



WWW.LOCKLEYSFC.COM.AU



SPONSORSHIP PROSPECTUS

SEASON 2024





About our Club

The Lockleys Football Club was established in 1951 and is in the western suburbs, nestled between the beach and the city.

We're a Division 3 Adelaide Football League and SANFL junior club.

Our membership is strong with 560 playing members, not counting their families and friends who come out to training and game days.

The Dedicated Demons have a rapidly growing membership of past players, life members and friends of the club.

Our mission is to encourage, promote and advance a safe, fair, welcoming, and healthy environment. We strive to achieve year-on-year growth and development across all playing groups.

Our Values

- Commitment
- Teamwork
- Respect
- Confidence





Why Sponsor?



Sponsoring Lockleys Football Club is an opportunity to promote your business within the local community, with the following benefits:

- Ability to capture data to drive direct sales.
- Great opportunities to promote your products and services.
- Multiple opportunities to sell directly to our membership and visiting teams.
- Supporting a local sporting club.
- Image awareness of your business linked with a successful community club.

How are your funds utilised?

- Funding will be used to ensure we have the equipment, playing uniforms, training facilities and investment in coaches and volunteers., For Example:
- Enhanced junior programs - equipment, coaches training, access to programs.
- Attract and retain senior players contributing to the club's growth and success in the Adelaide Football League
- Indigenous Round - Education, Awareness & Understanding

About our Membership



Juniors

- Boys, girls and mixed teams from Auskick to U18s
- Our Premiership grades are ranked in either Division 1 or 2
- Our growing women's league is now over 40% of our membership
- Plus a significant cohort of parents, carers, supporters and spectators

Seniors

- Division 3, Adelaide Football League
- Men's A, B, C & D
- Womens A & B grade

Dedicated Demons

- An enthusiastic and active membership of past players who remain dedicated to the Lockleys Football Club.



Audience Reach

Playing Membership

220 Senior players
320 Junior Players
100 Dedicated Demons member
Plus family, friends, volunteers and supporters

Game Day Attendance at Lockleys Oval (average)

Away teams and their spectators that attend our games come from all over metropolitan Adelaide: Goodwood, West Lakes, Henley Beach, Glenunga, Port Adelaide, Adelaide Hills

Friday Nights 400+

- Junior training & night games

Saturday 400+

- A, B & C grade games played at home and attract 500 plus over the day

Sunday 700+

On average 7 junior home games are played each Sunday



Digital Growth

In 2023, the Lockleys Football Club had a notable presence on social media, particularly Facebook and Instagram. With an average reach of 8,859, the content was reaching a significant audience. This reach was divided into 2,551 followers and 6,457 non-followers, indicating content was resonating with both our loyal fanbase and new supporters.

The club also saw an impressive average of 6,652 profile visits, indicating a high level of engagement and interest in the content.

Additionally, business taps per post averaged at 58.6, demonstrating that users were actively engaging with the club's posts.

Notably, the Lockleys Football Club achieved a remarkable increase in followers, with a gain of 1,410 followers during the season, representing an impressive 87.5% increase compared to the start of the season.

These social stats reflect a successful and growing online presence, indicating a strong and engaged community of fans and followers supporting the club.



8,859 Reach

2,551 Followers

6,457 Non-Followers

Growth - 1,410 follows
= 87.5% increase on 2022

New in 2024

Dynamic new signage and scoreboard.

Scaled at 4.8m x 3.6m and using the latest sports vision technology from the USA, the scoreboard will deepen our sponsor benefits and bring a new dimension to game days.

Opportunities include:

- Game day branding - every Saturday and Sunday throughout the season.
- Television commercials during breaks
- Billboard advertisements during breaks

Further, new signage frames will allow for season long branding, prominently displayed in prime viewing areas.





Leverage Opportunities

Throughout the season there are multiple events allowing the opportunity for further individual sponsorship and awareness.

