

Here's a NEW & LIMITED opportunity to

promote your business to over 1,450 people every week

with the potential of many more.

Grow your awareness on the
Sunshine Coast
plus reach new audiences from
Brisbane & SEQ

See inside for the exciting opportunity to partner with the Sunshine Coast's newest sporting franchise
and gain massive exposure for your company...



SAP
SKILL ACQUISITION
PROGRAM



Exclusive
Sunshine Coast
partner of



THE OPPORTUNITY - A NEW PERSPECTIVE FOR SPONSORS



Welcome to a NEW opportunity to become part of a Sunshine Coast sporting franchise in the largest sport not only in the world, but in Australia, and on the Sunshine Coast.

Sunshine Coast Wanderers is the local entry into the recently created 13 team Football Queensland Premier League (FQPL) and National Premier League Women's (NPLW) for 2019, and you're invited to partner with us.

We understand there are many opportunities out there, and it can seem like every sporting club has a hand out asking for funds.

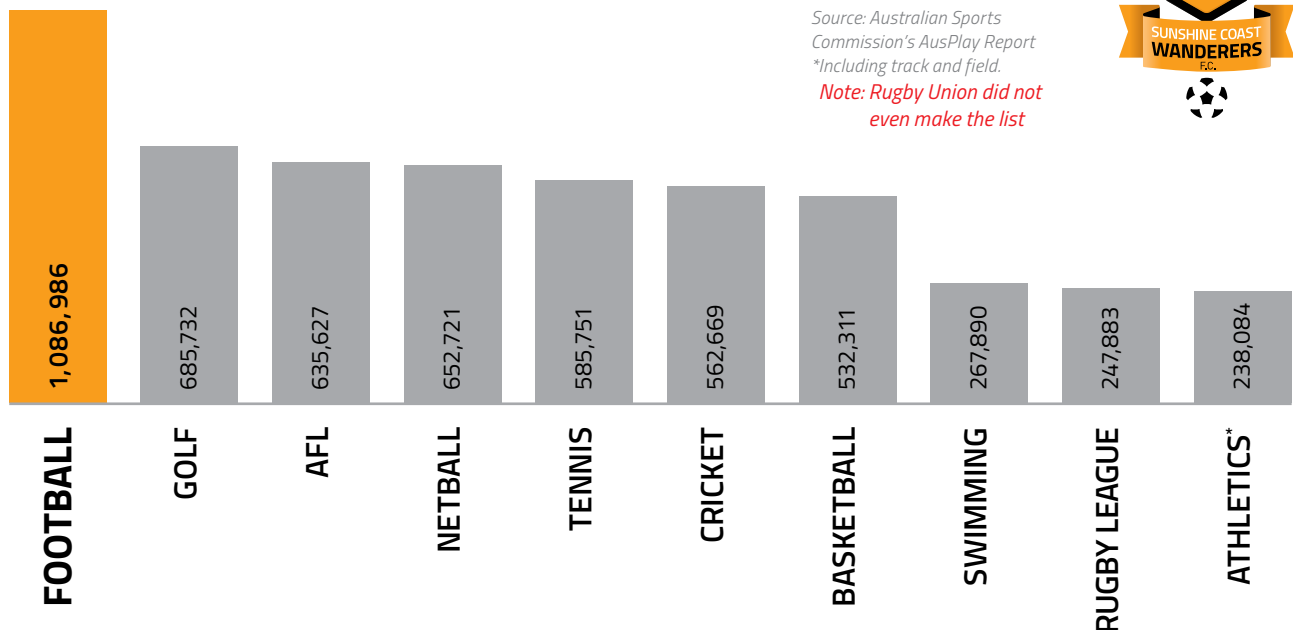
Before you make any decisions, we'd like to offer some perspective about the sports competing for your sponsorship dollar.

In Australia, according to Australian Sports Commission figures, football is by far the most popular game:

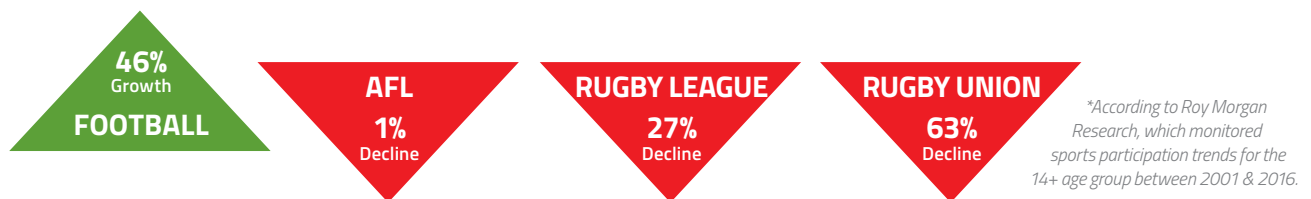
As these figures demonstrate football is THE opportunity for any business looking to gain exposure and enhance brand awareness.



