



**STRATHMORE
FOOTBALL CLUB**
SPONSORSHIP PROSPECTUS 2026
ONE FAMILY. ONE CLUB.

ONE FAMILY. ONE CLUB

Strathmore Football Club is more than a football organisation. It is a place where families belong, young players grow, volunteers lead, and the community comes together week after week.

From our youngest Junior Griff participants to our senior men's and women's programs, Strathmore operates as one connected football family. Juniors train alongside seniors. Parents become volunteers. Players become coaches. Sponsors become long-term partners.

When businesses align with Strathmore, they are supporting a local sporting ecosystem that reaches hundreds of families across the Essendon and Moonee Valley region every season.

This prospectus outlines how Strathmore Football Club partners with businesses in 2026 to support junior development, strengthen community connection, and build a sustainable future for the club.



COMMITTED FOR 2026: OUR MAJOR SPONSORS



FROM THE PRESIDENT

As we head into 2026, Strathmore Football Club enters a new chapter with a refreshed committee and a clear sense of direction. This season represents an intentional reset, with fresh energy, diverse skills and a shared focus on building strong foundations that support long-term success.

There's a genuine sense that we're building something sustainable together.

Our focus for 2026 is balance. On the field, we're committed to creating an environment where our teams can compete consistently, supported by strong coaching, player development and clear standards around preparation and effort. Off the field, the priority is strengthening the club as a whole by supporting our volunteers, improving communication, maintaining financial stability and continuing to build a positive, inclusive culture.

Sponsorship plays a vital role in making this possible. Strong partnerships allow us to keep football accessible while investing in coaches, players and facilities. For our sponsors, this is about more than visibility. It's about aligning with a well-run, community-focused club that values integrity, connection and local pride.

Ben Mihailovic



WHY PARTNER WITH STRATHMORE?

COMMUNITY FOOTPRINT

500–700 registered players across the club
18–24 junior teams
4–6 senior teams
800–1,200 people engaged onsite during home rounds

COMMERCIAL STRENGTH

We are modernising our programme to include structured digital exposure, consistent content branding, and in-venue digital screen integration – giving sponsors unprecedented visibility.

DIGITAL REACH

3,000+ Facebook followers
3,100+ Instagram followers
500–700 TeamApp subscribers
6,000+ combined digital touchpoints



OUR COMMITMENT TO SPONSORS

When you partner with Strathmore Football Club, you're investing in a professional, structured sponsorship programme designed to deliver measurable value and genuine community connection.

01

HIGH-ENGAGEMENT VISIBILITY

Your brand featured across our most-viewed club content, from player announcements to match reports.

02

STRONG IN-VENUE PRESENCE

Premium signage packages and digital screen integration throughout our facilities.

03

HOSPITALITY & NETWORKING

Access to exclusive business lunches, sponsorship functions, and match-day experiences

04

PROFESSIONAL DELIVERY

Content Hype, our digital sponsorship partner, ensures consistent, high-quality execution.



2026 SPONSORSHIP PACKAGES

Our packages are designed to suit businesses of all sizes, from whole-club partnerships to targeted programme support.

Each tier includes both traditional sponsorship benefits and modern digital exposure, ensuring your brand reaches our community through multiple touchpoints throughout the season.



PALLADIUM PARTNERSHIP - \$20,000

Whole-Club Premier Partner

TRADITIONAL BENEFITS

- Exclusive Match Day Experience (marquee game)
- Coterie membership with priority seating
- Premium signage package across venue
- Scoreboard advertising at all home matches
- Sponsor of the Week feature slot
- Tickets to Business Lunch and all Sponsorship Functions
- Half-time corporate hospitality suite access
- Family club membership, and consistent social media presence.

DIGITAL BENEFITS

- Featured on major club graphic templates (player commitments, coach announcements, awards, major club updates)
- Premium placement on all digital screen loops
- Two feature placements per season (Good Friday week + Finals)
- One bespoke sponsor spotlight video delivered by Content Hype





PLATINUM PARTNERSHIP — \$10,000

TRADITIONAL BENEFITS

- Coterie membership privileges
- Comprehensive signage (fence and social room)
- Scoreboard advertising at home matches
- Sponsor of the Week feature slot
- Tickets to key events and hospitality functions
- Family club membership, and consistent social media presence.

DIGITAL INCLUSION

- Digital Inclusions
- Inclusion across club announcements, pre-season content, and coaching updates
- Standard rotation on digital screens throughout facilities
- One seasonal digital spotlight post
- Branding on awards-night templates and presentations

DIAMOND PARTNERSHIP — \$5,000

Now with Exclusive Naming Rights Opportunities

The Diamond tier has been significantly enhanced for 2026, offering sponsors the chance to become the naming rights partner for specific content series – creating deeper association with either our men's or women's programmes.

