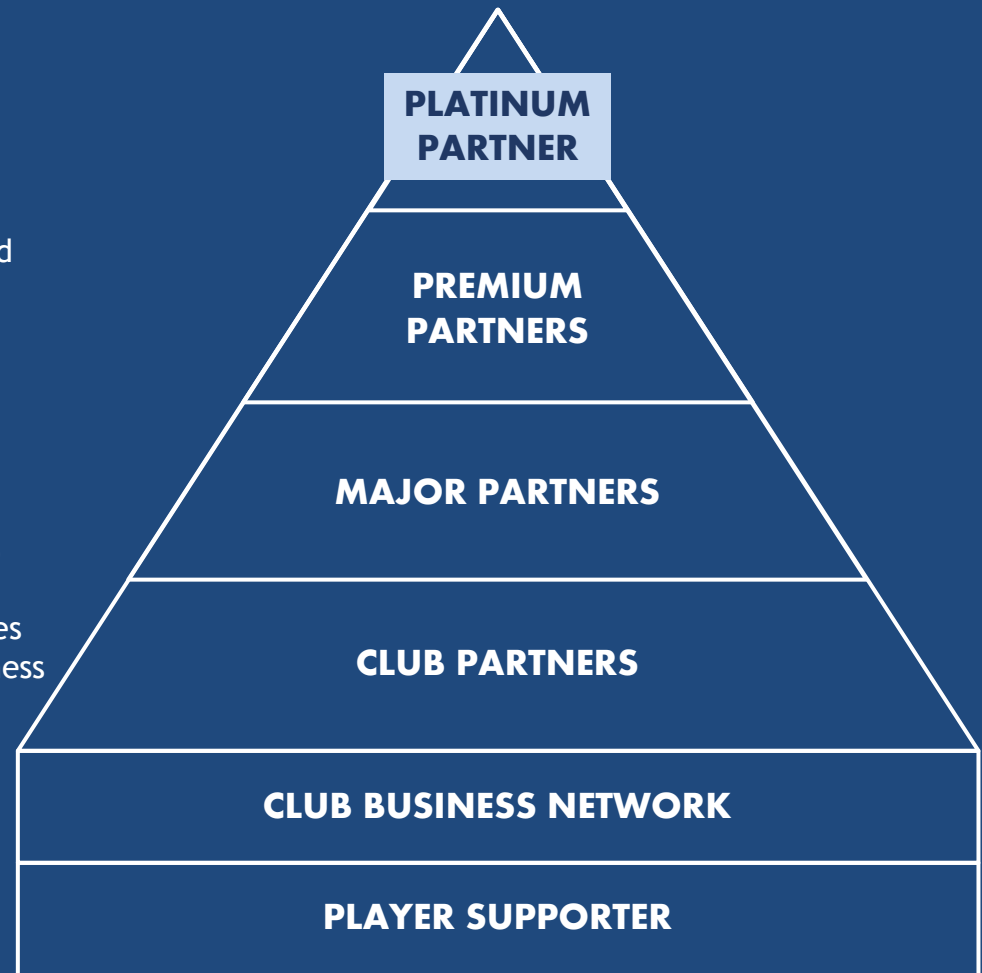
Alignment with social programs

Referral programs

# SPONSORSHIP FRAMEWORK

The Club has a range of sponsorship categories and partnership opportunities ranging from being a member of our preferred Club business network through to partnership which provide tailored branding and promotional opportunities

Depending on the type of sponsorship you take up with the Club we will proactively identify opportunities for you to leverage your partnership and connect with our extensive community of players, families, supporters and aligned businesses to generate a win-win position for both your business and Club.



