



Brunswick City SC
Sponsorship Booklet
2024

Index

Spartan Sponsorship Experience	4-5
Major Sponsors	6-7
Spartans Back-of-Kit Sponsorship	8-9
Spartans Sleeve Sponsorship	10-11
Spartans Short Sponsorship	12-13
Spartan Banner Sponsorship	14-15
Spartan Mens Media Sponsorship	16-17
Spartan Women's Media Sponsorship	18-19
Little Spartans Media Sponsorship	20-21
Youth Scholarship Sponsorship	22-23
Thank you for Joining the Spartans Family	24-25
Pricing Table	26-27



Welcome to the Spartan Sponsorship Experience

Dear Valued Partners and Supporters,

We are thrilled to introduce you to the extraordinary world of the Brunswick City SC (SPARTANS) Sponsorship Program. This isn't just about branding; it's about elevating your business to the forefront of a passionate community that lives and breathes soccer. Whether you're aiming to dominate match days, amplify your media presence, empower the next generation, support the smallest members of our community, create a haven for our elders, boost health and fitness, or inspire everyone to embrace the SPARTAN spirit, we have meticulously crafted sponsorship packages that will ignite your brand's influence like never before.

Why Partner with Spartans?

Our soccer club isn't just about the game; it's a vibrant community that thrives on unity, dedication, and passion. By joining hands with SPARTANS, you're not just endorsing a soccer team, you're becoming a force of positive change. We are committed to growing the beautiful game, empowering females to embrace soccer, nurturing our youngest members to embed themselves into our community, offering a place for our elders to belong, promoting health and fitness, and inspiring every individual to embrace the relentless "come and get them" mentality that defines us.

What Awaits You

Each sponsorship tier presents an exceptional opportunity to showcase your brand through our match day apparel, media channels, and grassroots programs. With unparalleled exposure and a range of promotional benefits, your investment in SPARTANS sponsorship is a strategic move to drive brand recognition, engage your audience, and uplift our community in ways that resonate far beyond the pitch. Welcome to a partnership that transcends the boundaries of the game. We invite you to delve into the pages ahead and discover the limitless potential that awaits your brand with the Brunswick City SC.



Together, we are more than a soccer club – we are a community, a movement, and a source of inspiration.

Sincerely,

Lou Kastanos
President
Brunswick City SC



Major Sponsors

Are you ready to make your brand a fixture on the field and in the minds of passionate fans and members? Join our exclusive sponsorship program and elevate your business to the next level of exposure and recognition.

Dominate Every Match Day

Stand out from the crowd by placing your business front and centre on our match day apparel. Your brand will shine at every game, leaving an indelible impression on our devoted supporters. But that's just the beginning!

Unlock an Array of Promotional Benefits

When you partner with the SPARTANS, you're not just securing prime real estate on our match day apparel – you're gaining access to a treasure trove of promotional opportunities that will skyrocket your brand's visibility.



The Package includes:

10 Banners Package (Valued at \$4,000):

Position your brand strategically with our exclusive banner package. This premium exposure guarantees your business will grab the attention it deserves.

Media Package (Valued at \$5,000):

Seize the limelight with our media package, providing your brand unparalleled exposure across various platforms.

Media Board (Reserved for Premium Sponsors):

Take centre stage with our prime media board spot, reserved for our esteemed premium sponsors.

Weekly Social Media Advertising (30,000+ Reach):

Your business will be showcased to an expansive online audience of over 30,000 followers through our vibrant social media channels.

Live Telecasted Games:

When our club is in the spotlight as the main game, your brand will take the centre stage on the live telecast.

Featured in FFV NPL Highlights Package:

Elevate your brand even further by being featured in the Football Federation Victoria NPL highlights package – a prime opportunity to expand your reach.

Mens (Under 14s to Seniors)	Womens (Under 14s to Seniors)	Mini (Under 7s to 13s)
\$30,000.00	\$15,000.00	\$15,000.00

All pricing is exclusive of GST.



Elevate Your Brand with the Spartans Back-of-Kit Sponsorship

Maximize your brand's exposure at an unbeatable value by securing the prime spot on our player's jerseys. Join us as a back-of-kit sponsor and open the doors to an array of outstanding promotional advantages that will put your business in the spotlight.

Dominate the Game, Dominate Your Market

Position your brand where everyone's eyes are drawn - the back of our kit. This prime real estate ensures that your business is front and centre every single game. But that's just the beginning of what's in store for you.

