SPONSORSHIP PROSPECTUS

EST. 1999 NEWTOWN SWANS

NEWTOWN SWANS JUNIOR AUSTRALIAN FOOTBALL CLUB
info@newtownswans.com.au

ABOUT NEWTOWN SWANS JUNIOR AFL CLUB

The Newtown Junior Australian Football Club (Newtown Swans) is a genuine community club. Established in 1998, and fielding its first team in 1999, it celebrates 25 years in 2024.

With over 300 players aged 5 to 17 years across juniors, youth girls and AusKick, and a family membership database over 600, Newtown Swans is a fun and family-friendly club based in Sydney Park, Alexandria in Sydney's vibrant inner west. We have 20 teams including boys teams, girls teams and mixed. Our club promotes an inclusive and active volunteer ethos, and members contribute their time and passion to our club.

Weekend game days for Newtown Swans are exciting and atract volunteers, parents, kids and the general community. Watching games at Alan Davidson Oval from 'the hill' with a sausage sandwich from our volunteer-run BBQ is a Newtown Swans tradition.

We seek your support to promote Australian rules football in Sydney through sponsoring our club, and help Newtown Swans drive enthusiasm, skills and love of the great sport of AFL.

HOW WE REACH OUR MEMBERS, AND HOW YOU CAN BENEFIT

Newtown Swans has an active and engaged membership base. We produce a monthly newsleter distributed to all players, families and supporters, and posted on our website. We have a vibrant and fresh social media presence on Instagram and Facebook, plus our website, street signs, banners, corflutes, and game day signage at our home ground, Alan Davidson Oval in Sydney Park, Alexandria.

We distribute postcards and leaflets promoting our club and events, and regularly host 'pop-ups' to promote our club at strategic locations in the Inner West. We have an extensive red and white merchandise range.

Our sponsorship packages utilise these channels to position your brand to enjoy the positive relationship we have built with our players, their families, our supporters and the local community.

SPONSORSHIP PACKAGES

Tiers and Benefits

The benefits detailed below are open for negotiation. Our aim is to tailor the benefits to suit your needs.

Bronze Newtown Swans Affiliate

As a bronze affiliate, your package includes a junior, youth girls or AusKick registration, plus your logo on the front page of our website.

Silver Newtown Swans Partner

As a silver partner, you get all the benefits of bronze, plus 2 social media posts promoting your brand on our social media channels and website throughout the season. Additionally, you receive 2 ads or text in our monthly newsleter.

Gold Newtown Swans Partner

As the gold partner, you get all the benefits of silver, but better! You receive 2 Newtown Swans registrations, your logo on our website, 4 social media posts and 4 ads or text in our monthly newsleter. Your teardrop banner will be displayed around the ground on game days.

Red and White Newtown Swans Major Partner

We offer an exclusive single red and white major partner package. Your business receives 2 club registrations, your logo on our website, 6 social media posts, 6 ads in our newsleter, teardrop banners displayed at all game days. Additionally, your business has the opportunity to provide a promotional offer direct to our membership, your logo will be included on Newtown Swans street banners, and you will have naming rights to our Volunteer of the Year Award, which is presented at our Presentation Day in September.

SUMMARY OF BENEFITS

	BRONZE	SILVER	GOLD	RED AND WHITE
Annual value of package*	$500 plus GST	$1000 plus GST	$2500 plus GST	$10,000
Included Junior, Youth Girls or AusKick registrations	✔ (1)	✔ (1)	✔ (2)	✔ (2)
Your logo on Newtown Swans website	✔	✔	✔	✔
Social media posts during season		✔ (2 posts)	✔ (4 posts)	✔ (6 posts)
Inclusion of your text or ad in monthly newsleter		✔ (2 newsletters)	✔ (4 newsletters)	✔ (6 newsletters)
Your teardrop banner displayed at all game days			✔	✔
Your promotional offer to Newtown Swans database				✔
Inclusion of your logo on Newtown Swans street banners				✔
Naming rights for volunteer of the year award				✔
First right of refusal of sponsorship of Newtown Swans 25 Years Gala celebration in 2024				✔
Number of packages available	6	5	4	1

**Values may change if the sponsor wishes to enter a multi-year agreement*
All the above figures are in AUD and may be all cash, part cash and gift-in-kind or all gift-in-kind.

"...CHEER, CHEER THE RED
AND THE WHITE,
HONOUR THE NAME
BY DAY AND BY NIGHT,
LIFT THAT NOBLE BANNER HIGH,
SHAKE DOWN THE THUNDER
FROM THE SKY
WHETHER THE ODDS
BE GREAT OR SMALL,
SWANS WILL GO IN
AND WIN OVER ALL
WHILE OUR LOYAL SWANS ARE MARCHING
ONWARDS TO VICTORY!..."

Find out more!
Get in touch with us today! Email info@newtownswans.com.au, contact
Dan Hennessy, Club Treasurer on 0414 901 008 or
Emma Walters, Club Secretary on 0419 204 454.

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