# OVERVIEW OF STANDARD SPONSORSHIP BENEFITS



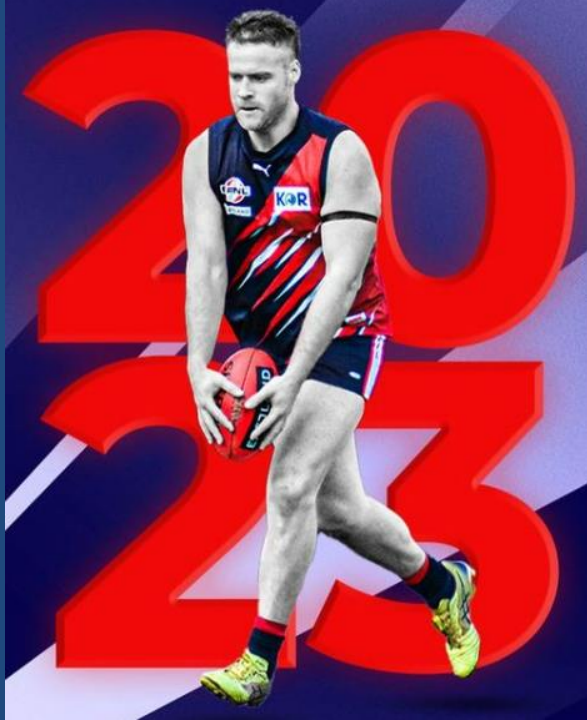
	PLATINUM	PREMIUM	MAJOR	CLUB	BUSINESS NETWORK	PLAYER SPONSOR
<b>EXCLUSIVITY</b>	2 partnership available	Up to 5 partnerships	5-10 partnerships	No limit	No limit	No limit
<b>VALUE &amp; TERM</b>	>\$25,000 Multi-year agreement	\$10,000 - \$20,000 Multi-year agreement	\$5,000 -10,000 Multi-year agreement	\$1,000-3,000 Annual	\$500 Annual	\$250 Annual
<b>DESIGNATION</b>	Primary Club partner - present & prioritised on all Club communications, collateral & merchandise	Key partner of Club program/s - strong presence on high priority program related communications & collateral	Mid-level sponsor - present on selected Club communications & collateral	Entry level sponsor - selected presence on Club communications & collateral - options to build presence	Identified as a preferred supplier or business partner of the Club - recommended to our community	Identified as a supporter of the specific player and by virtue a supporter of the Club
<b>BRANDING</b>	Logo on all senior club playing jumpers and polos (front or back) as well as selected social gear	Logo on selected playing jumpers (ie Juniors, Womens) with selected social gear	Logo on playing shorts and/or selected social gear	Logo on selected playing or training gear - included singlets, shorts, caps, jackets etc Netball Major Sponsor	-	-
<b>PROGRAMS</b>	Default partner of all Club programs	Opportunity to be an official partner of a Club program - seniors, juniors, womens, junior representative, T2o or training	Non-exclusive access to partner a Club program - subject to any exclusive arrangements with Premium partners	-	-	-
<b>EVENTS</b>	Match Day partner for 1x marquee Senior home game (ie Presidents Lunch) First priority to be official partner of specific Club event (ie Junior Season launch) Officially invited to & priority recognition at all Club events	Match Day partner for 1 home Senior game Option to partner with other specific events - ie Junior Season Launch Officially invited to & recognised at Club events	Option to be a match day partner for any available Senior games - subject to arrangements with Premium partners Officially invited to & recognised at Club events	Officially invited to & recognised at Club events	-	-
<b>SIGNAGE (SEE ALSO NEXT SLIDE)</b>	Premium Signage Package at Mt Waverley Reserve and Club to invest into mobile signage at all other home grounds	Premium Signage Package at Mt Waverley Reserve	Standard Signage Package at Mt Waverley Reserve	Standard Signage Package at Mt Waverley Reserve	Business logo and details on Business Network board at Mt Waverley Reserve	Business name & logo on Player Sponsor plaque
<b>COMMUNICATIONS &amp; ADVERTISING</b>	Premium Communications Package plus priority access to direct advertising opportunities with our database	Premium Communications Package with opportunity to direct advertise to our database	Standard Communications Package	Standard Communications Package	-	-
<b>INTEGRATION OPPORTUNITIES</b>	Club to work with partner on innovative and exclusive opportunities to leverage sponsorship and connect with Club community	Club to work with partner on innovative ways to connect partner with our Club community	Club to provide options for partner to connect with our Club community	-	-	-



