



CORPORATE CLUB **SPONSORSHIP** **PACKAGES**

2024 Season
2025 Season
2026 Season
- 140 Year Celebration Year

PREMIERS



WHO IS THE WILLIAMSTOWN CYMS FOOTBALL CLUB?

Established in 1886 we are one of Australia's oldest sporting clubs. Throughout our long history we have played a significant role in the Williamstown community, bringing people together in sporting endeavours for over 120 years from our home base at The Fearon Reserve.

Today, we are truly the 'community club' with most of our players, coaches and committee living and working in the Inner West. Our club has also grown considerably over the last decade, with us now boasting 8 sides every weekend, with 4 Senior Men's, 2 Senior Women's and 2 Under 19's sides. Our Senior Men compete in Premier B and our Senior Women compete in Division 1, in the VAFA, the largest amateur football league in the state.

OUR COMMUNITY REACH

The Club has a large Member & Supporter base and has established a strong relationship with the local 3016 community over many years, as the Oldest Senior Men's & Women's Amateur Football club on this side of the Westgate Bridge. Your involvement & support of the club will open doors to the CY's community as a result of your Sponsorship.

The clubrooms are well frequented throughout the season, including midweek training, events & club dinners, through to weekly home games where the away side typically joins our players & supporters for the "Around the Grounds Results Announcement". Club Sponsors Branding & Signage is well positioned to maximise exposure at both the Fearon in Williamstown & Lofts Reserve in Newport.

All Sponsors branding & signage is included throughout the Game Day presentation at the Fearon on the digital scoreboard, including on rotation after each goal, and between quarters.

In addition to the physical presence in and around the Williamstown catchment, the club has built a significant social media presence ready to promote your business to in excess of 1900 Instagram followers, 2,200 Facebook followers and 600 Twitter followers, not to mention prominent Sponsorship Branding on the club homepage with links straight back to your business website.

We are excited to partner with you over the next 3 seasons as we lead into the 140 Year Celebration year in 2026

With thanks

Williamstown CYMS Players & Committee



PREMIUM SPONSORSHIP PACKAGE

Premium Sponsorship Package Includes:

Branding, Signage & Social Media

- Name / Logo on selected off field apparel
- Signage around our 2 home grounds, The Fearon Reserve, Williamstown and Lofts Reserve, Newport around the ground and inside club rooms (*optional at cost price*)
- Digital scoreboard advertisements / promotion (*name and logo or short video*)
- Digital advertisement on the Fearon club room TVs
- Dedicated Social Media posts promoting your business, throughout the season
- Access to our rapidly growing business network with over 250 connections, "The Gullyery" to help your business recruit and hire new Employees
- Logo on front page of club website – Sponsors Banner
- Company Logo on Season 2024, 2025 & 2026 Club Sponsors Board – Fearon Club Rooms
- Logo on official letterhead, which includes club Member Communication
- Business name on all Season Membership cards & Club Drink Cards
- Business promotional article in email communication throughout year

Club Events & Game Day

- 2 x Tickets to the Club Monster Raffle
- 10 x Tickets to Sponsors Luncheon
- 10 x Tickets to Grand Final Eve Luncheon
- Pop Up Banners at all club events
- Discounted "Member Ticketing price" for Company Staff to all club events
- Club Membership / Drink Card (*inc. 2 complimentary drinks x 9 Fearon home games*)

Exclusivity Opportunity

- Premium Sponsors are afforded exclusivity in their business Category for the sponsorship period
- Expected commitment (*for club apparel and playing uniform signage*) is 3 consecutive years
- Football season runs from March to September each year, with club activity for 10 months of the year
- Payment instalments can be broken up to 3 payments throughout the year

PREMIUM Sponsorship Value
\$10,000 (plus GST) per season



GOLD SPONSORSHIP PACKAGE

Gold Sponsorship Package Includes:

Branding, Signage & Social Media

- Name / Logo on apparel items provided to the Players
- Signage around our Second Home Ground - Lofts Reserve, Newport around the ground and inside club rooms *(optional at cost price)*
- Digital scoreboard advertisements / promotion *(name and logo or short video)*
- Digital advertisement on the Fearon club room TVs
- Dedicated Social Media posts promoting your business, throughout the season
- Access to our rapidly growing business network with over 250 connections, "The Gullyery" to help your business recruit and hire new Employees
- Logo on front page of club website – Sponsors Banner
- Company Logo on Season 2024, 2025 & 2026 Club Sponsors Board – Fearon Club Rooms

Club Events & Game Day

- Discounted "Member Ticketing price" for Company Staff to all club events
- 2 x Complimentary Tickets to the Sponsors Lunch
- Discounted "Member Ticketing price" for Company Staff to all club events
- Club Membership / Drink Card *(inc. 2 complimentary drinks x 9 Fearon home games)*

Sponsorship Opportunity

- Gold Sponsorship categories are the entry level Corporate Sponsorship Package
- Expected commitment *(for club apparel and playing uniform signage)* is 3 consecutive years
- Football season runs from March to September each year, with club activity for 10 months of the year
- Payment instalments can be broken up to 2 payments throughout the year if required

