



**FITZROY**  
**FOOTBALL CLUB**  
INCORPORATING THE FITZROY REDS

**Be a part of our team in 2024**



## Great football. Great community. Great culture.

The Fitzroy Football Club is a proud, values-driven Australian Rules club with an outstanding heritage and plenty of ambition operating in the heart of Fitzroy. In 2024 we will be competing in the elite Premier Division of the VAFA for the first time. Exciting times for our great club!

Established in 1883, the Fitzroy Football Club (FFC) became a foundation team in the Victorian Football League in 1897. The first to win a VFL grand final, Fitzroy is the only club to have played in the VFA, VFL, AFL, VAFA and VVFL. Throughout its long and rich history, Fitzroy has won premierships in the VFA, VFL and VAFA, and holds a unique place in the hearts of Fitzroy and opposition supporters, the local community, and the VAFA competition it now plays in.

The Fitzroy Football Club merged with the Fitzroy Reds late in 2008, playing in the VAFA (Victorian Amateur Football Association) competition. After winning the 2018 Senior Men's Premier C premiership, the Club's first since the merger and the most senior premiership obtained in our amateur history, the Senior Men's and Reserves sides made the Premier B grand final in 2023. And now, the Senior Men will be playing in the VAFA Premier division.



Today a strong, vibrant community club based at the historic Brunswick Street Oval, the Roys field men's and women's teams in the VAFA, having established our first women's team seven years ago. In 2022 our Senior Women's side played off in the Premier B Grand Final.

Fitzroy has a strong and passionate supporter base. During 2023 we had over 400 members, 307 registered players, 5,900 followers on Facebook and over 1,700 followers on Instagram – the strongest social media engagement of any VAFA club.

The club is seeking to form partnerships with organisations wanting to support community programs that provide not only development opportunities to play football, but to nurture and mentor young men and women in all areas of life.

This document outlines the sponsorship packages available through the Fitzroy Football Club including the many benefits, advantages and various levels of commitment on offer.

In addition, we welcome any other forms of support for the Fitzroy Football Club during 2024.

We look forward to working with you during the 2024 season and will be proud to have you in the team.



## Become a sponsor and be part of the team, the community and the success

As a sponsor of the Fitzroy Football Club, you'll be joining a group of people who share a common passion – community football. Local footy means local business for you. You're not just buying something, you're buying into something BIG.

### Our team is your team

We have over 307 men and women registered as players and many more in our coaching, support and official ranks – they are all keenly involved in the club and eager to support the businesses that support them.

### Our supporters are your supporters

Fitzroy has one of the largest followers and interaction on social media in the VAFA.

By the end of 2023, our Facebook page alone has over 5,900 followers – more than double in 2023 of the VAFA Premier Division (highest division in the competition) premiership club.

Fitzroy has a strong and passionate supporter base. During 2023 we had over 400 members, 307 registered players, and the strongest social media engagement of any VAFA club.

That's a lot of people who are regularly coming to us – you don't have to chase them to deliver your message. That's a lot of friendly buying power.

#### Medium

fitzroyfc.com.au

#### Visits/follower

Average of over 12,000 visits per month and over 21,000 pages visited per month during the season and in the off-season, over 8400 visits per month and 14,000 page visits



5900+ followers



1,700+ followers



Multiple targeted versions sent (1130 in total to members, non-members, coaches, players) weekly (during the season) and monthly (in the off-season) with astounding 80% opening rate (best practice is 30%)



400+ members and largest game-day attendance (home and away) in the VAFA

### Our community is your community

60% of supporters live within walking distance of the Brunswick Street Oval, our home ground, and even more a little further out. This neighbourhood is ...

- Young – 55% are 20–45 years old
- Building – almost 60% moved home in the last few years and many more renovated
- Wealthy – 30% are rated as 'high income' and 52% have tertiary education
- The Right Psychographic – the famous Fitzroy 'hipsters' are well known for their willingness to support, to give and to seek out quality, and to spend to get it.
- **Over 75.5% of our players live the 3 closest Local Government areas – Darebin 39.05% Yarra 28.50% and Merri-bek 8%.**

**This can be the right community for your business – and you can be an important part of it.**

## **It's not all business**

Have some fun and mix with like-minded people ...