Special Events

- Targeted at either juniors, seniors or whole of club

Season Launch

- Attracting 1,200+ players, families and friends
- This event has quickly cemented itself as a **must attend** event
- Sponsor displays and activations
- Live music, team presentations, food and drinks
- Opportunities for data capture and promotions

Indigenous Round

- Initiated in 2022, the Club hosted 6 games across seniors and U17.5 boys and girls teams. Elements included:
 - Indigenous guernseys, Welcome to Country, education activities explaining the importance of this work, Sportsman's Night with funds raised for a local indigenous charity





Which Sponsorship Package?

There is an exciting range of sponsorship packages available, from entry level right through to Major Partner

These packages are all designed to give your business the maximum impact, engagement and exposure possible at our Club

A combination of oval signage, logo placement, player sponsorship, social posts are just some of the superb benefits on offer, all designed to build a strong partnership between your business and Lockleys Football Club.



Platinum Partner

\$11,000 (ex GST)

Signage

- Oval banner
- Coaches box banner (1)

Inside Clubrooms

- Full pane - one way vision decal on window overlooking soccer pitch, top of all pull-up banners and Walk of Fame logos. *** windows pending WTCC approval*

Changerooms

- 3 Logo posters in both home and away changerrooms

Scoreboard

- 2 X Commercials featuring during quarter breaks
- Logo recognition throughout game

Brand placement

- TV monitors within the Clubrooms, Club website and featured on email signatures of club contacts
- Senior guernseys (pending final package negotiated - 2-year partnership)
- Four player sponsorships - players of your choice.

Social Media - 8 x social media posts (Suitable for Facebook & Instagram)

Recognised as sponsor of three rounds. Social media posts pre each of the rounds

Business Card draw - **data** capture

- Sponsors are encouraged to offer spot prizes in return for data / business cards.
- **Merchandise** – ‘Choice of in stock Item’
- Recognition on all collateral as the presenting partner.
- Season Launch – Naming Rights
- Opportunity for sponsor representative to speak at functions.
- Unlimited leverage activities for the sponsor to take up.
- 1 X Free Room Hire - could use this for a business morning tea, team meeting etc.
- Events - two tickets to Gala Ball and Fairest & Best presentation, four to Sponsors Day



Gold Partner

\$6,000 (ex GST)

Signage

- Oval banner

Inside Clubrooms

- Full pane - one way vision decal on window overlooking soccer pitch, top of all pull-up banners and Walk of Fame logos. *** windows pending WTCC approval*

Changerooms

- 2 Logo posters in both home and away changerooms

Scoreboard

- 1 X Commercials featured during quarter breaks
- Logo recognition throughout game on nominated round

Brand placement

- TV monitors within the Clubrooms, Club website and featured on email signatures of club contacts
- Senior guernseys (pending final package negotiated - 2-year partnership)

- Four player sponsorships - players of your choice.

Social Media - 6 x social media posts (Suitable for Facebook & Instagram)

Recognised as sponsor of two (2) rounds. Social media posts pre each of the rounds

Business Card draw - data capture

- Sponsors are encouraged to offer spot prizes in return for data / business cards.

- Merchandise – ‘Choice of in stock Item’

- Opportunity for sponsor representative to speak at functions.
- Unlimited leverage activities for the sponsor to take up.
- 1 X Free Room Hire - could use this for a business morning tea, team meeting etc.
- Events - two tickets to Gala Ball and Fairest & Best presentation, four to Sponsors Day

Silver Partner

\$3,500 (ex GST)

Signage

- Oval banner *** subject to availability pending Platinum and Gold take-up*

Inside Clubrooms

- 1/4 pane - one way vision decal on window overlooking soccer pitch, top of all pull-up banners and Walk of Fame logo. *** windows pending WTCC approval*

Changerooms

- 1 x Logo posters in both home and away changerooms

Scoreboard

- 1 X Commercials featured during quarter breaks
- Logo recognition throughout game on nominated round

Brand placement

- TV monitors within the Clubrooms, Club website and featured on email signatures of club contacts
- Senior guernseys (pending final package negotiated - 2-year partnership)
- Two player sponsorships - players of your choice.