Unleash a Suite of Benefits

By becoming a back-of-kit sponsor with the SPARTANS, you're not just investing in a sponsorship; you're gaining access to an exclusive collection of promotional opportunities that are poised to take your brand to new heights.



The Package includes:

10 Banners Package (Valued at \$2,400):

Position your brand strategically with our exclusive banner package. This premium exposure guarantees your business will grab the attention it deserves.

Media Package (Valued at \$6,000):

Seize the limelight with our media package, providing your brand unparalleled exposure across various platforms.

Media Board (Reserved for Premium Sponsors):

Take centre stage with our prime media board spot, reserved for our esteemed premium sponsors.

Weekly Social Media Advertising (30,000+ Reach):

Your business will be showcased to an expansive online audience of over 30,000 followers through our vibrant social media channels.

Live Telecasted Games:

When our club is in the spotlight as the main game, your brand will take the centre stage on the live telecast.

Featured in FFV NPL Highlights Package:

Elevate your brand even further by being featured in the Football Federation Victoria NPL highlights package - a prime opportunity to expand your reach.

Mens (Under 14s to Seniors)	Womens (Under 14s to Seniors)	Mini (Under 7s to 13s)
\$20,000.00	\$10,000.00	\$10,000.00

2 spot available at the back of kits (Top and Bottom). Above price are for on spot only. All pricing is **exclusive** of GST.



Elevate your Brand with the Spartans Sleeve Sponsorship

Secure the spotlight for your business with the prime real estate on our kit sleeves. Elevate your brand's visibility and open doors to exceptional promotional benefits that are set to make your business the talk of the town.

The Sleeve Sponsor Advantage

By choosing the SPARTANS Sleeve Sponsorship, you're tapping into a unique opportunity to showcase your business at a remarkable value. Let your brand take centre stage on our players' sleeves and unlock a range of added benefits that will amplify your reach.

Unleash Your Brand's Potential

When you become a Sleeve Sponsor, you're not just investing in sponsorship - you're securing a gateway to a suite of powerful promotional assets that will set your business on a trajectory of success.



The Package includes:

Weekly Social Media Advertising (30,000+ Reach):

Your business will be showcased to an expansive online audience of over 30,000 followers through our vibrant social media channels.

Live Telecasted Games:

When our club is in the spotlight as the main game, your brand will take the centre stage on the live telecast.

Featured in FFV NPL Highlights Package:

Elevate your brand even further by being featured in the Football Federation Victoria NPL highlights package - a prime opportunity to expand your reach.

3 Banners Package (Valued at \$1,000):

Position your brand strategically with our exclusive banner package. This premium exposure guarantees your business will grab the attention it deserves.

Media Package (Valued at \$6,000):

Seize the limelight with our media package, providing your brand unparalleled exposure across various platforms.

Media Board (Reserved for Premium Sponsors):

Take centre stage with our prime media board spot, reserved for our esteemed premium sponsors.

Mens (Under 14s to Seniors)	Womens (Under 14s to Seniors)	Mini (Under 7s to 13s)
\$15,000.00	\$5,000.00	\$5,000.00

2 spot available on the sleeves of kits (Left and Right). Above price are for on spot only. All pricing is **exclusive** of GST.



Unleash your Brand's Potential with the Spartans Short Sponsorship

Elevate Your Business with Every Kick

Position your brand front and centre by securing a prime spot on our shorts. Gain unparalleled exposure and dive into a world of exceptional promotional benefits that will propel your business into the limelight.

The Short Sponsor Advantage

By choosing the Brunswick City SC (SPARTANS) Short Sponsorship, you're opening the door to a dynamic platform that guarantees visibility and offers an array of exclusive advantages. Elevate your brand's presence while indulging in an impressive value-packed sponsorship package.

Experience Unmatched Value

When you become a Short Sponsor, you're not just partnering with a soccer club – you're tapping into a range of high-impact marketing assets that will catapult your brand to new heights.



The Package includes:

Weekly Social Media Advertising (30,000+ Reach):

Your business will be showcased to an expansive online audience of over 30,000 followers through our vibrant social media channels.

Media Board (Reserved for Premium Sponsors):

Take centre stage with our prime media board spot, reserved for our esteemed premium sponsors.

Live Telecasted Games:

When our club is in the spotlight as the main game, your brand will take the centre stage on the live telecast.

3 Banners Package (Valued at \$1,000):

Position your brand strategically with our exclusive banner package. This premium exposure guarantees your business will grab the attention it deserves.

Featured in FFV NPL Highlights Package:

Elevate your brand even further by being featured in the Football Federation Victoria NPL highlights package – a prime opportunity to expand your reach.

