

# PARTNER WITH US TO PROMOTE YOUR BUSINESS IN 2025

Increase your brand recognition and reputation in your local marketplace

Great Football  
Great Community  
Great Culture



**FITZROY**  
FOOTBALL CLUB  
INCORPORATING THE FITZROY REDS



# Become part of a unique history

Fitzroy Football Club has a unique place in Melbourne's sporting and cultural community. The best footy ground in the city, the biggest supporter base in the VFA and a shared history of more than 140 years.

## Team up with us

We can answer any questions and tailor our packages to suit your needs.

Robert Olney, Sponsorships Director  
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Every weekend Brunswick Street Oval – a focal point of Melbourne's inner north – attracts big crowds to watch men and women play in the famous jumper. It's an unrivalled game day experience in footy-mad Melbourne.

Fitzroy is seeking sponsors to help the club thrive, and to show off the best businesses in our proud community.

In return your business will be front and centre of Fitzroy Football Club, with access to more than a thousand players and members and many many more footy fans who attend home games every year.

The club also hosts regular events with headline speakers from sport, politics, business and the arts. In 2024 AFL CEO Andrew Dillon was guest speaker at our first home game lunch. In previous years the club has hosted state premiers, footballers, journalists, prominent authors and community advocates.



**We want to form partnerships with organisations wanting to support opportunities to play community football, and to nurture, mentor and engage players in community sport.**

# Why partner with us?

Fitzroy Football Club fields seven teams every weekend. Over 75 per cent of our players, members and supporters live in the three local government areas of Darebin, Yarra and Merri-Bek, so our reach is into the same suburbs as your business.

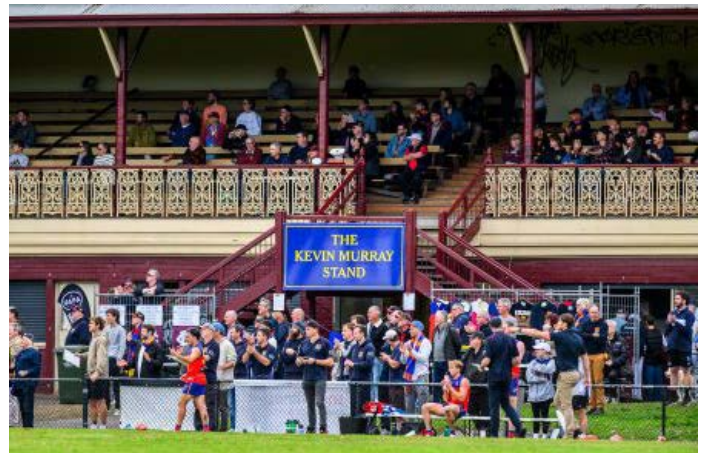
Our community ranges from newborns to 90 year olds, with more than half between 20 and 55 years old. Our community is discerning, locally focused and impactful.

You won't be surprised to know that Fitzroy has a strong and passionate supporter base. We have over 400 paid-up members and the strongest social media engagement of any VAFA club. Our Facebook page alone has over 6000 followers. The club has a special history, combining the famous Fitzroy Football Club with the Uni Reds who were born in the 1950s and later became the Fitzroy Reds.

We have a vast and loyal past player base.

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

We can do that for you through a range of brand promotion, networking and game day exposure opportunities.





# The best of the old and the new

Joining with us means you will be joining one of Melbourne's oldest clubs, of course. The Fitzroy Football Club has a proud history which stretches back to 1883. The FFC was a foundation team in the Victorian Football League and the first to win a VFL grand final.

In 2024, Fitzroy's Women's Reserves team delivered the club's 30th premiership. We have two thriving women's teams and in 2025, will return to Premier Division. Our five men's teams include Seniors, Reserves, U19s and Thirds – some 300 players across all seven teams.

And what makes our future so exciting is the rich and effective pipeline between our club and the Fitzroy Junior Football Club.

