

FOOTBALL (SOCCER) REP TEAMS SPONSORSHIP PACKAGE OPPORTUNITIES 2025



FOOTBALL
GEELONG
REGION

Football Geelong is thrilled to present an exciting opportunity for organisations to partner with us to financially support local families and to develop young football (soccer) talent.

Each year we select players who proudly represent Greater Geelong at the annual Regional Country Championships, a junior tournament for boys and girls aged 11 to 17 years. Our teams compete against other 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 for them and their families to be representing Geelong on such a significant platform.

By partnering with Football Geelong, 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 brand 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, and importantly making it more affordable for all families and kids to take part.

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 c.20,000+ spectators, players, and media across Victoria. Sponsors are also featured on Football Geelong's website and social media, reaching a passionate and significantly growing sporting community.

POSITIVE BRAND ASSOCIATION

Sponsoring helps young athletes by reducing financial barriers for families by subsidising Tournament entry costs, and making representative football more affordable and 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.

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.

BENEFITS FOR SPONSORS

MINIMUM OF 3X TOURNAMENTS

1. Country Championships

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

2. Western United Cup

- 6000 approximate 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 approximate spectators
 - (Western Metro Melbourne & Regional Victoria)
- 254 teams entered in 2024 (188x teams in 2023)
- minimum 5-7 games played per Geelong team

GROWTH OF FOOTBALL

Record participation numbers have been recorded for 2024 (a total of 6500+ players) 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):
6x Boys team entries planned: U11 North, U11 South, U12, U13, U14, U16
4x Girls team entries planned: U11, U12, U14, U16

BRONZE PACKAGE

- Logo on player shorts for the relevant team,
- Subsidising the cost for Registration and Team Entry Fees for kids and families,
- Subsidising the 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 early June 2025,
- 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.

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

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

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

SILVER PACKAGE

- Logo on the back of player tops for the relevant team,
- Subsidising the cost for Registration and Team Entry Fees,
- Subsidising the 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 early June 2025,
- 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.

SINGLE TEAM (13 players - U11 to U13) \$3,575 per team

SINGLE TEAM (16 players - U14 to U16) \$4,400 per team

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PACKAGES

GOLD PACKAGE

- Logo on the front of player tops for the relevant team,
- Subsidising the cost for Registration and Team Entry Fees,
- Subsidising the 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 early June 2025,
- 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.

SINGLE TEAM (13 players - U11 to U13) \$4,550 per team

SINGLE TEAM (16 players - U14 to U16) \$5,600 per team

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

PLATINUM PACKAGE

- Largest logo on the front of ALL player tops,
- Subsidising the cost for Registration and Team Entry Fees,
- Subsidising the 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 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.

To sponsor ALL 4x FEMALE TEAMS (58 players) \$20-25,000

To sponsor ALL 6x MALE TEAMS (84 players) \$25-30,000

(We'd love someone) To sponsor ALL 10x TEAMS (142 players) c.\$50,000

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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

ONLINE REACH

(season 2024)



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