



**CALOUNDRA PANTHERS  
AUSTRALIAN FOOTBALL  
CLUB**

**SPONSORSHIP PROSPECTUS 2023**



# **CALOUNDRA PANTHERS FOOTBALL CLUB**

The Caloundra Panthers Australian Football Club (CAFC) is a community club based in the Sunshine Coast Queensland. We have teams for juniors and senior players for all – girls, boys, women and men.

Our aim is to develop and promote football within our community and provide opportunities for active participation in the club for all members.



# THE HISTORY OF CAFC

Established in 1973, Caloundra Panthers Australian Football Club is proudly celebrating their 50 years of being a community club in 2023.

Caloundra Australian Rules Football Club Inc. (CAFC) was founded in 1973. The first team was made up of a non-traditional mix of Rugby League, Rugby Union and ex-Victorian players who just wanted to have a run on the weekend. They played their first three years at the now Caloundra Airport on the Sunshine Coast, Queensland. In 1976, the CAFC moved to North Street, Caloundra where the Club is still situated today.

By the late 1980's, Caloundra was a force to be reckoned with, winning a series of junior and senior premierships across a variety of age groups. We are proud to have had numerous players that have progressed through to the national AFL and AFLW competition.

CAFC have continued to expand and in 2022 celebrated with the inaugural women's team into the QFAW competition. In 2023, we are expanding further with our third men's team into Division 4 of the QFA competition.



# WHY SPONSOR CAFC?

## GIVING BACK

By supporting CAFC, you are giving players the opportunity to participate in an active sport they enjoy regardless of their financial situation

## REACHING LOCAL COMMUNITY

Being a club with four senior teams, the advertising that comes with sponsoring has great potential with our various packages.

## YOUR NAME IS VISIBLE

Some of our sponsorship packages include your logo on our playing jumpers - with over 80 seniors playing every week at home games and away games - that's great advertising!

## CAFC EVENTS

CAFC has regular events that attract the wider community, your logo and business is branded at the events leading to more exposure.

## FEEL GOOD & TAX TIME

By sponsoring your local community sports club - CAFC, you will feel good but also, it's tax deductible!



# OUR DIGITAL REACH

For Caloundra Panthers Australian Football Club, 2022 was a year of growth and we continue to grow.

The below is current data on our reach across the wider community.



## FACEBOOK

Our official CAFC  
Facebook Page has  
2.9K followers.



## INSTAGRAM

CAFC Instagram Page  
has 837 followers.



# MAJOR CLUB SPONSOR

>\$20,000

Whole Club Sponsor.

Only One Available.

- Logo on home & away team jumpers and apparel
- Logo on scoreboard signage, coaches box, external clubroom signage, internal clubroom signage and fence signage.
- Ongoing promotional opportunities through all digital media at our clubrooms including CAFC Website, Facebook, Instagram and digital screens
- Fortnightly social media promotion (unique posts and/or sharing of relevant marketing collateral)
- Weekly content posts on CAFC Facebook and Instagram including logo on game day fixture/team posts
- Web banner displayed on website on home page and under 'Major Sponsor'
- Access to club communications for all business promotions including business discounts for club members.
- Two VIP sponsors kits including club membership and polo top.
- Two tickets to Senior Presentation Day Event.
- Invitation to Sponsors Day Event for your business @ a Senior Round with catering (food & drinks) provided for up to four people
- Two tickets to Sportsman's Lunch Event
- Two Ticket Entries to 'Last Man Standing' Club Event



# GOLD SPONSOR

>\$7,500

Senior Team Sponsor.

Two available per team.

- Logo on home & away team jumpers and apparel
- Logo on fence signage.
- Ongoing promotional opportunities through all digital media at our clubrooms including CAFC Website, Facebook, Instagram and digital screens
- Monthly social media promotion (unique posts and/or sharing of relevant marketing collateral)
- Logo displayed on website under 'Gold Sponsor'
- Access to club communications for all business promotions including business discounts for club members.
- One VIP sponsors kit including club membership and polo top.
- Two tickets to Senior Presentation Day Event.
- Invitation to Sponsors Day Event for your business @ a Senior Round with catering (food & drinks) provided for up to four people
- Two tickets to Sportsman's Lunch Event
- One Ticket Entry to 'Last Man Standing' Club Event



# SILVER SPONSOR

>\$2,500

Maximum of 10.

- Logo on CAFC team apparel
- Logo on fence signage.
- Ongoing promotional opportunities through all digital media at our clubrooms including CAFC Website, Facebook, Instagram and digital screens
- Logo displayed on website under 'Silver Sponsor'
- Access to club communications for all business promotions including business discounts for club members.
- One VIP sponsors kit including club membership and polo top.
- Two tickets to Senior Presentation Day Event.
- Invitation to Sponsors Day Event for your business @ a Senior Round with catering (food & drinks) provided for up to four people
- One Ticket Entry to 'Last Man Standing' Club Event





# BRONZE SPONSOR

>\$1,500

Multiple Available.

- Logo on fence signage.
- Ongoing promotional opportunities through all digital media at our clubrooms including CAFC Website, Facebook, Instagram and digital screens
- Logo displayed on website under 'Bronze Sponsor'
- Access to club communications for all business promotions including business discounts for club members.
- One VIP sponsors kit including club membership and polo top.
- Two tickets to Senior Presentation Day Event.
- Invitation to Sponsors Day Event for your business @ a Senior Round with catering (food & drinks) provided for up to four people



# PLAYER SPONSOR

\$750

Available with Players Support.

- For businesses or personal sponsors who wish to sponsor a senior player. The total sponsorship will be used to waive the fees of the player sponsored.
- Business Logo/Sponsors Name will be displayed with an image of the player.
- Ongoing promotional opportunities through all digital media at our clubrooms including CAFC Website, Facebook, Instagram, newsletter and digital screens
- Access to club communications for all business promotions including business discounts for club members.
- One VIP sponsors kits including club membership and polo top.
- One Ticket to Senior Presentation Event.
- Invitation to Sponsors Day Event for your business @ a Senior Round with catering (Food & Drinks) provided for up to two people.



# SPONSORSHIP AGREEMENT 2023

Caloundra Australian Rules Football Club Inc. is a 'not for profit' community organisation in every sense and continues to not only honour its primary objective of the promotion and development of AFL sport in the Caloundra community, but also strives to increase its community contributions both in cash, and in kind, every year. Your generosity allows us to keep registration fees down which enables Caloundra Panthers Australian Football Club to continue offering members of our community the ability to play football.

**Sponsorship Level Commitment:** \_\_\_\_\_

Business Name (as it should appear when promoting): \_\_\_\_\_

**Business Address:** \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Authorised by: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Total Amount Payable to Caloundra Australian Rules Football Club Inc.: \_\_\_\_\_

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## PAYMENT (DIRECT DEPOSIT):

Bank: **Bank of Queensland**

Bank Account Name: **Caloundra Panthers AFL Club Inc.**

Bank Account BSB: **124 038**

Bank Account Number: **224 722 38**