

2024/2025 Sponsorship Prospectus



Caloundra Panthers Junior AFL Club

Caloundra Juniors Australian Football Club (CJAFC) commits to a strong focus on community and continues to work hard with its players, coaches and members alike, in order to both promote and build on the values of the club.

CJAFC is currently home to more than 200 junior players, in age groups from U6 to U17.

As the designated AFL Club for the Caloundra South corridor, CJAFC's player and supporter base is continuing to increase as more young people join the club to play AFL.

The club has enthusiastically embraced the addition of U13, U15 and U17 girl's AFL teams, with more young girls drawing encouragement from the burgeoning growth of the AFLW league to pursue their own AFL journey. 2023 continued to be another noticeable growth season for our CJAFC female teams with player number increases and several of our girls being selected into the Brisbane Lions Academy Program.

The growth of this offering at CJAFC means that junior female players have a clear pathway to continue their AFL path, with players encouraged to progress through to the women's QAFW senior side.

2022 was an exciting inaugural year for CJAFC's senior female players as they competed as part of the Caloundra Panthers family for the first time, with the junior female team competing for their second season.

A successful 2023 season was had by our senior women's team, achieving Runners-Up in the QFA Hart Div. 3 competition.



Our Club

Our senior men's teams also showed success on the field with Seniors and Reserves both finishing top 4 in the QFA Hart Div. 1 competition, our QFA Hart Div. 4 side took home the premiership.

Carter Park on North Street, Golden Beach is home ground for the Caloundra Panthers, but also forms part of the 'Caloundra Reserve1000 Sports Hub' - a highly frequented sports venue used for AFL, Little Athletics, Netball, Basketball, Volleyball, and numerous other sports that frequent the neighbouring stadium and amenities.

The CJAFC has a strong community focus and includes regular 'additional' activations in the overall club program, such as special events, training sessions and other community engagement programs.

This extended reach into the community offers sponsors the opportunity for wider brand recognition, potential engagement with a larger audience and extended public reach.

Sponsors who support the Caloundra Junior Australian Football Club become more than sponsors, they become partners of the club and form part of the overall club network.

As such, the CJAFC community ensure that the services that are offered by supporting sponsors are promoted wherever and whenever possible across such channels as the CJAFC newsletter, social media channels, special events... and more.



Our Club cont'd

Our Digital & Social Reach

2023 was yet another significant growth year for the Caloundra Juniors Australian Football Club.

Particularly notable was the increase in the club's digital reach across both the club and the wider local community.

As such, CJAFC can offer the opportunity for sponsors to 'be seen' by a large (and continually growing) audience of Facebook and Instagram followers, as well as an ever-growing internal audience, via the monthly newsletter - which is distributed to members, players and sponsors.



Why Invest in the Caloundra Juniors AFL Club?

- ✓ **You'll be giving back to a local grassroots sporting club**
- ✓ **You'll reach the local community**
- ✓ **Your name will be visible... and will be noticed**
- ✓ **You'll be a key part of CJAFC events**
- ✓ **Your support will be an integral contributor to the club's continuing growth and success**





Caloundra Panthers
Junior AFL Club
Sponsorship Opportunities

Gold Sponsor

- Logo on the back of all junior club polos (more than 200 players + club officials, members and supporters)
- Logo on all junior training tops (more than 200 players across 10+ teams)
- Business logo signage on Junior Sponsors Board (situated on prominent side of clubhouse)
- 2 x fence signs
- 4 x club polo tops
- 2 x ticket entries to 'Last Man Standing' Club Event per year
- 2 x invitations to 'Sponsors Day Event' for your business at a Senior Round with catering (food & drinks) provided per year
- Ongoing promotional opportunities through all CJAFC digital media platforms including website, Facebook, Instagram and digital screens within the clubhouse
- Business logo displayed on CAJFC website banner under 'Gold Sponsor'
- Opportunity to access to club communications for approved business promotions including business discounts for club members