CHOOSE YOUR NAMING RIGHTS

Men's Program:

- Men's Match Preview Sponsor
- Men's Match Report Sponsor
- Men's Photography Sponsor

Women's Program:

- Women's Match Preview Sponsor
- Women's Match Report Sponsor
- Women's Photography Sponsor

All naming rights include logo on content templates, caption mentions, and priority tagging.

CORE BENEFITS

Digital Inclusions:

- Two digital recognition posts per season
- Logo featured on digital screen loop
- Placement on club sponsor wall (website)

Traditional Benefits:

- Scoreboard advertising
- Sponsor of the Week slot
- Event tickets and hospitality access
- Family membership



GOLD & BLUE PARTNERSHIP - \$3,000



TRADITIONAL BENEFITS

- Social room signage placement
- Digital acknowledgement on website and social channels
- Hospitality and event access throughout season
- Family club membership
- Attach your sponsorship to one of our junior teams

DIGITAL BENEFITS

- Digital welcome post upon partnership commencement
- Inclusion in shared digital screen loop throughout season
- Featured sponsor tile at season launch event
- Acknowledgment in digital content featuring your sponsored team.

JUNIOR TEAM SPONSORSHIPS

JUNIOR TEAM MAJOR SPONSOR | \$5000

Traditional Benefits:

- Logo prominently displayed on playing jumpers or equivalent equipment
- Tickets to Business Lunch events
- Half-time hospitality access
- Family club membership benefits

Digital Benefits:

- Four junior-focused digital posts throughout season
- Logo on junior programme screen loops
- Placement on dedicated junior sponsor webpage





JUNIOR TEAM SPONSORSHIPS

JUNIOR TEAM GOLD SPONSOR | \$3000

Traditional Benefits:

- Logo on training tops or team equipment
- Tickets to Business Lunch networking events
- Family club membership benefits

Digital Benefits:

- Two junior-focused posts celebrating team achievements
- Logo featured in junior programme shared screen loop

FAMILY SPONSORSHIP \$1500

Enhance your sponsorship with these additional opportunities, designed to provide focused exposure at key moments throughout the season.

01

SENIOR MATCHDAY EXPERIENCE

On one selected home game, two children from the sponsor's family will take part in the pre-match run-out with the Senior Men's team. A memorable matchday experience that places families at the heart of the club.

02

SOCIAL ROOM SIGNAGE

Sponsor signage displayed inside the Lebanon Reserve Social Rooms across the season.

03

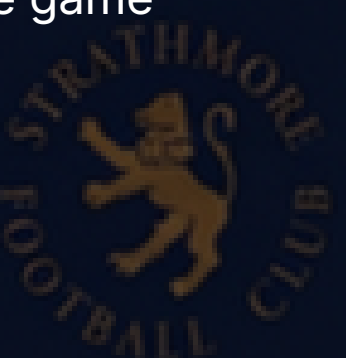
DIGITAL ADVERTISING & RECOGNITION

Digital acknowledgement across Strathmore Football Club's official channels, including the club website and social media platforms (Facebook and Instagram).

04

FUNCTIONS & HOSPITALITY

- Two tickets to the Official Club Sponsorship Function
- Complimentary half-time food and beverages at every home game
- \$50 Strathmore Football Club gift card



OPTIONAL ADD-ON PACKAGES

Enhance your sponsorship with these additional opportunities, designed to provide focused exposure at key moments throughout the season.

01

SPONSOR SPOTLIGHT REEL - \$850

Professional video production showcasing your business story, shared across all club digital platforms

02

AWARDS NIGHT NAMING RIGHTS - \$2500

Exclusive naming rights for our prestigious awards night, with comprehensive branding and recognition

03

JUNIOR PRESENTATION PARTNER - \$2000

Naming rights and prominent branding at our junior presentation day, reaching hundreds of families

04

GOOD FRIDAY FEATURE PACKAGE

Premium exposure during our marquee Good Friday match, one of the season's highest-attendance events



DELIVERY & FULFILLMENT

Strathmore Football Club has partnered with Content Hype, a specialist sports marketing and content agency, to ensure every sponsor receives professional, consistent delivery of their entitlements.

This partnership guarantees:

Consistent digital sponsor placement across all platforms

Professional execution of content and digital assets

Timely delivery of all sponsor entitlements

Regular reporting to the club on digital engagement and reach

You can be confident that your investment will be managed professionally from day one through to season's end.

LET'S START A CONVERSATION

We'd welcome the opportunity to discuss how a partnership with Strathmore Football Club can deliver value for your business whilst supporting one of the EDFL's most respected community organisations.

Whether you're interested in a premium whole-club partnership or targeted programme support, we're committed to creating a sponsorship package that aligns with your business objectives and budget.



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