GOLD Sponsorship Value
\$5,000 *(plus GST) per season*



COMMUNITY PARTNERSHIP PACKAGE

Community Partnership Package Includes: **Branding, Signage & Social Media**

- Digital scoreboard advertisements / promotion (name and logo or short video)
- Access to our rapidly growing business network with over 250 connections, "The Gullyery" to help your business recruit and hire new Employees
- Company Logo on Season 2024 Club Sponsors Board – Fearon Club Rooms
- Logo on front page of club website – Sponsors Banner
- Company Logo on the front page of the e-newsletter
- Promotion of your business through an article in newsletter in season as well as various electronic digital marketing (*email & Facebook or another social media medium of your choice*)

Club Events & Game Day

- Discounted "Member Ticketing price" for Company Staff to all club events
- Club Membership / Drink Card (*inc. 2 complimentary drinks x 9 Fearon home games*)

Sponsorship Opportunity

- Commitment - 2024 Season
- Community Partnership Packages are ideal for local small business partners & community groups
- Football season runs from March to September each year, with club activity for 10 months of the year

COMMUNITY PARTNERSHIP Package Value
\$2,500 (plus GST) per season



ONFIELD JUMPER SPONSORSHIP

Jumper Sponsors - New for Season 2024:

Jumper Sponsorship Opportunity across 4 Different Teams

- A completely New Set of Jumpers will be purchased across the 4 squads in Season 2024:
 - 2x Women's Teams - Senior & Reserve Sides \$1,250 Front & \$1,250 Back
 - 2x Men's Teams - 3rds & 4ths Sides \$1,250 Front & \$1,250 Back
 - 2x Under 19's Teams - Premiers & Colts \$1,250 Front & \$1,250 Back
 - 2x Senior Men's Teams - Senior & Reserve Sides \$1,250 Front & \$1,250 Back
- Jumper Sponsorship Available to Gold & Premium Sponsors only
- Jumper Sponsorship is available to any Premium or Gold Sponsor who commits to at least the 2024, 2025 & 2026 Seasons
- The Club reserves the right to restrict Jumper Sponsors where the business is not in keeping with the Community Standards, and Player & Member expectations
- The intention is that each jumper will have a different sponsor on the front and back of the Jumper
- A sponsor may elect to sponsor more than 1 squad
- 60 Jumpers per squad - Front Jumper Sponsor - \$1,250 (Inc. GST) - Exclusive Logo Placement
- 60 Jumpers per squad - Back Jumper Sponsor - \$1,250 (Inc. GST) - Exclusive Logo Placement



PLAYER SPONSORSHIP PACKAGE

2024 Player Sponsorship Package Includes: **Player Sponsors Fees**

- Your Player's Club Participation fees & insurance for the 2024 season - paid!

Branding, Signage & Social Media

- Access to our rapidly growing business network with over 250 connections, "The Gullery" to help your business recruit and hire new Employees
- Company Logo on Season 2024 Club Player Sponsors Board - Fearon Club Rooms
- Logo & Company / Private name on club website - Player Sponsors Page
- Digital scoreboard - Player Sponsors Acknowledgement (*Name or Company Logo*)
- Company Logo & Branding on Sponsors Promotional Video
- Company Logo / Name on Williamstown CYMS electronic marketing (*prominent on social media and emailed to almost 1000 locals and club supporters*)

Club Events & Game Day

- 1 x Ticket to either Presidents Lunch or Sponsors Lunch
- Discounted "Member Ticketing price" to all club events
- Club Membership / Drink Card (*inc. 2 complimentary drinks x 9 Fearon home games*)

Sponsorship Opportunity

- Commitment - 2024 Season
- Easiest way to help your sponsored player whilst engaging with the club throughout the year at the club events
- Football season runs from March to September each year, with club activity for 10 months of the year

PLAYER Sponsorship Value
\$700 (*Inc GST*) 2024 season

CLUB SUPPORTER & MEMBER PACKAGE

Club Supporter & Member Package Includes:

Club Apparel

- Choice of 2024 Club Scarf or Beanie

Club Events & Game Day

- Discounted "Member Ticketing price" for Company Staff to all club events

Club Voting Rights

- Commitment - 2024 Season
- Club Voting Rights
- Club updates, newsletters, social media updates

Club Supporter & Member Value
\$100 (Inc GST) per season



Proudly
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"This Space is Reserved for
Your Company Name & Logo
on our 2024 Sponsors Board"

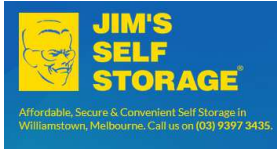
Thank you to our 2023 Premium Sponsors:



Thank you to our 2023 Gold Sponsors:



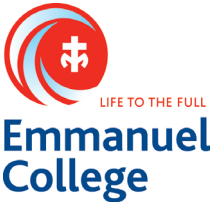
Thank you to our 2023 Blue Partners:



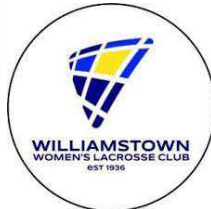
Observe[®]



Thank you to our 2023 Community Partners:



**HOBSONS
BAY CITY
COUNCIL**



THE GALLERY



*Williamstown
Superules*