Mens (Under 14s to Seniors)	Womens (Under 14s to Seniors)	Mini (Under 7s to 13s)
\$10,000.00 FRONT	\$3,000.00 FRONT	\$3,000.00 FRONT

2 spot available on the FRONT of shorts (Left and Right). Above price are for one spot only.

Mens (Under 14s to Seniors)	Womens (Under 14s to Seniors)	Mini (Under 7s to 13s)
\$7,500.00 BACK	\$2,250.00 BACK	\$2,250.00 BACK

2 spot available on the BACK of shorts (Left and Right). Above price are for one spot only. All pricing is **exclusive** of GST.

Elevate your Brand with the Spartans Banner Sponsorship

Unveil Your Brand to an Enthusiastic Community

Discover an exceptional opportunity to showcase your business to our vibrant community of members and fellow sponsors through the Banner Sponsorship program. This affordable package is designed to connect your brand with our passionate audience, leaving an indelible mark on both the field and the digital realm.

Embrace The Banner Sponsorship Benefits

When you choose the SPARTANS Banner Sponsorship, you're opening the door to a host of advantages that will catapult your brand to the forefront of our soccer community.



Banner Sponsorship Packages

We've crafted flexible packages to suit your brand's needs, ensuring maximum impact:

Single Banner:

For just \$400, secure your spot on our main pitch and embark on a journey of brand prominence.

Three Banners Package:

Elevate your reach across our arena with three banners for only \$1,000, amplifying your brand's visibility to new heights.

Mega Banner:

Elevate your business visibility with a Mega banner spanning an impressive 6 meters by 3 meters, positioned prominently behind the goals. \$15,000.00 includes a further 6 banners on the field as well.

All pricing is **exclusive** of GST.

The Package includes:

Prominent Pitch Banner:

Your brand's banner will grace our main pitch, ensuring high visibility during every match and practice session, fostering a powerful connection with fans and players alike.

Featured on Sponsor's Offering Page:

Secure a spot on our Sponsor's offering page on our official website and Team APP notifications, positioning your business in the spotlight for our members and visitors.

Unlock Incentives with Your Brand:

Harness the potential of our membership card by offering an exclusive incentive or discount to our members, fostering engagement, and driving business to your doorstep.

Forge Lasting Connections:

By becoming a Banner Sponsor, you're not just investing in exposure - you're weaving your brand into the fabric of our soccer community. This partnership is a testament to your commitment to nurturing local talent and fostering unity.



Unleash your Brand's Reach with the Spartans Mens Media Sponsorship

Connect with a Vast Audience

Embark on an extraordinary journey of brand exposure through the Media Sponsorship program with the SPARTANS. If your goal is to captivate the masses, our media outlets offer a dynamic platform to showcase your business to over 30,000 engaged individuals every week. This is your chance to make an impactful impression and reach a wider audience like never before.

Experience the Power of Media Sponsorship

By joining our Media Sponsorship program, you gain access to an extensive array of media outlets, ensuring your brand's message resonates with the right people at the right time. Our diverse channels, including the SpartanTV YouTube channel, Facebook, Instagram, and Twitter, guarantee your brand's presence in various formats that engage and resonate.

Unveil Your Brand Every Week

When you become a Media Sponsor, you're not just a passive observer - you're an active participant in our weekly content. Your brand will be seamlessly integrated into various segments, guaranteeing substantial exposure:

Be seen on:



Unleash Your Brand's Potential

Seize the unparalleled opportunity to broadcast your business to thousands, amplifying your brand's impact and influence.

Media Sponsorship Packages:

We present two compelling packages to accommodate your brand's aspirations:

Shared Mens Media Partner (4 Partners):

For a nominal investment of \$6,000, join forces with other partners and reap the benefits of media prominence.

Exclusive Mens Media Partnership:

Secure exclusive media dominance by investing just \$20,000, a discounted rate that ensures your brand shines in every spotlight.

All pricing is **exclusive** of GST.

Pre-Game Coaches Interview:

Gain prominence in our team selection announcement, captivating fans' attention and positioning your business for optimal visibility.

Post-Game Interviews:

Be featured in our weekly post-game coach's interviews, providing insights into the game's dynamics and showcasing your brand to an attentive audience. Goals and Highlights Package: Seamlessly integrate your brand into our goals and highlights package, ensuring your presence is felt during exhilarating moments.

Goal of the Month:

Elevate your brand's recognition by being a part of the "Goal of the Month" segment, celebrating remarkable achievements on and off the field.