# SIGNAGE AND COMMUNICATION BENEFITS



	<b>PREMIUM SIGNAGE &amp; COMMUNICATIONS</b>	<b>STANDARD SIGNAGE &amp; COMMUNICATIONS</b>
<b>ELECTRONIC SCOREBOARD ADVERTISING</b>	<ul style="list-style-type: none"> <li>• 60% of available advertising periods shared between platinum and premium sponsors.</li> <li>• Opportunity to play audio/video ads in addition to static images.</li> </ul>	<ul style="list-style-type: none"> <li>• 40% of available advertising period shared between major and club supporters</li> <li>• Static images only</li> </ul>
<b>EXTERNAL GROUND SIGNAGE</b>	<ul style="list-style-type: none"> <li>• Priority location to maximise on traffic (eg at carpark entrance/directly outside clubrooms)</li> </ul>	<ul style="list-style-type: none"> <li>• Located in prime position to maximise on traffic</li> </ul>
<b>INTERNAL FACILITIES SIGNAGE</b>	<ul style="list-style-type: none"> <li>• Priority location (eg above TV/bar/directly inside clubrooms)</li> </ul>	<ul style="list-style-type: none"> <li>• Sponsor logo displayed on sponsors board with all major and club sponsors</li> <li>• Size and positioning of major sponsors given preference to other club sponsors</li> </ul>
<b>WEBSITE</b>	<ul style="list-style-type: none"> <li>• Visibility in prominent position on club website (ie visible as soon as you access the site)</li> </ul>	<ul style="list-style-type: none"> <li>• Visibility on the club's homepage</li> </ul>
<b>SOCIAL MEDIA</b>	<ul style="list-style-type: none"> <li>• Agreed social media strategy to target key demographics at key periods (eg Christmas, EOFY, holiday periods)</li> <li>• Any company offers/specials promoted via all club social channels</li> <li>• Opportunity for thank you's, feature articles, targeted graphics and other mutually beneficial content</li> </ul>	<ul style="list-style-type: none"> <li>• Club will recognise and promote sponsor offers/promotions</li> <li>• Opportunity to feature in thank you's, articles and graphics</li> </ul>
<b>COMMUNICATIONS</b>	<ul style="list-style-type: none"> <li>• Prominently displayed on all email updates from the president, senior coach and other key figures</li> <li>• Featured bio prior to event/match day sponsorship</li> <li>• Opportunity to directly promote via club emails (if appropriate)</li> </ul>	<ul style="list-style-type: none"> <li>• Recognised on all email updates from the president</li> <li>• Targeted marketing offers will be considered if practical</li> </ul>
<b>INTEGRATION OPPORTUNITIES</b>	<ul style="list-style-type: none"> <li>• Club to work with partner on innovative and exclusive opportunities to leverage sponsorship and connect with Club community</li> <li>• This may include on site events or functions held on sponsor's premises or sponsors coming to the club. The club will co-promote with the sponsor about the benefits to both parties and the community (if practical)</li> </ul>	<ul style="list-style-type: none"> <li>• Club to work with partner on innovative ways to connect partner with our Club community</li> </ul>



## Sponsorship Opportunities

Team Jumpers (back & front),  
playing shorts, off field apparel, Mt  
Waverley Reserve Signage, Major  
Scoreboard Sponsor, Netball Teams  
and more

Contact:

[waverleyblues@efnl.org.au](mailto:waverleyblues@efnl.org.au)





waverleybluesfc THE RESERVES ARE PREMIERS!!! 🇷🇺🇯🇵🇦🇺

WINNING BY A POINT IN GOLDEN POINT!! 🏆🏆🏆

13w

mjfoster1 Heart stopper..... Great stuff guys!! Go Blues!!

13w Reply

fond175 Congratulations 🎉🎉

13w Reply

carina.garland Congratulations! 🎉🎉🎉

13w Reply

👍 🔍 📌

👤👤 Liked by kellwath and 262 others

SEPTEMBER 3

**Waverley Blues Football Netball Club**  
November 22 at 8:54 PM

Congratulations @rileycollier\_ - pick 20 Richmond FC 🐾🐾🐾

🇷🇺🇯🇵🇦🇺

Picked approved by our senior player @dwathen...



👍❤️ 151      7 comments 7 shares

**Waverley Blues**

Your Page Insights Summary for Waverley Blues Football Netball Club

November 9 - December 6

10K Post Reach +195%	9.6K Post Engagements +76%	15 New Page Likes +50%
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In the news

Contact:  
waverleyblues@efnl.org.au