

# REPRESENTATIVE TEAMS SPONSORSHIP PROPOSAL 2025



FOOTBALL  
**GEELONG**  
REGION

Football Geelong Region is thrilled to present an exciting opportunity for you to partner with us to support and develop young football talent.

Each year we select players who proudly represent Geelong at the Regional Country Championships, a junior tournament for boys and girls aged 11 to 17 years. Teams compete against other players from Regional Associations across Victoria. This year, female teams will also compete in the Western United Cup and male teams in the Mt Eliza Cup. For these aspiring players, it is an honour to represent Geelong on such a significant platform.

By partnering with Football Geelong Region, you have the opportunity to align your brand with community spirit, youth development, and the dynamic energy of junior football. This sponsorship is not just about visibility; it's about making a tangible impact in the local community. You'll be contributing to the growth and development of young athletes, fostering a sense of pride and achievement in our Region.

# BENEFITS FOR SPONSORS



## BRAND EXPOSURE

Your brand will gain valuable visibility through prominent logo placement on team uniforms. With Geelong Representative teams competing in high-profile tournaments, your business will be seen by thousands of spectators, players, and media. Sponsors are also featured on Football Geelong's website and social media, reaching a passionate sporting community.

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## POSITIVE BRAND ASSOCIATION

Sponsoring helps young athletes by reducing financial barriers, making representative football more accessible. Your support demonstrates a commitment to the local community & aligns your brand with teamwork, health, and opportunity. This positive association builds goodwill & strengthens brand loyalty among families, businesses, and community leaders.

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## NETWORKING & BUSINESS GROWTH

Sponsorship connects you with local businesses, football clubs, and community leaders, creating valuable networking opportunities. You'll also benefit from direct engagement with our football community. Your investment isn't just about exposure—it's about building relationships and growing your business.

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# BENEFITS FOR SPONSORS

## MINIMUM OF 3X TOURNAMENTS

### 1. Country Championships

- 4500 approx spectators
- matches live streamed via Herald Sun Kommunity TV
- minimum 5-7 games played per Geelong team
- 70 total number of teams entered in 2024

### 2. Western United Cup

- 6000 approx spectators
  - (Western Metro Melbourne & Regional Victoria)
- 95 teams entered in 2024 (49x teams in 2023)
- minimum 5-7 games played per Geelong team

### 3. Mt Eliza Cup

- 7500 approx spectators
  - (Western Metro Melbourne & Regional Victoria)
- 254 teams entered in 2024 (188x teams in 2023)
- min 5-7 games played per Geelong team

## GROWTH OF FOOTBALL

Record participation numbers have been recorded for 2024 and it is expected that these figures will increase as we continue to see growth in 2025.

**+18%**

in Victoria

**+22%**

in Geelong

**+29%**

Female participation in Victoria

**+30%**

Female participation in Geelong

**+19%**

Junior participation in Victoria

**+22%**

Junior participation in Geelong

## ONLINE REACH

(season 2024)



70,533 Impressions

690 Followers (growing ~10% monthly)



7,900 Users

Australia, Victoria



17,606 Page Views

690 Followers (growing ~10% monthly)



# PACKAGES

In 2025 we will select players for 10x teams (a total of 142 players):

Boys: U11 North, U11 South, U12, U13, U14, U16

Girls: U11, U12, U14, U16

## BRONZE PACKAGE

- Logo on player shorts for the relevant team,
- Reduction of cost for Registration and Team Entry Fees,
- Reduction of cost for Playing kit (comprising jersey, shorts, socks, bag & training top),
- Acknowledgement and option to speak and present player kits at the Shirt Presentation Ceremony,
- Featured as a Sponsor on the Football Geelong website,
- Featured as a Sponsor on the Team App & across Football Geelong socials,
- Featured as a Sponsor on the kit Supplier Portal.

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SINGLE TEAM (13 players - U11 to U13)      \$2,860

SINGLE TEAM (16 players - U14 to U16)      \$3,520

## SILVER PACKAGE

- Logo on the back of player tops for the relevant team,
- Reduction of cost for Registration and Team Entry Fees,
- Reduction of cost for Playing kit (comprising jersey, shorts, socks, bag & training top),
- Acknowledgement and option to speak and present player kits at the Shirt Presentation Ceremony,
- Featured as a Sponsor on the Football Geelong website,
- Featured as a Sponsor on the Team App & across Football Geelong socials,
- Featured as a Sponsor on the kit Supplier Portal.

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SINGLE TEAM (13 players - U11 to U13)      \$4,290

SINGLE TEAM (16 players - U14 to U16)      \$5,280



# PACKAGES

## GOLD PACKAGE

- Logo on the front of player tops for the relevant team,
- Registration and Team Entry Fees,
- Playing kit (comprising jersey, shorts, socks, bag & training top),
- Acknowledgement and option to speak and present player kits at the Shirt Presentation Ceremony,
- Featured as a Sponsor on the Football Geelong website,
- Featured as a Sponsor on the Team App & across Football Geelong socials,
- Featured as a Sponsor on the kit Supplier Portal.

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SINGLE TEAM (13 players - U11 to U13)      \$5,850

SINGLE TEAM (16 players - U14 to U16)      \$7,200

## PLATINUM PACKAGE

- Largest logo on the front of ALL player tops,
- Registration and Team Entry Fees,
- Playing kit (comprising jersey, shorts, socks, bag & training top),
- Acknowledgement and option to speak and present player kits at the Shirt Presentation Ceremony,
- Featured as a Major Sponsor on the Football Geelong website,
- Featured as a Major Sponsor on the Team App & across Football Geelong socials,
- Featured as a Major Sponsor on the kit Supplier Portal.

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ENTIRE SQUAD (142 players)      \$63,900

MALE TEAMS (84 players)      \$37,800      FEMALE TEAMS (58 players)      \$26,100



# PACKAGES

## DIGITAL MARKETING PACKAGE

- Featured as a Sponsor on the Football Geelong website,
- Featured as a Sponsor on the Team App & across Football Geelong socials,
- Featured as a Sponsor on the kit Supplier Portal.
- Acknowledgement and invitation to attend the Shirt Presentation Ceremony.

INVESTMENT                      \$1,500

*Please note, we are open to ideas on how we can best represent your brand so please feel free to provide suggestions.*



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