- Bring the family or friends to the President's home game luncheons
- Come along to our networking events, attended by sponsors, donors and Business Members
- Bring a rug and a picnic and just sit on Hipster Hill and enjoy the game.

***Whether its footy, business or just socialising, we'll make sure you enjoy being part of this team  
but we need your support.***

## The sponsorship packages

*Community footy needs your ongoing support if it's to continue to thrive and contribute to local neighbourhoods*

*Your sponsorship will enable you to share in the excitement, reputation, passion and, by association, make the right connections with our community – a partnership which will help us both continue to grow and succeed.*

### Platinum Jumper Sponsorship Package (\$15,000) (full details, see below)

For a business looking to become part of a highly respected and loved community football club, this is the ultimate footy package.

You get high exposure to a large, friendly and receptive audience. Your message will be prominent at the ground, at club functions, online and in the local community. In fact, one home game will be named and promoted as your round.

It also provides a range of opportunities for you, your family and friends to get involved in the footy, and a great chance for you and your colleagues to network with like-minded business people.

Sign up for three years and we'll put your name on the front of the Men's senior squad jumper.

### Platinum Shorts Sponsorship Package (\$10,000) (full details, see below)

For a business looking to become part of a highly respected and loved community football club, this is the ultimate footy package.

You get high exposure to a large, friendly and receptive audience. Your message will be prominent at the ground, at club functions, online and in the local community. In fact, one home game will be named and promoted as your round.

It also provides a range of opportunities for you, your family and friends to get involved in the footy, and a great chance for you and your colleagues to network with like-minded business people.

Sign up for three years and we'll put your name on either the Men's or Women's shorts for all to see.

### Gold Sponsorship Package (\$7500+) (full details, see below)

For a business looking for high exposure as a supporter of community football and wanting to maximise online opportunities this is a great package for you. As a Gold Sponsor you will get regular mention in our highly successful social media and, when available, material for your own social media platforms.

But we also get physical and provide a great range of social opportunities for you and your friends to enjoy community footy at its best. Networking with other business supporters will involve you in social ways to find synergies with other local businesses.

## Silver Sponsorship Package (\$5,000+) (full benefit details, see below)

This is a great package for getting involved as a supporter of a successful community football club. You get to attend our important events and will be 'presented' to our community at one of our President's luncheons on game day. Bring all the family and business colleagues and enjoy the atmosphere.

We don't overlook your business either. You get full exposure to our physical and online audiences and enjoy the opportunities to talk directly to our wide and enthusiastic community and supporter base. The success and heritage of the Fitzroy Football Club will rub off on your business.

## Bronze Sponsorship Package (\$2500+) (full benefit details, see below)

If you don't have a lot of money to spend and are looking for a way of getting involved in the community, and enjoying the social and business benefits of being part of a successful community football club, this is your package.

You get to attend our networking and business supporter events and the full exposure to our community which comes from being exposed to our physical and on-line audiences.

Involve the whole family and bring your friends and business colleagues. But come and enjoy the excitement of being involved in a successful footy club.

## Club Sponsorship Package (\$1000+) (full benefit details, see below)

This is our entry level package. It is designed to get you involved with the club while giving you broad exposure to the community. Your business will be included in our highly successful online media directory and in our regular newsletter to ensure you reach a large and enthusiastic audience.

You also get to mingle with other business supporters at our networking events and find ways of working with them to extend your business reach.

This is a great low-cost entry-level package – with all the excitement of being involved with a successful football club.

## Business Membership (\$400)

**For businesses wanting to support their community football club,** you join other business owners in supporting Fitzroy and join the club's business network.

The membership fee will entitle you to:

- Inclusion in the Fitzroy Football Club's new Business Directory (including your logo and a short business pitch)
- Invitation to networking events
- Fitzroy cap and membership card.

## Business Directory

By becoming a Sponsor or taking out a Business Membership with the Fitzroy Football Club, we invite you to include your businesses details in the [FFC Business Directory](#) to see where your business could be included.