Together, we are Fitzroy. You will see that message increasingly across our shared merchandise.

Between our two clubs, we provide playing opportunities for more than 1000 players each winter – come down to Brunswick Street Oval on a Saturday or Sunday and you'll see them in action in front of huge crowds.



# Sharing values and opportunities

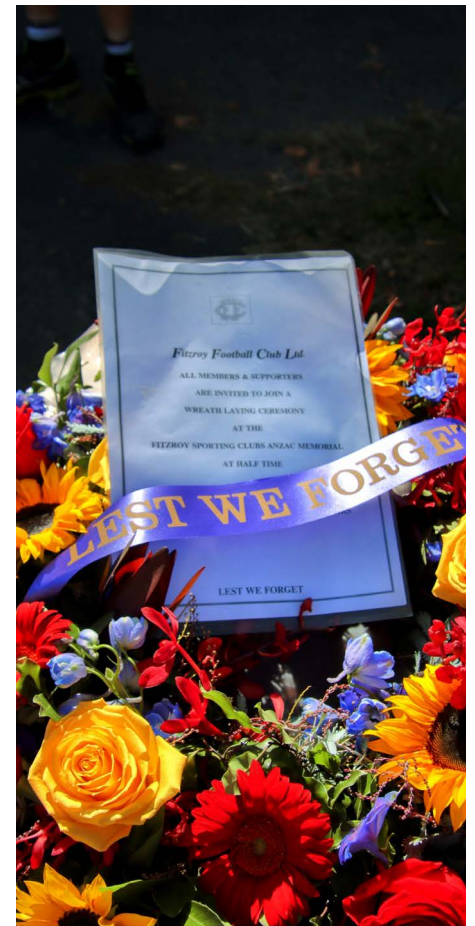
We always seek to engage with partners who share our core values of respect, inclusion, diversity and equity and a commitment to living our values and making a difference locally and more broadly.

Partnering with us means you also share our vision to be the strongest community club in Melbourne: providing great football, great community and great culture.

Fitzroy realises this vision by playing at the highest levels of the VAFA – Australia's largest community football competition – embedding an inclusive culture and maintaining and growing our reputation as a progressive and community-engaged club of choice.

This includes the annual events the club holds to promote community harmony, inclusion and wellbeing and our efforts to advance equality, equity, community health and wellbeing.

Football is only a part of what we do – and can share with you.





# We'll make sure people know you're on our team

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The Fitzroy Football Club is a successful community club run by a highly experienced and committed board of volunteers.

It relies on revenue from partners to not only play football at the highest levels but also to contribute to the health and wellbeing of players, volunteers, supporters, and spectators across the inner city and Melbourne.

For its sponsors and partners, Fitzroy's success on and off the field is influential in increasing brand recognition and reputation and creating mutually beneficial partnerships.

We have lots of ways to show our communities you are partnering with us.

