



EST 1919

RESPECT • TEAMWORK • INTEGRITY
CONTRIBUTION • FAMILY

EDWARSTOWN FOOTBALL CLUB SPONSORSHIP PROPOSAL 2026



Invitation to Sponsor



Dear Potential Sponsor/ Local Business Owner,

My name is Eddie Dessmann, I have been involved with Edwardstown Football Club since 2007 as a Player, Coach, Committee Member and currently President.

Edwardstown Football Club is one of the fastest growing and favourite sports clubs in the south western suburbs, increasing its player and membership numbers by approximately 10% every year. We have a great history and reputation for being a Family Club, community minded, club culture, playing fair and having great supporters.

Our home ground on East Ave, is part of the recently developed \$9 Million dollar Facility at the Edwardstown Soldiers Memorial Recreational Ground. In 2023 we launched our new electronic scoreboard which provides valuable additional exposure for our Sponsors.

Edwardstown Football Club offers great potential for your businesses exposure by association with our high profile teams consisting of Boys & Girls Junior programs and Senior Men & Women Programs. Media interest is strong with our club due to our ever growing success in all age groups. We also focus closely on nurturing our juniors, ranging from Auskick up to under 17.5's and this has been evident with the clubs success over the past 5 years.

We'd like to offer your business our support and the opportunity to promote your interests to the thousands of people who visit our club each week throughout the year and the many more who follow our club's progress.

Our updated website and our Social Media channels are also widely received by the Edwardstown Football Community as a whole, which will further offer your business great exposure not only through the wonderful facility but also on the Oval which gets exposure throughout the year by various user groups and members of the community.

We are continually looking for new avenues to expose your company's brand. We, as a local non-profit Organisation, are asking for your support for the upcoming 2026 season and beyond, we believe in community involvement that strengthens relationships between our organisations and local businesses in the community. This valuable relationship is a benefit to all, as both parties provide support to each other. This is an exciting year as we will be fielding 24 team plus 100 kids that take part in our Auskick Program.

Sponsorship is an important part of our income which helps us develop our kids into, not only better footballers but better members of the community.

I invite you to become a valued sponsor of our club and share in our success. Please consider the following sponsorship options or please don't hesitate to call me to discuss any other ideas you may have to get involved with our club.

Thank you for your time and the Edwardstown Football Club hope to build a strong relationship with you and your business.

Eddie Dessmann
Club President

About Us

The Edwardstown Football Clubs history travels that back over 100 years, since our establishment in the Edwardstown area in 1919 to give the young men and returning soldiers a place to gather, join the friendship that came with a local club and the competitive drive needed to play Australian Rules football.

In 2026 we will be fielding 24 teams across various age groups, plus over 100 kids in the Auskick program.

Edwardstown Premierships

A-Grade = 19 Reserves = 13
C-Grade = 12 D-Grade = 4
Women's = 7 Juniors (all grades)= 34

Total of 89 Premiership in over 100 years, a record we are extremely proud of.

Edwardstown players in SANFL

EFC has several players playing SANFL league including Guy Page at Sturt, Josh Holyoak at Glenelg, Simon Quinn at South Adelaide, John Martin at Woodville and the several lads at West Adelaide who were heavily involved in West Adelaide winning the 2015 SANFL Premiership, players such as Adam Hartlett, Shannon Green, Nicholas Homburg, Aaron Anderson, Josh Holiday, and Peter Nelson.

Edwardstown players drafted to AFL

Did you know EFC is one of the leading local Clubs for players drafted to the AFL, it is not our goal to train AFL players but having this many drafted shows the junior program we run creates good players

Danyle Pearce – Power (2004)
Adam Hartlett – Carlton (2004)
Jordan Russell – Carlton (2004)
Sean Rusling – Collingwood (2004)
Hamish Hartlett – Power (2008)
Matthew Martin – Power (2008)
Tyson Slattery – Essendon (2008)

Jack Carter – Collingwood (2009)
Jared Bolinghagen – Fremantle (2011)
Zac Bates - Geelong (2013)
Caleb Daniel – Western Bulldogs(2014)
Izak Rankine – Gold Coast Suns (2018)
Phoenix Spicer - North Melbourne (2022)

Why invest in a Sports Club?

