



SPONSORSHIP PROSPECTUS

SEASON 2026

WWW.LOCKLEYSFC.COM.AU

ABOUT OUR CLUB



The Lockleys Football Club, established in 1951, is located in the western suburbs . It is positioned conveniently between the beach and the city, providing a central and accessible location for its members and the community. The club has a long-standing history in local football, promoting both competitive and community spirit in Australian Rules Football across various age groups.

In 2026, the Lockleys Football Club will field 4 senior men's teams and 1 senior women's teams, both competing in Division 3. Additionally, the club will have numerous junior teams across various boys' and girls' age groups, continuing its commitment to fostering talent and community engagement across all levels of Australian Rules Football.

The Lockleys Football Club boasts a strong membership base with 480 playing members, not including the families and friends who regularly attend training sessions and game days.

The club is also proud of its Dedicated Demons, a rapidly growing group that includes past players, life members, and friends of the club who continue to support and engage with its community.

Our mission is to encourage, promote, and advance a safe, fair, welcoming, and healthy environment for all members. We are committed to achieving year-on-year growth and development across all playing groups, ensuring that the club continues to thrive both on and off the field.

OUR VALUES

COMMITMENT

TEAMWORK

RESPECT

CONFIDENCE

LEADERSHIP
SKILLS

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 U17.5s

Our Growing women's league is now over 30% 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 grade

Women's A Grade

DEDICATED DEMONS

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

AUDIENCE REACH

	200	270	100
PLAYING MEMBERSHIP	Senior Players	Junior Players	Dedicated Demon Members
In addition to family, friends, volunteers and supporters			

GAME DAY ATTENDANCE AT LOCKLEYS OVAL

The Lockleys Football Club welcomes away teams and their supporters from various parts of metropolitan Adelaide. Teams and their spectators regularly travel from areas including Goodwood, West Lakes, Henley Beach, Glenunga, Port Adelaide, Golden Grove, Angle Vale and the Adelaide Hills to attend games. This broad reach highlights the club's involvement in a competitive and wide-reaching football community.

FRIDAY NIGHTS (> 500)

Junior training & Night games

SATURDAY (> 1,500)

A, B, C grade games played at home attract 1,500 + over the course of the day.

SUNDAY (> 1,500)

On average 7 Junior home games are played each Sunday attracting 1,500 +



DIGITAL REACH

Across Instagram and Facebook, the Lockleys Football Club has an average of 63,000 views per month.

Our Instagram posts now average 150 likes, reflecting a 50% increase from last season, with engagement rising for key milestones and junior achievements.

Some of our most successful posts include the senior men's well wishes for our junior teams' finals, the Under 14's grand final victory, and the announcement of our newest life members.

On social media, we have 2,400 followers on Facebook and 1,900 followers on Instagram. We expect to see these numbers continue to grow in with a tailored marketing campaign for 2026 and beyond.



SCOREBOARD

In 2024, the Lockleys Football Club completed a significant upgrade to our scoreboard.

The new scoreboard, scaled at 4.8m x 3.6m, utilizes the latest sports vision technology from the USA.

The upgrade not only enhances the overall match-day experience for fans and players alike, but also offers deeper benefits for sponsors, providing increased visibility and engagement.

The new scoreboard brings an exciting new dimension to game days, further solidifying the club's commitment to innovation and integration of modern technology into our club's infrastructure.

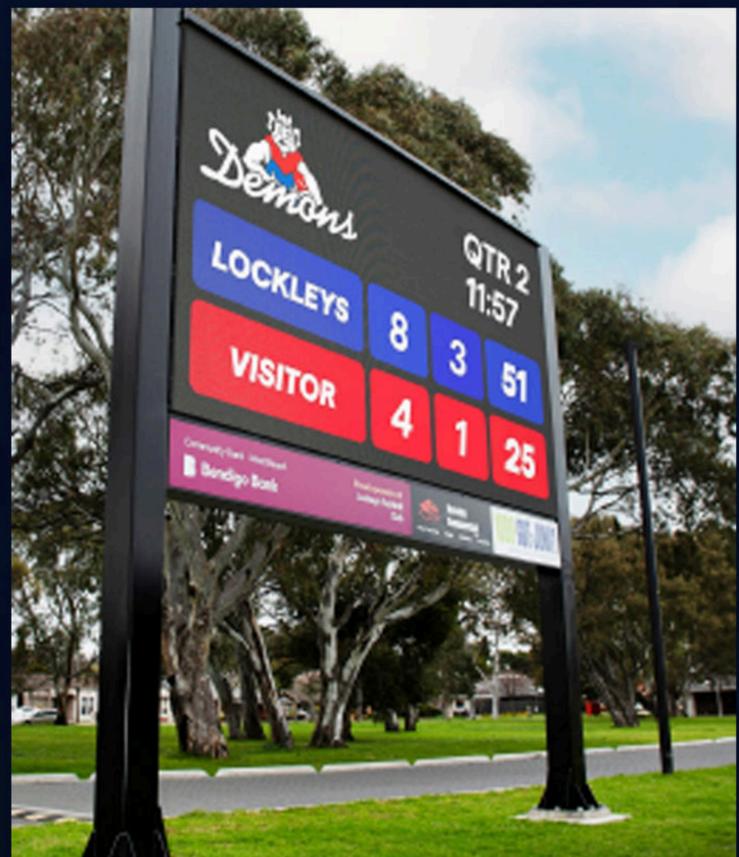
Opportunities Include:

Game day branding – every Saturday and Sunday throughout the season

Television commercials during breaks

Billboard advertisements during breaks

Furthermore, 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 engagement.

SPECIAL EVENTS

Targeted at either juniors, seniors or whole of club such as our Best & Fairest, Football Gala, or Junior Awards Day.

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 Lockleys Football Club proudly hosted six games featuring our senior men & women's teams, alongside our U17.5 boys. The event included a range of significant elements to celebrate and honor Indigenous culture.

These included the debut of specially designed Indigenous guernseys, a Welcome to Country ceremony and engagement with Indigenous community members, to educate on the deep Indigenous culture and history.



WHICH SPONSORSHIP PACKAGE

PACKAGE

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

INSIDE CLUBROOMS

Full pane decal on window of clubhouse, top of all pull-up banners.

INSIDE CHANGEROOMS

Logo poster inside Home Changerooms

SCOREBOARD

2 X Commercials (Video or Still) to feature during quarter breaks Logo recognition throughout the game

BRAND PLACEMENT

TV monitors within the Clubrooms
Club website
Featured on email signatures of club contacts Feature on Senior Guernsey's (prominent feature)

PLAYER SPONSORSHIP

4 Player Sponsorships – Players of your choice

SOCIAL MEDIA

8 x social media posts (suitable for Facebook/Instagram - Tailor the posts to meet your business needs)

ROUND SPONSOR

Recognised as sponsor for 3 Rounds, includes a social media post, pre each of the nominated rounds.

MERCHANDISE

Choice of 'in stock' item

OTHER SPONSORSHIP INCLUSIONS

Recognition on all collateral as the presenting partner
Season Launch – Naming rights
Opportunity for Sponsor representatives to speak at functions
Unlimited leverage activities for the sponsor to take up
Discounted Venue Hire – Could use this for a business morning tea, team meetings etc
Feature in Monthly Club Newsletter
Events Two Tickets to Gala Ball and Invite to annual Sponsors Day

GOLD PARTNER

\$6,000 (EX GST)

SIGNAGE

Oval Banner

INSIDE CLUBROOMS

Full pane - decal on window of clubhouse, top of all pull-up banners.

INSIDE CHANGEROOMS

Logo poster inside Home Changerooms

SCOREBOARD

1 X Commercial (Video or Still) to feature during quarter breaks Logo recognition throughout the game

BRAND PLACEMENT

TV monitors within the Clubrooms

Club website

Featured on email signatures of club contacts

Feature on Senior Guernsey's

PLAYER SPONSORSHIP

3 Player Sponsorships – Players of your choice

SOCIAL MEDIA

6 x social media posts (suitable for Facebook/Instagram)

Tailor the posts to meet your business needs

ROUND SPONSOR

Recognised as sponsor for 2 Rounds, includes a social media post, pre each of the nominated rounds.

MERCHANDISE

Choice of 'in stock' item

OTHER SPONSORSHIP INCLUSIONS

Opportunity for Sponsor representatives to speak at functions

Unlimited leverage activities for the sponsor to take up

Discounted Venue Hire – Could use this for a business morning tea, team meetings etc Feature in

Monthly Club Newsletter

Events Two Tickets to Gala Ball and Invite to annual Sponsors

SILVER PARTNER

\$3,500 (EX GST)

SIGNAGE

Oval Banner (subject to availability – pending Platinum & Gold take up)

INSIDE CLUBROOMS

Shared pane - decal on window of clubhouse, feature on pull-up banners.

