



FLINDERS  
UNITED



*Noe  
Clannay*

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# SPONSORSHIP PROPOSAL

FLINDERS UNITED WOMEN'S FOOTBALL CLUB

2025 SEASON

Are you ready to be part of something extraordinary?



Look no further than Flinders United Women's Football Club - a dynamic, diverse, and dedicated community that champions the power of women in sport.

**WELCOME TO  
FUWFC**

# Who are we?



Flinders United Women's Football Club was created in 2021 with the amalgamation of two strong female-only football clubs: Cumberland United WFC and Flinders Flames WFC. Situated at Women's Memorial Playing Fields (WMPF), the two clubs merged to create a formidable all-female force known as Flinders United WFC. Guided by our core values, we continue to honour our past, celebrate our present, and inspire the future of women's football in South Australia.



## OUR VISION

At Flinders United WFC, we don't just play the game; **we redefine it**. Our vision is to create a thriving football community that empowers women of all ages, backgrounds, and skill levels to reach their full potential. We believe that when women come together, they can achieve greatness.

## OUR MISSION

Our mission is to build on the legacy of the WMPF by promoting the growth and success of women's football. We **empower** girls and women through the sport, fostering confidence, inclusivity, safety, integrity, and fun. We believe that when women unite, both on and off the field, they have the power to shape the future of football.

## OUR VALUES

FUWFC's story began at WMPF and was driven by a profound concern for the lack of playing areas for sporting women. Premier the Hon Tom Playford designated 20 acres of reserve land at the corner of Shepherds Hill Road and Ayliffes Road, St Marys, as a centre for women's sport. This significant gesture laid the foundation for **our commitment** to promoting girls and women in the football community.

## EMPOWERMENT

We are dedicated to empowering girls and women in football, fostering confidence, resilience, and leadership both on and off the field.

## INCLUSIVE

Inclusivity is at the heart of our club. We actively strive to create an environment which is welcoming and supportive for all individuals.

## SAFE ENVIRONMENT

The safety and well-being of our players, members, and supporters is our top priority. We are committed to providing a secure and safe space where everyone is able to thrive.

## INTEGRITY

We uphold the highest standards of integrity, promoting fairness, respect, and honesty in all our interactions within the club and the broader community.

## FUN

Above all else, we celebrate the joy of football and at our core we play for the fun of the game!

**“Building on this legacy, our values reflect the same dedication.”**



# Are you ready...



## ...to take your brand to new heights while supporting a football legacy and empowering communities?

Sponsoring Flinders United WFC in the WNPL competition in South Australia is a strategic move that goes beyond marketing - it's about making a lasting impact. And without your support, we are simply not in the game. Learn why sponsoring FUWFC is not just good, but great, for your company's brand, and how it extends to our Senior Community, Junior, and Mini Roos teams.



**ELEVATE YOUR  
BRAND WITH  
FLINDERS UNITED  
AND EMBRACE A  
FOOTBALL  
LEGACY**

# Why become a sponsor?

Sponsoring FUWFC in the South Australian WNPL competition is more than just a sponsorship –it’s a partnership that transcends marketing. It’s about celebrating football excellence, empowering future stars, engaging a passionate audience, promoting gender equality, and fostering brand loyalty. Extend your impact to our Senior Community, Junior, and Mini Roos sides, and become a beacon of inclusivity and community support.



## 1 Football excellence and tradition

FUWFC boasts a tradition of excellence. Sponsoring our club means aligning your brand with a legacy of skill, dedication, and sporting achievement.

## 2 Empower future stars

By supporting FUWFC, your brand helps nurture and inspire the next generation of football stars. Our Senior Community, Junior, and Mini Roos teams offer a strong foundation for young talent to develop and excel.

## 3 Engage a football-hungry audience

WNPL matches draw passionate fans who are deeply invested in football. Your sponsorship ensures that your brand reaches a dedicated and enthusiastic audience.

## 4 Multi-tiered exposure

Your brand will gain exposure across multiple tiers, including WNPL matches, Senior Community, Junior, and Mini Roos games and events, as well as through our dynamic social media presence. Enhance your brand's visibility and engagement with targeted promotion across our platforms and events.