This enables you to promote your business to the broader FFC community.

## Become a donor – we need your support

At the Fitzroy Football Club we're proud of the generosity of our community. They have given for the love of the game, the club and encouraging greater involvement by young men and women in sport.

To continue to strive for success and deliver the best football club experience to our community, the club established an [Operations Fund](#) where donations will be used to support the day-to-day running of the Club. This is facilitated by our partnership with the Australian Sports Foundation, which allows all donations to the [Fitzroy Forever Operations Fund](#) to be **fully tax deductible**.

To discuss sponsorship opportunities and options please contact:

**Robert Olney** on **0413 767 907**  
or at [sponsorship@fitzroyfc.com](mailto:sponsorship@fitzroyfc.com)

## Fitzroy Football Club Sponsor Packages for 2024 – at a glance

Benefits	Logo packages		Non logo packages						
	Platinum		Platinum	Gold	Silver	Bronze	Club		
Your logo on the Men's senior squad playing jumper for the 3 years	3 Year Contract								
Your logo on playing shorts for the Men's <u>or</u> Women's senior squads for the 3 years		3 Year Contract							
Framed Fitzroy Football Club jumper	✓		✓						
Naming rights for a home game with local community promotion	✓		✓						
Your banner at all senior home games	✓	✓	✓	✓					
Promotional article on the club's website during the season	✓	✓	✓	✓					
Feature article in the club's e-newsletter (Red Roy Mail) during the season	✓	✓	✓	✓					
New sponsors – introductory article in Red Roy Mail	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Promotional opportunities via the club's social media platforms</b>									
Available to Sponsors			<i>Dedicated - Sponsor to provide artwork &amp; copy</i>						
			<i>Share – Content subject to be approved by FFC</i>						
➤ Dedicated Facebook post	5 p.a.	5 p.a.	5 p.a.	3 p.a.	3 p.a.	2 p.a.	1 p.a.		
➤ Share of Facebook post	15 p.a.	15 p.a.	15 p.a.	9 p.a.	9 p.a.	6 p.a.	3 p.a.		
➤ Dedicated FB post to FB story	10 p.a.	10 p.a.	10 p.a.	6 p.a.	6 p.a.	4 p.a.	2 p.a.		
➤ Share of FB Post to FB Story	15 p.a.	9 p.a.	15 p.a.	9 p.a.	9 p.a.	6 p.a.	3 p.a.		
➤ Dedicated Instagram post	3 p.a.	3 p.a.	3 p.a.	2 p.a.	1 p.a.	1 p.a.	1 p.a.		
Acknowledgement at club functions and events	✓	✓	✓	✓	✓	✓	✓		
Material for your social media about your involvement with the club	✓	✓	✓	✓	✓	✓	✓		
iSponsor Platform – FFC exclusive	✓	✓	✓	✓	✓	✓	✓		
Complimentary tickets to the Redlow (Club Best & Fairest)	2	2	2	2	2				
President's Luncheon focus	✓	✓	✓	✓	✓	✓	✓		
Complimentary tickets to President's Luncheon (total)	10	6	10	6	4	2			
Your logo on the Sponsor Board in the club rooms	✓	✓	✓	✓	✓	✓	✓		
Membership of Business Supporters Group with networking events	✓	✓	✓	✓	✓	✓	✓		
Your business listed with sponsors in the Red Roy Mail all season	Logo	Logo	Logo						
Your business listed with sponsors in the Red Roy Mail (in season)	Weekly	Weekly	Weekly	Fortnightly	Every 3 weeks	Every 3 weeks	Monthly		
Logo on club website with link to your website	Prominent	Large	Prominent	Large	✓	✓	✓		
Sponsorship certificate	✓	✓	✓	✓	✓	✓	✓		
Inclusion in the FFC Business Directory	✓	✓	✓	✓	✓	✓	✓		
Use of our approved sponsor 'title'	✓	✓	✓	✓	✓	✓	✓		
<b>Price per annum</b>	<b>\$15K</b>	<b>\$10K</b>	<b>\$10K</b>	<b>\$7.5K+</b>	<b>\$5K+</b>	<b>\$2.5+K</b>	<b>\$1.0k+</b>		