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# PARTNERSHIP PACKAGES

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# Our partnership packages

Benefits	Platinum (jumper) <sup>1</sup>	Platinum (shorts) <sup>2</sup>	Platinum <sup>3</sup>	Gold	Silver	Bronze	Club
<b>Branding</b>							
Logo on playing jumper	✓						
Logo on team shorts		✓					
Logo on BSO scoreboard	✓	✓					
Logo on FFC website	✓	✓	✓	✓	✓	✓	✓
Banner BSO matches	✓	✓	✓				
Logo in e-news (weekly)	✓	✓	✓	Monthly	Twice	Once	
<b>Promotion</b>							
Article in e-news, the Red Roy Mail	✓	✓	✓	✓			
Article on FFC website	✓	✓	✓	✓			
New sponsor article in Red Roy Mail	✓	✓	✓	✓	✓	✓	✓
Social media (7k audiences on Facebook and Instagram)	✓	✓	✓	✓	✓	✓	✓
Framed FFC jumper for display in your business	✓						
Logo at Redlow – FFC B & F	✓	✓	✓	✓	✓	✓	✓
Banner at Redlow	✓						
<b>Game day</b>							
Home game naming rights	✓						
Banner BSO matches	✓	✓	✓				
Logo on show in club rooms	✓	✓	✓	✓	✓	✓	✓
<b>Events</b>							
Presentation of named award at Redlow	✓						
Redlow tickets	2	2	2	2	2		
Game day lunch partner	✓						
Game day lunch tickets	10	8	8	6	4	2	
Acknowledgement at club events	✓	✓	✓	✓	✓	✓	✓
<b>Business</b>							
Business networking events	✓	✓	✓	✓	✓	✓	✓
Inclusion in FFC Business Directory	✓	✓	✓	✓	✓	✓	✓
<b>Membership</b>							
FFC Club Memberships	4	4	3	3	2	2	1
Keyring/lanyard?	✓	✓	✓	✓	✓	✓	✓
<b>Marketing</b>							
Raffles – Prizes or products	✓	✓	✓	✓	✓	✓	✓
Events – prizes or products	✓	✓	✓	✓	✓	✓	✓
<b>Cost per annum</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$10,000</b>	<b>\$7,500</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>

<sup>1</sup> Three year agreement

<sup>2</sup> Three year agreement

<sup>3</sup> One year agreement



# Platinum Jumper Partnership

## 3 years – \$15,000 per annum

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This exclusive partnership offers significant exposure, allowing your business to be closely aligned with one of Melbourne's most iconic community football clubs. With a focus on building strong community ties and brand visibility, this partnership positions your business at the forefront of the club's activities, both on and off the field. It's the ideal package for those looking to make a lasting impact within the local sporting community.

- Your logo will feature on the Men's senior squad playing jumper for three years.
  - You will have naming rights for a home game with local community promotion.
  - Your banner will be on display at all senior home games at the Brunswick Street Oval.
  - We will run promotional articles on the club's website and in e-newsletter, Red Roy Mail.
  - We will promote your partnership and business via the club's social media platforms (7k Facebook and Instagram).
  - President's Luncheon - the President will introduce you and your business to our guests and you will receive 10 complimentary tickets for you and your guests.
  - You will present an award at the Redlow – the FFC's Best & Fairest - and receive 2 complimentary tickets.
  - Your business will be acknowledged at club functions and events, including your logo.
  - You will be part of the FFC Business Supporters Group with networking events.
  - Your logo will feature in the Red Roy Mail and on the FFC website all season.
  - We will give you a framed Fitzroy Football Club jumper for display at your business.
  - You will receive 4 complimentary Club memberships.
  - You can get your products to new audiences through our raffles and events.
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# Platinum Shorts Partnership

## 3 years – \$10,000 per annum

This package allows your business to feature its logo on the shorts of either the Men's or Women's senior squad, providing fantastic visibility on game days. As a key partner, your brand will be closely linked with our vibrant community and passionate supporters, offering a great way to boost your brand exposure.

- Your logo will feature on the men's or women's senior squad playing shorts for three years.
- Your banner will be on show at all Senior home games at the Brunswick Street Oval.
- We will run promotional articles on the club's website and in e-newsletter, Red Roy Mail.
- We will promote your partnership and business via the club's social media platforms (7k Facebook and Instagram).
- President's Luncheon - the President will introduce you and your business to our guests and you will receive 8 complimentary tickets for you and your guests.
- You will receive 2 complimentary tickets and your logo will be on display at the Redlow– the FFC's Best & Fairest.
- Your business will be acknowledged at club functions and events, including your logo.
- You will be part of the FFC Business Supporters Group with networking events.
- Your logo will feature in the Red Roy Mail and on the FFC website all season.
- You will receive 4 complimentary Club memberships.
- You can get your products to new audiences through our raffles and events.



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



# Platinum Partnership

1 year – \$10,000

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This partnership provides your business with premium exposure throughout the season, aligning your brand with one of Melbourne's most cherished community football clubs. With a focus on maximising visibility and engagement, this package offers a range of promotional opportunities both on game days and across our digital platforms. It's an ideal way to connect with our passionate supporters and make a meaningful impact within the local sporting community.