## 5 Foster loyalty

Football fans are known for their deep emotional connections to the game and with sponsors. By supporting FUWFC, you’ll have the opportunity to build lasting brand loyalty.

## 6 Be a community champion

Sponsoring Flinders United Women’s Football Club is not just about business; it’s about being a community champion. It’s an opportunity to make a meaningful impact in the lives of athletes and fans alike.

# Sponsorship packages



		Partner	Gold	Diamond	Platinum
Investment	Per annum - for 2 years	\$2000	\$3000	\$10,000	\$20,000
SIGNAGE	Logo on display WMPF (field signage)* - club wide exposure	X	X	X	X
	Signage in kiosk			X	X
	Signage at end-of-season presentation	X	X	X	X
	Memento	Certificate	Certificate	Framed jersey	Framed jersey
DIGITAL & SOCIAL MEDIA	Mentions and recognition on dedicated social media	2 per season	4 per season	6 per season	8 per season
	Logo on FUWFC website, newsletters, and email footers	X	X	X	X
	Social media promotions (Communication offers to over 300 members)	1 per season	2 per season	3 per season	4 per season
PARTICIPATION	Invitation to sponsors networking events *including Football SA events (where relevant)	X	X	X	X
	Player of the day - voucher naming				X
	Sponsorship certificate	X	X		
	Mentions at social club events	X	X	X	X
	Merchandise selection		3 items per season	4 items per season	6 items per season
	'Your Name Day' Sponsorship (Select a game day in the season where your name is promoted as the sponsor, making it 'Your Day')			1 per season	2 per season
	Sponsors' Day participation	X	X	X	X
APPAREL - LOGOS	Front of shirt (A)				X
	Back of shirt (B)			X	
	Front of shorts (C)			X	
	Back of shorts (D or E)		X		
	Sleeve (F)	X			

## Logo placement



Front of shirt



Back of shirt



Front of shorts



Back of shorts

# Field signage



Sponsor signs are visible to anyone watching matches on the main pitch at WMPF, as well as to those using the lower fields for other sports. The size of the signage will depend on your sponsorship level.

## Signage sizes:





# In-kind sponsorship



We also welcome in-kind sponsorships, where businesses can contribute products, services, or resources to support our club's operations and initiatives.

We'd love to work with you to explore exposure and promotion commensurate with the value of the in-kind contribution. We have significant opportunities to showcase your products or services at club events and gatherings.

We are proud to partner with a diverse range of local businesses and organisations that share our values and commitment to the community. We invite you to join our network of sponsors and contribute to the success and growth of FUWFC!



# Individual player sponsorship



Sponsor an individual player from our WNPL and WNPL Reserves squad - our elite teams, competing at the highest level, lighting up the SA Athletics Stadium! Becoming a sponsor for a Flinders United WNPL player is an exceptional opportunity to support a rising star while showcasing your brand.

Your sponsorship is not just about visibility; it's about making a tangible impact on an athlete's journey and engaging with a dedicated football community.

## Sponsor benefits

- **Highlight Moments:** Your brand will be featured on high-tech displays during key moments of the game—goals, assists, and crucial plays made by your sponsored player. The electronic scoreboard will prominently showcase your brand's logo
- **Social Media Spotlight:** Enjoy exposure through dedicated social media posts featuring your sponsored player, reaching our active and engaged audience
- **Public Announcements:** Benefit from PA announcements during matches, highlighting your brand alongside our major sponsors and individual player sponsors
- **On-Site Signage:** Small signage featuring your brand will be displayed at WMPF, increasing your brand's visibility during games
- **Support Player Registration:** Your sponsorship will cover the yearly registration fees for your chosen player, contributing directly to their development
- **Personalised Experience:** Receive a photo with your sponsored player and a special memento to commemorate your partnership

Join us in supporting a player and making a lasting difference on and off the field.



# Contact us

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Contact us today to explore tailored sponsorship packages that align with your brand's goals and values.

Partner with with Flinders United WFC to elevate your brand and become part of a legacy that empowers individuals, transforms communities and makes a lasting impact.

## Shannen Connelly

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## Connect with us:

📷 @flindersunitedwfc

[www.flindersunitedwfc.com](http://www.flindersunitedwfc.com)

# FLAME ON



Noe  
Llamas

Photo credit: Noe Llamas Gomez

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