## Platinum Jumper Sponsorship (3-year contract) – \$15,000 pa

Exclusive use of the title <b>Major Fitzroy Football Club Sponsor</b>	✓	Three years
Your logo on the Men's senior squad playing jumper for 3 years	✓	We'll need a hi-resolution version of your logo
Framed Fitzroy Football Club jumper for display at your business	✓	
Naming rights for a home game with local community promotion	✓	
Your banner at all senior home games held at Brunswick Street Oval	✓	We'll provide a template to help you create an attention grabbing banner
Promotional article about your company on the club's website during the season	✓	We'll provide editorial guidelines and help you write it
Feature article in the club's e-newsletter (Red Roy Mail) during the season	✓	We'll provide editorial guidelines and help you write it
Promotional opportunities via the club's social media platforms	✓	We'll provide editorial guidelines and help you write it
iSponsor Platform	✓	Ability to promote offers to FFC community
Material for your social media about your involvement with the club	✓	We'll provide material gathered around the club for your social media: eg photo and caption
President's Luncheon focus during season	✓	The President will introduce you and your business to our guests
Complimentary tickets to the Redlow (Club Best & Fairest) function	2	A fun night with the players to finish the year
Complimentary tickets to President's Luncheon (total)	10	A great way to share the match day excitement
Acknowledgement at club functions and events	✓	
Your logo on the Sponsor Board in the clubrooms	✓	
Membership of Business Supporters Group with networking events during the year	✓	Like-minded people enjoying a social occasion
Your business listed with sponsors in the Red Roy Mail all season	Logo	
Logo on club website with link to your website	Prominent	
Sponsorship Certificate	✓	

## Platinum Shorts Sponsorship (3 year contract) – \$10,000

Exclusive use of the title <b>Major Fitzroy Football Club Sponsor</b>	✓	Three years
Your logo on the men's <u>or</u> women's senior squad playing shorts for 3 years	3 year contract	We'll need a hi-resolution version of your logo
Your banner at all Senior home games held at Brunswick Street Oval	✓	We'll provide a template to help you create an attention grabbing banner
Promotional article about your company on the Club's website during the season	✓	We'll provide editorial guidelines and help you write it
Feature article in the Club's e-newsletter (Red Roy Mail) during the season	✓	We'll provide editorial guidelines and help you write it
iSponsor Platform – FFC exclusive	✓	Ability to promote offers to FFC community
Promotional opportunities via the club's social media platforms	✓	We'll provide editorial guidelines and help you write it
Material for your social media about your involvement with the club	✓	We'll provide material gathered around the club for your social media: eg photo and caption.
President's Luncheon focus during season	✓	The President will introduce you and your business to our guests
Complimentary tickets to the Redlow (Club Best & Fairest) function	2	A fun night with the players to finish the year
Complimentary tickets to President's Luncheon (total)	6	A great way to share the match day excitement
Acknowledgement at club functions and events	✓	
Your logo on the Sponsor Board in the clubrooms	✓	
Membership of Business Supporters Group with networking events during the season	✓	Like-minded people enjoying a social occasion
Your business listed with sponsors in the Red Roy Mail all season	Logo	
Logo on club website with link to your website	Large	
Sponsorship Certificate	✓	

Note: if you'd like space on both the Men's and Women's senior squads it will be \$20,000 per year for three years.