SCOREBOARD

1 X Commercial (Billboard advertisement) to feature during quarter breaks Logo recognition throughout the game.

BRAND PLACEMENT

TV monitors within the Clubrooms

Club website

PLAYER SPONSORSHIP

2 Player Sponsorships – Players of your choice

SOCIAL MEDIA

4 x social media posts (suitable for Facebook/Instagram)

Tailor the posts to meet your business needs

Round Sponsor

Recognised as sponsor for 1 Round, includes a social media post, pre each of the nominated round.

OTHER SPONSORSHIP INCLUSIONS

Opportunity for Sponsor representatives to speak at functions

Unlimited leverage activities for the sponsor to take up

Discounted Venue Hire – Could use this for a business morning tea, team meetings etc

Feature in Monthly Club Newsletter

Invite to annual Sponsors Day

BRONZE PARTNER

\$1,500 (EX GST)

INSIDE CLUBROOMS

Feature on pull-up banners.

SCOREBOARD

Logo recognition throughout the game

BRAND PLACEMENT

TV monitors within the Clubrooms

Club website

PLAYER SPONSORSHIP

1 Player Sponsorship – Player of your choice

SOCIAL MEDIA

2 x social media posts (suitable for Facebook/Instagram)

Tailor the posts to meet your business needs

OTHER SPONSORSHIP INCLUSIONS

Unlimited leverage activities for the sponsor to take up.

Discounted Venue Hire – Could use this for a business morning tea, team meetings etc.

Feature in Monthly Club Newsletter

Invite to annual Sponsors Day

JUNIOR SPONSORSHIP

NEW IN 2025

\$3,000 (EX GST)

INSIDE CLUBROOMS

Shared pane - decal on window of clubhouse, feature on pull-up banners.

SCOREBOARD

1 X Commercial (Still or Video) to feature during quarter breaks Logo recognition throughout the game.

BRAND PLACEMENT

TV monitors within the Clubrooms

Club website

Feature on Junior Guernsey's (Under 13's to Under 17.5)

PLAYER SPONSORSHIP

1 Junior player Sponsorship – Player of your choice

SOCIAL MEDIA

4 x social media posts (suitable for Facebook/Instagram)

Tailor the posts to meet your business needs

OTHER SPONSORSHIP INCLUSIONS

Unlimited leverage activities for the sponsor to take up

Discounted Venue Hire – Could use this for a business morning tea, team meetings etc

Invite to annual Sponsors Day

Feature in Monthly Club Newsletter

PLAYER SPONSORSHIP

\$600 (EX GST)

PLAYER SPONSORSHIP

1 Player Sponsorship – Player of your choice.

Player benefits from a paid membership and additional support. Sponsors can access the selected player for event appearances or other activities agreed.

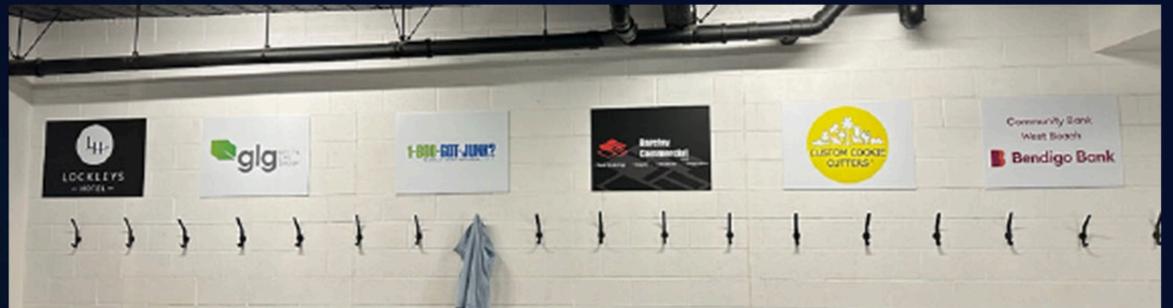
OTHER SPONSORSHIP INCLUSIONS

Invite to annual Sponsors Day

Feature on clubroom monitors on the Player Boards



SIGNAGE



MARKETING ONLY PACKAGE

\$600 (EX GST)

SCOREBOARD

1 X Commercial (Still or Video) to feature during quarter breaks Logo recognition throughout the game.

BRAND PLACEMENT

TV monitors within the Clubrooms

SOCIAL MEDIA

3 x social media posts (suitable for Facebook/Instagram)

Tailor the posts to meet your business needs

OTHER SPONSORSHIP INCLUSIONS

Discounted Venue Hire – Could use this for a business morning tea, team meetings etc

Feature in Monthly Club Newsletter



KEY CONTACTS

SPONSORSHIP TEAM

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PRESIDENT

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SENIOR FOOTY DIRECTOR

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LOCKLEYS FOOTBALL CLUB

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