Silver Sponsor

- Logo on a sleeve of all junior club polos (more than 200 players + club officials, members and supporters)
- Logo on all junior training tops (more than 200 players across 10+ teams)
- Business logo signage on Junior Sponsors Board (situated on prominent side of clubhouse)
- 1 x fence sign
- 2 x club polo tops
- 2 x invitations to 'Sponsors Day Event' for your business at a Senior Round with catering (food & drinks) provided per year
- Ongoing promotional opportunities through all CAJFC digital media platforms including website, Facebook, Instagram and digital screens within the clubhouse
- Business logo displayed on CAJFC website banner under 'Silver Sponsor'
- Opportunity to access to club communications for approved business promotions including business discounts for club members



Bronze Sponsor

- Logo on all junior training tops (more than 200 players across 10+ teams)
- Business logo signage on Junior Sponsors Board (situated on prominent side of clubhouse)
- 2 x club polo tops
- 2 x invitations to 'Sponsors Day Event' for your business at a Senior Round with catering (food & drinks) provided per year
- Ongoing promotional opportunities through all CJAFC digital media platforms including website, Facebook, Instagram and digital screens within the clubhouse
- Business logo displayed on CAJFC website banner under 'Bronze Sponsor'



Fence Signage Sponsor

- Business logo and details to be included on your own fence sign, located around the Carter Oval ground
- 2 x club polo tops
- 2 x invitations to 'Sponsors Day Event' for your business at a Senior Round with catering (food & drinks) provided
- Ongoing promotional opportunities through all CJAFC digital media platforms including website, Facebook, Instagram and digital screens within the clubhouse



Bespoke Packages

If you have specific goals and a vision for your involvement with the Caloundra Juniors AFL Club and would like to discuss a bespoke sponsorship package, please let us know.

We can then work with you to create a package that suits your organisation's goals, while also aligning with the core values of the Caloundra Panthers. Just reach out to discuss...

In-kind Sponsor

If you have a product or service that you believe would benefit the club, then please contact the club's sponsorship co-ordinator to discuss the ways in which your business can be involved.

We can then work with you to create a package that suits your organisation's goals, while also aligning with the core values of the Caloundra Panthers. Just reach out to discuss...

Donation Sponsor

If you would like to support the Caloundra Panthers Junior AFL Club but are unable to commit to any of the sponsorship packages listed in this proposal, please feel free to contact the club's sponsorship co-ordinator to discuss other ways in which your business can be involved.

We can then work with you to create a package that suits your organisation's goals, while also aligning with the core values of the Caloundra Panthers. Just reach out to discuss...



Terms & Conditions

- All prices are quoted in Australian Dollars and are inclusive of GST
- Sponsors are responsible for the development and supply of any advertising and marketing material
- The Caloundra Panthers Junior AFL Club, at its sole discretion, may choose to upgrade some components of a sponsor's package benefits



We hope you can join us. Let's chat...

Chris Fleming - Sponsorships Co-ordinator

M: 0429 212 236

E: caloundrajafcsponsorships@gmail.com

Travis Lloyd - President, Junior Club

M: 0418 874 004

E: caloundrajafc@gmail.com

Let's get social...



aflcaloundra.com



CaloundraJuniorAFC



caloundra_juniors_afl



SPONSORSHIP AGREEMENT 2024/2025

Caloundra Australian Rules Football Club Inc. is a 'not for profit' community organisation not only honours its primary objective of the promotion and development of AFL sport in the Caloundra community, the club and the CPJAC community 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 the Caloundra Panthers Australian Football Club to continue offering members of our local community the opportunity to play football.

Sponsorship Commitment Level: _____

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.: _____

PAYMENT (DIRECT DEPOSIT):

Bank: Bank of Queensland

Bank Account Name: Caloundra Junior Australian Rules Football Club Inc.

Bank Account BSB: 124 038

Bank Account Number: 217 552 48