- Your banner will be on show at all Senior home games at the Brunswick Street Oval.
  - We will run promotional articles on the club's website and in e-newsletter, Red Roy Mail.
  - We will promote your partnership and business via the club's social media platforms (7k Facebook and Instagram).
  - Your logo will feature in the Red Roy Mail and on the FFC website all season.
  - President's Luncheon - the President will introduce you and your business to our guests, and you will receive 8 complimentary tickets for you and your guests.
  - You will receive 2 complimentary tickets, and your logo will be on display, at the Redlow – the FFC's Best & Fairest.
  - Your business will be acknowledged at club functions and events, including your logo.
  - You will be part of the FFC Business Supporters Group with networking events.
  - You will receive 3 complimentary Club memberships.
  - You can get your products to new audiences through our raffles and events.
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# Gold Partnership

1 year – \$7500+

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This package is designed to provide strong exposure for your business, with a focus on community engagement and brand visibility. As a Gold Partner, your business will enjoy promotional opportunities across the club's digital platforms, as well as recognition at key events throughout the season. It's an excellent opportunity to connect with our dedicated supporters and be part of a vibrant, community-driven football club in the heart of Melbourne.

- We will run promotional articles on the club's website and in e-newsletter, Red Roy Mail.
- We will promote your partnership and business via the club's social media platforms (7k Facebook and Instagram).
- Your logo will feature in the Red Roy Mail and on the FFC website.
- President's Luncheon - the President will introduce you and your business to our guests, and you will receive 6 complimentary tickets for you and your guests.
- You will receive 2 complimentary tickets, and your logo will be on display, at the Redlow – the FFC's Best & Fairest.
- Your business will be acknowledged at club functions and events, including your logo.
- You will be part of the FFC Business Supporters Group with networking events.
- You will receive 3 complimentary Club memberships.
- You can get your products to new audiences through our raffles and events.





# Silver, Bronze and Club Partnerships

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The Fitzroy Football Club offers a range of sponsorship packages tailored to suit different levels of business involvement, including Silver, Bronze, and Club Partnerships. Each of these packages provides valuable opportunities for brand exposure, community engagement, and direct connection with our passionate supporter base. Whether you are looking to establish a presence at club events, gain visibility through our digital platforms, or simply support a historic community club, these sponsorship options provide a flexible and impactful way to align your business with the Fitzroy Football Club.

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## Silver Partnership \$5,000+

- We will promote your partnership and business via the club's social media platforms (7k Facebook and Instagram).
  - President's Luncheon - the President will introduce you and your business to our guests, and you will receive 4 complimentary tickets for you and your guests.
  - You will receive 2 complimentary tickets, and your logo will be on display, at the Redlow – the FFC's Best & Fairest.
  - Your business will be acknowledged at club functions and events, including your logo.
  - You will be part of the FFC Business Supporters Group with networking events.
  - You will receive 2 complimentary Club memberships.
  - You can get your products to new audiences through our raffles and events.
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## Bronze Partnership \$2,500+

- We will promote your partnership and business via the club's social media platforms (7k Facebook and Instagram).
  - President's Luncheon - the President will introduce you and your business to our guests, and you will receive 2 complimentary tickets for you and your guests.
  - Your business will be acknowledged at club functions and events, including your logo.
  - You will be part of the FFC Business Supporters Group with networking events.
  - You will receive 2 complimentary Club memberships.
  - You can get your products to new audiences through our raffles and events.
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## Club Partnership \$1,000+

- We will promote your partnership and business via the club's social media platforms (7k Facebook and Instagram).
  - Your business will be acknowledged at club functions and events, including your logo.
  - You will be part of the FFC Business Supporters Group with networking events.
  - You will receive 1 complimentary Club membership.
  - You can get your products to new audiences through our raffles and events.
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For further information

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