



# ***Footscray Rugby Club***

## ***2025 Sponsorship Proposal***

*Footscray Rugby Union Club acknowledges the Wurundjeri, Boonwurrung, Wathaurung, Daungwurrung and Dja DjaWrung Peoples of the Kulin Nation, Traditional Custodians of the land on which we stand, and we acknowledge their connections to land, sea and community. We pay our greatest respects to their Elders past and present and extend that respect to Aboriginal and Torres Strait Islander peoples.*

# Outline

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



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# 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



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# 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
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# 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
  - **Growing Legacy:** As the premier rugby club in West Melbourne, we're building on 95 years of history while shaping the future of local sport through inclusive programs and youth development.
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# Business Partnership Pathways

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

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# Next Steps



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

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