## Platinum Sponsorship (1-year contract) – \$10,000

Exclusive use of the title <b>Major Fitzroy Football Club Sponsor</b>	✓	One year
Framed Fitzroy Football Club Jumper for display at your business	✓	
Naming rights for a home game with local community promotion	✓	
Your banner at all Senior home games held at Brunswick Street Oval	✓	We'll provide a template to help you create an attention grabbing banner.
Promotional article about your company on the club's website during the season	✓	We'll provide editorial guidelines and help you write it
iSponsor Platform – FFC exclusive	✓	Ability to promote offers to FFC community
Feature article in the Club's e-newsletter (Red Roy Mail) during the season	✓	We'll provide editorial guidelines and help you write it
Promotional opportunities via the club's social media platforms	✓	We'll provide editorial guidelines and help you write it
Material for your social media about your involvement with the club	✓	We'll provide material gathered around the club for your social media: eg photo and caption
President's Luncheon focus during season	✓	The President will introduce you and your business to our guests
Complimentary tickets to the Redlow (Club Best & Fairest) function	2	A fun night with the players to finish the year
Complimentary tickets to President's Luncheon (total)	10	A great way to share the match day excitement
Acknowledgement at club functions and events	✓	
Your logo on the Sponsor Board in the clubrooms	✓	
Membership of Business Supporters Group with networking events	✓	Like-minded people enjoying a social occasion
Your business listed with sponsors in the Red Roy Mail all season	Logo	
Logo on club website with link to your website	Prominent	
Sponsorship Certificate	✓	

## Gold Sponsorship (1 year contract) – \$7500+

Exclusive use of the title <b>Key Fitzroy Football Club Sponsor</b>	✓	One year
Your banner at all Senior home games held at Brunswick Street Oval	✓	We'll provide a template to help you create an attention grabbing banner.
Promotional article about your company on the club's website during the season	✓	We'll provide editorial guidelines and help you write it
Feature article in the club's e-newsletter (Red Roy Mail) during the season	✓	We'll provide editorial guidelines and help you write it
iSponsor Platform – FFC exclusive	✓	Ability to promote offers to FFC community
Promotional opportunities via the club's social media platforms	✓	We'll provide editorial guidelines and help you write it
Material for your social media about your involvement with the club	✓	We'll provide material gathered around the club for your social media: eg photo and caption
President's Luncheon focus during season	✓	The President will introduce you and your business to our guests
Complimentary tickets to the Redlow (Club Best & Fairest) function	2	A fun night with the players to finish the year
Complimentary tickets to President's Luncheon (total)	6	A great way to share the match day excitement
Acknowledgement at club functions and events	✓	
Your logo on the Sponsor Board in the clubrooms	✓	
Membership of Business Supporters Group with networking events	✓	Like-minded people enjoying a social occasion
Logo on club website with link to your website	Large	
Sponsorship Certificate	✓	

## Silver Sponsorship – \$5,000+

Exclusive use of the title <b>Proud Fitzroy Football Club Sponsor</b>	✓	
Your logo on the Sponsor Board in the clubrooms	✓	
Acknowledgement at all club functions and events	✓	
Material for your social media about your involvement with the club	✓	We'll provide material gathered around the club for your social media: eg photo and caption
iSponsor Platform – FFC exclusive	✓	Ability to promote offers to FFC community
President's Luncheon focus during season	✓	The President will introduce you and your business to our guests
Complimentary tickets to the Redlow (Club Best & Fairest) function	2	A fun night with the players to finish the year
Complimentary tickets to President's Luncheon (total)	4	A great way to share the match day excitement
Membership of Business Supporters Group with networking events during the season	✓	Like-minded people enjoying a social occasion
Logo on Club website with link to your website	✓	
Sponsorship Certificate	✓	

## Bronze Sponsorship – \$2,500+

Exclusive use of the title <b>Proud Fitzroy Football Club Sponsor</b>	✓	
Your logo on the Sponsor Board in the clubrooms	✓	
Logo on club website with link to your website	✓	
iSponsor Platform – FFC exclusive	✓	Ability to promote offers to FFC community
Complimentary tickets to President's Luncheon (total)	2	A great way to share the match day excitement
Membership of Business Supporters Group with networking events during the season	✓	Like-minded people enjoying a social occasion
Sponsorship Certificate	✓	

## Club Sponsorship – \$1,000+

Exclusive use of the title <b>Proud Fitzroy Football Club Sponsor</b>	✓	
Your logo on the Sponsor Board in the clubrooms	✓	
Logo on club website with link to your website	✓	
iSponsor Platform – FFC exclusive	✓	Ability to promote offers to FFC community
Membership of Business Supporters Group with networking events during the season	✓	Like-minded people enjoying a social occasion
Sponsorship Certificate	✓	