Social Media - 4 x social media posts (Suitable for Facebook & Instagram)

Recognised as sponsor of one (1) round. Social media posts pre each of the rounds

Business Card draw - data capture

- Sponsors are encouraged to offer spot prizes in return for data / business cards.
- Merchandise – beanie, scarf or staple-t
- Opportunity for sponsor representative to speak at functions.
- Unlimited leverage activities for the sponsor to take up.
- 1 X Discounted Room Hire - could use this for a business morning tea, team meeting etc.
- Events - two tickets for Sponsors Day



Bronze Partner

\$1,500 (ex GST)

Inside - 1/4 pane - one way vision decal on window (overlooking soccer pitch), shared with other bronze sponsors ** windows pending WTCC approval

Logo placement

- 'Lockleys Walk of Fame'
- Logo included on pull-up banner
- TV monitors within the Clubrooms
- Club website

Logo placement

- 'Lockleys Walk of Fame'
- TV monitors within the Clubrooms
- Club website
- Scoreboard

One Player Sponsorship of your choice

Social Media 2 x social media posts

Merchandise - beanie, scarf or staple-t

Season Launch

- Leverage activities unlimited by what sponsor can do

Events - two tickets to Sponsors Day



Player Sponsorship

\$550 (ex GST)

A feel-good sponsorship.

Players benefit from a paid membership and additional support

Sponsors can access the player for event appearances or other activities agreed

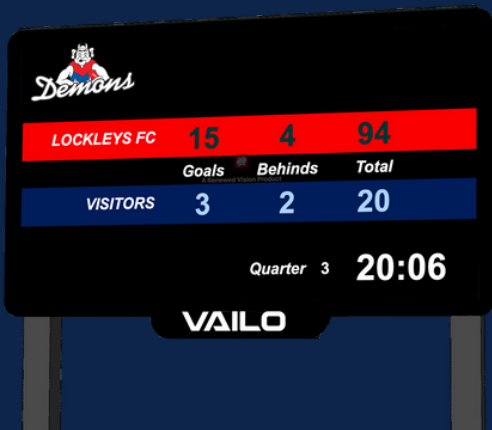
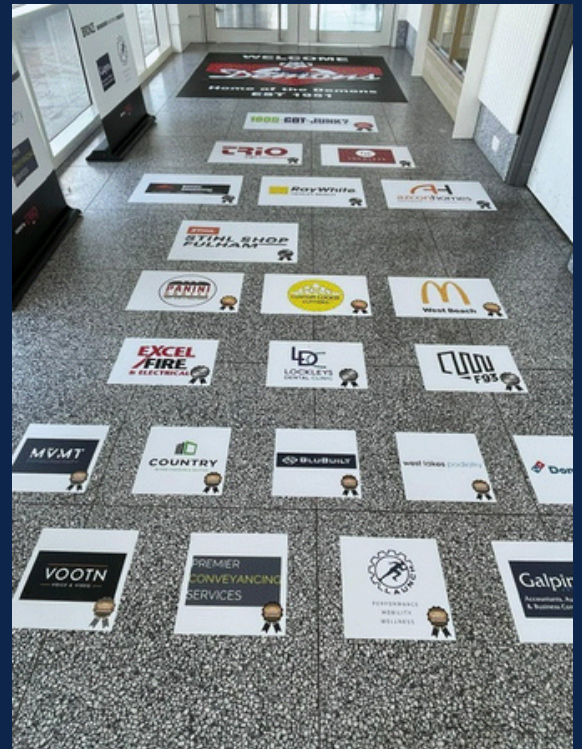
Recognition:

Logo matched to your player on the Player Board.

Two tickets to Sponsors Day.



Signage





Contact

Sponsorship Team
sponsorship@lockleysfc.com.au

- Philip Rosshirt
- Brad Halliday
- Bray Rafanelli

All via the email listed.



Lockleys Football Club

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