

SPONSORSHIP

Our sponsorship program provides local individuals and businesses with the opportunity to partner with a well-respected sporting organisation with large-scale impact. Our sponsors build their brand recognition, connecting directly with the local community and becoming an invaluable part of Whitehorse United's long-standing history of community engagement and local participation in sport.

Your sponsorship ensures both children and adults can continue to access the health, social and sporting benefits of our club.

Ready to make your mark in the local community?

Build positive brand awareness and unique community connections while supporting a worthy sporting organisation. Our eye-catching yellow and navy-blue uniform provides the perfect 'billboard' for your business.

Whitehorse United sponsors have access to an exciting range of promotional opportunities including website and social media exposure, field displays on match days, uniform sponsorship, venue signage, priority brand promotion at our annual fundraisers and other opportunities to advance your business while providing essential support for local sport.

Enjoy a rewarding partnership with Whitehorse United

As a non-profit organisation, sponsorship is an important part of our income. Our sponsors help support the day-to-day operations of our club and in return, gain the attention of hundreds of people frequenting Terrara Park for weekday soccer training, weekend home games, as well as members of the local dog walking club and daily park visitors.

Online, Whitehorse United has a strong club presence with over 1600 engaged followers on Facebook and nearly 1000 on Instagram. And our members and followers are keen to connect with club sponsors when seeking suitable local services and products for their needs.

BENEFITS

- Increase the profile of your business; gain benefits from several promotions at a lesser cost than self-advertising
- Build community goodwill
- Enjoy engagement with new and existing customers; hundreds of participants for you to engage your brand with
- Increase brand trust; Community involvement is known to be more effective than traditional marketing
- Stand out; opportunity to have presence at public events
- Display your stand or products on Match days
- Partnering with us to maintain an environment to enable our players to flourish at Whitehorse United SC
- Provision of key member engagement metrics throughout the sponsorship period
- Whitehorse United SC is looking for sponsors to assist in growing our proud club as well as supporting your brand
- Be a part of the exciting re-launch of Whitehorse United SC
- Minimal investment (depending on sponsor service/product, Return on Investment could be after one sale)
- Promote club members to use sponsor service/product
- Terrara Park not only attracts soccer, but 1000's of the local community going for walks with their dogs and even a goat!
- Matches played all around Melbourne. Uniform advertising seen all around Melbourne

KICKOFF (4 - 7 Y.O.) PROGRAM

MiniRoos KickOff is a fun and safe program aimed at introducing 4 - 7 year old children who are keen to learn about soccer. It takes place every Saturday morning, with two sessions between 9am - 11am and can reach up to 100 participants. The sessions are designed to build skills through games and simple drills. With plenty of time on the ball, children are also learning to build their fundamental motor skills. Many participants continue on to join a competing team in our Under 8s MiniRoos leagues. The MiniRoos leagues go from Under 8 - Under 11 then progress to Juniors from Under 12s.

In 2024, as part of their program we would love to ensure every participant receives a full soccer kit, including jersey, shorts and socks. Our two sponsors will feature their logo on the front and back on the jersey. It's always wonderful to see the excitement on the children's faces when they get to put on their soccer kit, dreaming of being the next Messi or Kerr!



MINIROOS/JUNIORS



In our MiniRoos (Under 8 - Under 11s) and Junior (Under 12 - Under 21) programs we have nearly 500 boys and girls who train at least once a week (older teams generally train twice a week). The MiniRoos teams play matches on Saturdays and Juniors/Girls play on Sundays. They compete against other clubs around Melbourne and at home, Terrara Park, Vermont.

In 2024, as well as receiving their new kits, we would like to give all players their own training jacket. Nothing screams 'professionalism' more than turning up to a match in all matching uniforms!

Off the back of the Women's World Cup, we are super excited to hopefully welcome many new players and are focused on building our girls teams with a long-term plan of entering back into the Senior Women's league.

SENIORS/VCFA

We currently have four senior teams playing in both the Football Victoria (FV) league and the Victorian Churches Football Association (VCFA) league. Each have a reserves and firsts team while the VCFA squad can grow to 3 - 4 teams. In total we have up to 100 senior players at the club. Our FV Senior team is a fairly young squad who many played their first year as Seniors in 2023. We are super excited to grow the squad in both experience and success in 2024. Our VCFA squads play for the social enjoyment of the game and train once a week.

For the 2024 - 2026 sponsor partnerships we would like all senior players to receive their kits as well as a training jacket and warm up jersey.



SPONSORSHIP PACKAGES 2024 - 2026

Select a sponsorship opportunity which works best for your brand.

Package options are available across Senior Mens/VCFA (Seniors), MiniRoos/Juniors (Juniors) and our KickOff program. They provide brand exposure over a three-year term and we offer two - four levels of sponsorship within each category – Gold Premium, Gold, Silver and Bronze. Packages can be tailored to suit your individual business needs.

Prices shown below are the yearly costs. These amounts can be paid each year or we offer a discount if paid in full. Please contact us for further information.



LEFT SIDE

FRONT

RIGHT SIDE

BACK

INCLUSIONS / PACKAGE PER AGE GROUP; SENIORS/JUNIORS/KICKOFF	PREMIUM GOLD (A) x 1	GOLD (B) x 1	SILVER (C & D) x 2	BRONZE (E & F) x 2
YEARLY COST*	KickOff \$2,000 per year Juniors/Seniors \$6,000 per year	KickOff \$1,200 per year Juniors/Seniors \$3,000 per year	KickOff N/A Juniors/Seniors \$2,000 per year	KickOff N/A Juniors/Seniors \$1,500 per year
Sponsor logo in Position A on jersey				
Sponsor logo on training jacket (Juniors/Seniors only)				
Sponsor logo in Position B on jersey				
Sponsor logo in Position C or D on jersey				
Sponsor logo in Position E or F on jersey				
Online Club Shop display of logo	Included	Included	Included	Included
Tear drop banner*	Included	Included	included	
Signage on building or fence during the seasons	Included	Included	Included	Included
Continuous scrolling advert on TV in club room; training nights & weekends	Included	Included	Included	Included
Social media adverts (inc. Facebook, Instagram & YouTube)	4 posts per year	3 posts per year	2 posts per year	1 post per year
Sponsor profile in newsletter	Included	Included	Included	Included
Complimentary club merchandise (with your logo)	Included	Included	Included	Included
Complimentary single player registration	Included	Included	Included	
Tickets to annual trivia night	Table of 10 (per year)	8 tickets (per year)	6 tickets (per year)	4 tickets (per year)
Display of promotional materials, including business cards in club room	Included	Included	Included	Included
Canteen coffee card (one complimentary coffee per weekend)	Included	Included	Included	Included

* For on-going sponsorship, tear drop banners will be replaced free of charge if damaged

As well as the above items, we will happily assist with promoting any events or specials you have throughout the season.