Sponsoring sports clubs can provide unique opportunities for businesses and help them develop in ways that general advertising doesn't. For example, it may allow the sponsor to show off their capabilities in a way audiences may otherwise not get to see.

Consumers are generally aware that official sponsors contribute to the events or sports they love, and research shows that sports fans have a more positive perception of event sponsors

Staff working for the sponsoring business may develop a sense of pride and clients a sense of respect with the knowledge that the business is supporting the community.

Sponsoring sporting clubs can help create loyalty towards the brand. Sponsoring sports clubs can increase brand awareness.

Sponsoring a sports club can help to grow community support and a positive perception for the business.

Access for your brand to target your market: Edwardstown Families (we have over 1000 supporting members)

It's fun to actively support your local team

These benefits for businesses can continue well after sponsorship.

Getting your brand out there...

Edwardstown Oval Signage

The Edwardstown Football Club has approximately 22 game weekends per year with attendances between 200 to 1,000 on Saturday (senior) and Sunday (junior) game days.

Edwardstown Email Newsletter

The 'Townies Talk' newsletter is sent out weekly during the season and monthly in the off season and consist of club updates, event updates, milestones and sponsor information. This is another way that you brand will be placed strategically in front of all our members.

Edwardstown Social Media

Edwardstown Football Club has over 2000 followers on Facebook and 1000 followers on Instagram, over the past year our social media following has increased dramatically. Every Sponsor will get an acknowledgement post throughout the Season. Please see packages for full entitlements.

New Edwardstown website

The revamped website is updated weekly and attracts visitors on a regular basis. The website has a dedicated page for sponsors which links back to their websites. Our members are directed to the website to obtain score updates, event information, view the current (and past) newsletters and ordering of merchandise.

Edwardstown Apparel and Merchandise

The opportunities are endless to promote your business on Edwardstown Apparel and Merchandise.

Opportunities at a Glance

Platinum Sponsor

(3 year partnership Agreement)

\$7,000 + GST

Gold Sponsor

(3 year partnership Agreement)

\$5,000 + GST

Silver Sponsor

\$3,000 + GST

Bronze Sponsor

\$1,500 + GST

Scoreboard Sponsor

\$2,500 + GST

Goal Post Sponsor

\$2,500 + GST

Senior Player Sponsor

\$800 + GST

Junior Player Sponsor

\$600 + GST



Sponsorship Packages

Platinum Sponsor

\$7,000 + GST

(3 year investment agreement)

Entitlements:

- Your company logo on all club playing guernseys (Adelaide Football League and SANFL Juniors)
- Signage around the oval
- Bar Signage
- Logo on selected club apparel
- Logo on club email signature
- Logo displayed during home games on the electronic scoreboard
- Logo on EFC website with a link to your website
- Social media advertising (sponsor to supply content)
- Adverts/article in Newsletter (sponsor to supply content)
- Direct marketing email to EFC database (sponsor to supply content)
- Invitation for two to all club functions/events
- Invitation to sponsor events, including Sponsors Night
- Free club room hire
- Other benefits negotiable



Sponsorship Packages

Gold Sponsor

\$5,000 + GST

(3 year investment agreement)

Entitlements:

- Your company logo on all club playing guernseys (Adelaide Football League and SANFL Juniors)
- Signage around the oval
- Bar Signage
- Logo on selected club apparel
- Logo displayed during home games on the electronic scoreboard
- Logo on EFC website with a link to your website
- Social media advertising (sponsor to supply content)
- Advert/article in Newsletter (sponsor to supply content)
- Invitation for two to all club functions/events
- Invitation to sponsor events, including Sponsors Night
- Free club room hire
- Other benefits negotiable



Sponsorship Packages

Silver Sponsor

\$3,000 + GST

Entitlements:

- Signage around the oval
- Bar Signage
- Logo displayed during home games on the electronic scoreboard
- Logo on EFC website with a link to your website
- Social media advertising (sponsor to supply content)
- Advert/article in Newsletter (sponsor to supply content)
- Invitation for two to all club functions/events
- Invitation to sponsor events, including Sponsors Night
- Free club room hire
- Other benefits negotiable



Sponsorship Packages

Bronze Sponsor

\$1,500 + GST

Entitlements:

- Signage around the oval
- Logo displayed during home games on the electronic scoreboard
- Logo on EFC website with a link to your website
- Social media advertising (sponsor to supply content)
- Invitation for two to all club functions/events
- Invitation to sponsor events, including Sponsors Night
- Free club room hire
- Other benefits negotiable

Goal Post Sponsor

\$2,500 + GST

Entitlements:

- 8 x goalpost padding branded with your logo
- Logo displayed during home games on the electronic scoreboard
- Logo on EFC website with a link to your website
- Social media advertising (sponsor to supply content)
- Invitation for two to all club functions/events
- Invitation to sponsor events, including Sponsors Night
- Free club room hire



Sponsorship Packages

Scoreboard Sponsor

\$2,500 + GST

Entitlements:

- Company name and logo displayed as a static bar on scoreboard during home games
- Logo displayed during home games on the electronic scoreboard
- Logo on EFC website with a link to your website
- Social media advertising (sponsor to supply content)
- Invitation for two to all club functions/events
- Invitation to sponsor events, including Sponsors Night
- Free club room hire

Senior Player Sponsor

\$800 + GST

Entitlements:

- Your logo on player photo displayed at clubrooms
- Framed photo of player for you to display at your organisation (optional)
- Social media post announcing your player sponsorship
- Logo on EFC website with a link to your website
- Social media advertising (sponsor to supply content)
- Invitation to sponsor events, including Sponsors Night

NB: Oval Signage is not included in this package this can be purchased at an additional cost



Sponsorship Packages

Junior Player Sponsor \$600 + GST

Entitlements:

- Your logo on player photo displayed at clubrooms
- Framed photo of player for you to display at your organisation (optional)
- Social media post announcing your player sponsorship
- Logo on EFC website with a link to your website
- Social media advertising (sponsor to supply content)
- Invitation to sponsor events, including Sponsors Night

NB: Oval Signage is not included in this package this can be purchased at an additional cost



Sponsorship Packages

Official Suppliers

To be negotiated

- Donations for player awards, events and other supply's required by the football club.
- Please contact us to discuss a package.

Bespoke Sponsor

If you would like to have a specific package tailored for you, we are open to suggestions and discussing further sponsorship opportunities so please give us a call or email to discuss.

Contact us

Jakob Hahn

Sponsorship Manager

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Eddie Dessmann

President

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www.edwardstownfc.com.au



www.facebook.com/EdwardstownFootballClub



[edwardstownfootballclub](https://www.instagram.com/edwardstownfootballclub)

SPONSORSHIP FORM

CONTACT NAME

COMPANY/
ORGANISATION

WEBSITE ADDRESS

EMAIL

MOBILE NUMBER

POSTAL ADDRESS

SUBURB/CITY

STATE

POSTCODE

SPONSORSHIP PACKAGE(S)

VALUE

TOTAL COST
(SPONSORSHIP FEES DO NOT INCLUDE GST)

By returning this signed form, I/We understand that the sponsorship packages will be strictly allocated in order of receipt of application form and payment.

SPONSOR SIGNATURE

EDWARDSTOWN FOOTBALL CLUB SIGNATURE

NAME

NAME

SIGNATURE

SIGNATURE

DATE

DATE

PAYMENT

Credit Card (fill out details below)

EFT/Request an Invoice

CREDIT CARD NUMBER

EXPIRY

NAME ON CARD

CCV

AMOUNT TO BE CHARGED

CLUB USE ONLY

PAYMENT REFERENCE/BALANCE OUTSTANDING