

Footscray Rugby Club

2025 Sponsorship Proposal

Outline

- Our club
- Why Partner With Us
- Sponsorship Packages
- Next steps

Our Club

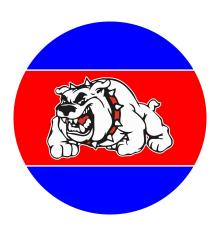
Founded in 1928, Footscray Rugby Club stands as a cornerstone of sport in West Melbourne. With over 200 active members across men's, women's, and junior teams, we're more than just a club.

Our success goes beyond our senior grades making finals, growth in our junior programme or our online presence. We're committed to building our community around our club values and the values of the game.

We're committed to developing local talent and creating an inclusive environment where everyone can thrive. As the only Dewar Shield team in the West, we're building a legacy that connects our proud history with an exciting future



Why partner with us?



- Digital Presence: Reaching over 560,000 views and impressions in 2024, we offer cost-effective brand exposure by integrating your business into our content strategy.
- Targeted audience: Direct access to an engaged local audience who actively support community partners
- Brand visibility: Physical and digital opportunities to to expand local brand presence to compliment your business strategy

Why partner with us?



- Proven success: All senior grades reached playoffs in 2024, with our First Grade, Second Grade, and Women's teams making finals - our winning culture attracts consistent media and community attention.
- Community Impact: With over 200 active members across all age groups - we're not just a sports club we're a community that connects families, businesses and residents throughout metro Melbourne
- Melbourne, we're building on 95 years of history while shaping the future of local sport through inclusive programs and youth development.

Business Partnership Pathways

Bronze Community Engagement	Silver Strategic Visibility	Gold Impact Partnership	Platinum: Elite Partnership
Logo placement on game-day programs	All Bronze benefits, plus:	All Silver benefits, plus:	All Gold benefits, plus:
"Sponsor Spotlight" feature on social media channels	Logo placement on team training kits	Premium logo placement on match day banners	Premier naming rights (ground or main event)
Invitations to sponsor networking events	Regular features in club newsletter and website	Enhanced community program acknowledgment	Co-created branded community initiative
Distribution of branded materials at select club events	One dedicated social media campaign or content series	Multiple social media campaigns throughout season	Featured sponsor in all club communications and press releases
Select dub events	Access to club facilities for one corporate event per season	Priority access to event speaking opportunities	Custom content series featuring your brand
			VIP access and speaking rights at all major events

Next Steps



Let's connect: Please reach out to Davis (davis.tui@gmail.com or +61423006989) to explore sponsorship opportunities that align with your business goals