"It's All Greek to Me" Segment:

Engage our audience through our captivating segment while positioning your brand in the heart of our content.



Foster Female Empowerment with Spartan Women's Media Sponsorship

Unleash the Power of Empowerment

Elevate your brand's impact and embrace a transformative connection with the Spartan Women's Media Sponsorship from Brunswick City SC (SPARTANS). Immerse yourself in the extraordinary reach of over 30,000 individuals each week through our diverse media platforms, including the influential YouTube channel (SpartanTV), Facebook, Instagram, and Twitter Programs. This is your opportunity to stand as a beacon of empowerment to a vast audience.

Connect through Inspiring Content

As a Spartan Women's Media Sponsor, your brand gains prime exposure within engaging content that resonates deeply with our passionate audience. Week after week, your message takes centre stage, leaving an indelible mark on the hearts and minds of those who matter most.

Be seen on:



Our dynamic package allows your brand to shine brightly within a multitude of impactful segments:

Goals and Highlights Package:

Seamlessly integrate your brand into our goals and highlights package, ensuring your presence is felt during exhilarating moments.

Showcasing Amazing Female Participation:

Align your brand with the incredible achievements and contributions of our female participants, highlighting the strength and potential of women in soccer.

"It's All Greek to Me" Segment:

Engage our audience through our captivating segment while positioning your brand in the heart of our content.

Amplify Your Brand's Influence

Position your business as a driving force behind a movement that inspires, empowers, and uplifts.

Spartan Women's Media Sponsorship Packages

Choose the package that resonates with your brand's aspirations:

Be the Voice of Empowerment

Being the Inspirational Voice:

Take the lead in inspiring and fostering the growth of female participation, cementing your brand's position as a catalyst for progress.

Goal of the Month:

Elevate your brand's recognition by being a part of the "Goal of the Month" segment, celebrating remarkable achievements on and off the field.

Showcasing Social Programs:

Join us in spotlighting our social programs that drive positive change, reflecting your commitment to creating a better community.

Shared Womens Media Partner (4 Partners):

For a nominal investment of \$3,000, join forces with other partners and reap the benefits of media prominence.

Exclusive Womens Media Partnership:

Secure exclusive media dominance by investing just \$10,000, a discounted rate that ensures your brand shines in every spotlight.

All pricing is **exclusive** of GST.





Ignite your Brand's Influence with Little Spartans Media Sponsorship

Unleash your Brand's Potential

Step into the limelight and elevate your brand's recognition with the exclusive Little Spartans Media Sponsorship by Brunswick City SC (SPARTANS). Experience the unparalleled power of reaching over 30,000 individuals each week through a variety of media outlets, including our impactful YouTube channel (SpartanTV), Facebook, Instagram, and Twitter Programs. This is your gateway to establishing an extraordinary connection with a vast audience.

Connect Through Compelling Content

As a Little Spartans Media Sponsor, your brand will be at the forefront of engaging content that resonates with our enthusiastic audience. Weekly exposure across our channels ensures your message is seen, heard, and embraced by the right people at the right time.

Be seen on:



Be a Part of the Action

Our dynamic package lets you be an integral part of weekly content that captivates fans' hearts:

Coaches Interviews:

Align your brand with the wisdom of our coaches as they share insights and strategies before the game.

Little Spartans Interviews:

Create a lasting impression by appearing in interviews with our Little Spartans, showcasing your brand's commitment to grassroots soccer.

Junior Social Announcements:

Seamlessly integrate your brand into our junior social announcements, establishing your presence at every level of our community.

"It's All Greek to Me" Segment:

Engage our audience through our captivating segment while positioning your brand in the heart of our content.

Elevate Your Brand's Reach

Position your business at the forefront of our media landscape, capturing the attention of an ever-growing audience.

Little Spartans Media Sponsorship Packages

Choose the package that aligns with your brand's aspirations:

Shared Media Partner (2 Partners):

Join forces with another partner and gain incredible exposure for your brand for just \$3,000.

Exclusive Media Partnership:

Secure exclusive dominance over our media outlets with an exclusive partnership for the discounted rate of \$5,000. All pricing is **exclusive** of GST.

Youth Scholarship Sponsorship

Making Dreams Come True for Young Stars

At Brunswick City SC, we believe in nurturing the dreams of every child, regardless of their circumstances. For some families, participating in our programs may seem out of reach. This is where you can make a significant difference by sponsoring one of our young hidden gems. Your support not only brings smiles but also opens doors to bright futures.



Rewards

As a Youth Sponsor, your generosity will be rewarded in more ways than one:

Prominent Exposure:

Receive a valuable banner package worth \$1,000, ensuring your business stands out at our events.

Extensive Reach:

Benefit from monthly advertising across all our vibrant social media platforms, reaching an impressive audience of over 30,000 people.

For a contribution of \$4,500.00, you're investing in the dreams of these young talents and securing a future filled with potential. Join us in making a positive impact on young lives today.

All pricing is **exclusive** of GST.

Thank you for Joining the Spartans Family

Dear Esteemed Sponsors and Supporters, As we conclude this journey through the pages of our sponsorship program, we want to extend our heartfelt gratitude for your time, consideration, and potential partnership. You are the lifeblood that fuels our commitment to growing the beautiful game, empowering females, embracing our youngest members, honoring our elders, fostering health and fitness, and inspiring everyone with the resolute SPARTAN spirit.

By aligning your brand with Brunswick City SC (SPARTANS), you're not just enhancing your visibility; you're investing in the betterment of our community. You're championing diversity, inclusivity, health, and the relentless pursuit of excellence. Your support

transcends the pitch, creating a lasting legacy of positive change and growth. As we move forward, we look forward to collaboratively crafting sponsorship packages that embody your brand's aspirations and contribute to our shared vision. Every partnership is a testament to the indomitable SPARTAN spirit, the never-give-up mentality that drives us all.

Thank you once again for considering Brunswick City SC as a partner. Together, we will continue to ignite passion, inspire change, and leave an indelible mark on our community, our sport, and our future.

With gratitude,

Lou Kastanos
President
Brunswick City SC

Join the Elite

By partnering with SPARTANS, you're not just investing in your business's growth; you're becoming part of a vibrant community that rallies behind our team. Your support directly contributes to nurturing talent, fostering sportsmanship, and uniting fans.

Act Now:

Don't miss this opportunity to turbocharge your business's visibility and impact. Embrace the spirit of the SPARTANS and embark on a journey of branding triumph.

For sponsorship inquiries and to secure your spot in the limelight, contact us today at:

[contact information]

Join us in making a lasting impression – both on the field and in the hearts of our fans.

Pricing Table

Match Day Kits	Mens	Womens	Miniroos	Take the Lot
Front Shirt Sponsor	\$30,000.00	\$15,000.00	\$15,000.00	\$45,000.00
Top Back Shirt Sponsor	\$20,000.00	\$10,000.00	\$10,000.00	\$30,000.00
Bottom Back Shirt Sponsor	\$20,000.00	\$10,000.00	\$10,000.00	\$30,000.00
Right Sleeve Sponsor	\$15,000.00	\$5,000.00	\$5,000.00	\$20,000.00
Left Sleeve Sponsor	\$15,000.00	\$5,000.00	\$5,000.00	\$20,000.00
Right Short Sponsor	\$10,000.00	\$3,000.00	\$3,000.00	\$12,000.00
Left Short Sponsor	\$10,000.00	\$3,000.00	\$3,000.00	\$12,000.00
Back Right Short Sponsor	\$7,500.00	\$2,250.00	\$2,250.00	\$9,000.00
Back Left Short Sponsor	\$7,500.00	\$2,250.00	\$2,250.00	\$9,000.00

Media	Mens	Womens	Miniroos	Take the Lot
Social Media Announcements	\$6,000.00	\$3,000.00	\$3,000.00	\$10,000.00
Highlights Package	\$6,000.00	\$3,000.00		\$7,500.00
Social Interviews	\$6,000.00	\$3,000.00	\$3,000.00	\$10,000.00
Matchday Interviews	\$6,000.00	\$3,000.00		\$7,500.00
Take the Lot	\$20,000.00	\$10,000.00	\$5,000.00	\$30,000.00

Other Advertising

Track Jacket Front (4 Sponsors)	\$5,000.00
Track Pant Front (2 Sponsors)	\$5,000.00
Training & Warm Up Top Front	\$15,000.00
Training & Warm Up Top Back	\$15,000.00
Mega Banner	\$15,000.00
Coaches Box	\$2,000.00
Single banner	\$400.00
3 Pack Banner	\$1,000.00
Scholarship Sponsor	\$4,500.00

All pricing is **exclusive** of GST (for all Match Day Kit, Media and Other Advertising offers).



Brunswick City SC
Sponsorship Booklet 2024

Dunstan Reserve
24 Peacock St, Brunswick West VIC 3055

(03) 9240 1111
[contact]@brunswickcitysc.com.au