TOP 10 CLUB SPORTS IN AUSTRALIA



GROWTH RATES OF MAJOR AUSTRALIAN SPORTS (2001-2016)*



SUNSHINE COAST PARTICIPATION NUMBERS

Locally on the Sunshine Coast, more than 8,600* children and adults are registered players, making football the most popular sport locally.

#1 FOOTBALL

*Source: Sunshine Coast Football

THE WORLD CUP IS LARGER THAN THE OLYMPICS

Football (soccer) is the largest sport in the world with an estimated 4 billion followers and the football World Cup is a larger event than the Olympics (source: World Atlas).

2018 was a World Cup year which will continue to generate a huge interest in football.

Why this is THE chance to get involved

Sunshine Coast Wanderers entry into the tier 2 FQPL, and the NPLW provides proactive and forward-thinking local businesses an **exciting new chance to support grassroots and elite pathway** local athletes and in so doing raise their profile locally and within the region.

SPECIFICALLY, WHAT'S IN IT FOR YOU:

YOUR REACH:

There are 13 teams that make up the FQPL* - **Sunshine Coast Wanderers**, Capalaba, Southside Eagles, Peninsula Power, Mitchelton FC, Wide Bay Buccaneers, Wolves FC, Souths United, Logan Lightning, Ipswich Knights, Rochedale Rovers, Eastern Suburbs and Holland Park Hawks.

NPLW* involves **Sunshine Coast Wanderers**, The Gap, Logan Lightning, Mudgeeraba, Brisbane Lions, Eastern Suburbs, South West Qld, Capalaba, Moreton Bay, Western Pride, Souths, Gold Coast City, Mitchelton and Lions.

Your business gains exposure geographically from Wide Bay to the massive growth corridors to the south and west of Brisbane and down to the NSW border - an estimated population of some 3.5 million.

Sunshine Coast Wanderers will field teams for Junior Boys in the under 13, 14, 15, 16 and 18 age groups in addition to under 20's and Senior Men, and Junior Girls in under 13, 15, 17 and senior women. We also run Skills Acquisition Programs for U9s to U12s. In summary, every demographic is covered, making this a viable sponsorship opportunity for just about any business.

 FOOTBALL QUEENSLAND PREMIER LEAGUE	 PS4 NATIONAL PREMIER LEAGUES	SAP SKILL ACQUISITION PROGRAM
MENS & BOYS Under 13, 14, 15, 16, 18, 20 & Senior Mens	WOMENS & GIRLS U13, 15, 17 & Senior Women	JUNIOR BOYS & GIRLS Under 9's to Under 12's

*Final League composition is subject to promotion/relegation at season's end.

YOUR EXPOSURE:

Sunshine Coast Wanderers play 12 senior home games, giving you direct promotion opportunities as well as signage (see package details starting on p.7).

Trainings sessions run most of the year multiple times a week for all age groups meaning company logos on playing and training shirts are seen often!!

YOUR MEDIA PROFILE:

Sunshine Coast Wanderers appears regularly on local television news. Football enjoys a good relationship with television news. We aim to gain a minimum of 2 x weekly news items in the lead up to and during the season.



We have also featured in the region's only print media, Sunshine Coast Daily. Again, in the lead up to and during the season we would expect a minimum of 2 x feature stories per week, giving your business further exposure. **Note: according to APN, an average Monday to Friday issue of the Sunshine Coast Daily reaches 26% of people living on the Sunshine Coast and reaches an audience of 410,000 each month across both print and digital platforms.**

Social Media and web: **Sunshine Coast Wanderers** has established a strong Social Media profile and web presence which provides sponsors further opportunities to advertise and gain valuable exposure. Based on current trends we anticipate at least **2,000 Facebook followers** by the start of the 2019 season. Further our Instagram (600+) and Twitter (250+) profiles continue to grow.

Sunshine Coast Wanderers also regularly features on Football Click, the media platform which covers both NPL and FQPL. Football Click currently has 6,600 Facebook followers, 1,100 on Twitter and 1,040 on Instagram.



ROAR PARTNERSHIP:

Sunshine Coast Wanderers is the only Sunshine Coast club to be offered a partnership with the state's only A-League club, Brisbane Roar. This provides our players access to talent identification as well as entry to selected home games. There is the possibility that the younger age groups will participate in half-time small sided games at Suncorp Stadium. While details are yet to be finalised this may provide additional opportunities for exposure of your brand.



**SUNSHINE COAST PARTNERS TO
QUEENSLAND'S ONLY A-LEAGUE CLUB,
BRISBANE ROAR**



Who this is right for:

Sunshine Coast Wanderers offer partner packages to suit businesses of all sizes.

This represents a dream opportunity for:

- **LARGE NATIONAL BUSINESSES**
with a Sunshine Coast base who want to raise their local profile
- **ICONIC LARGE SUNSHINE COAST BASED BUSINESSES**
who want to cement and/or enhance their place in the community
- **LARGE SOUTH EAST QUEENSLAND BUSINESSES**
looking to expand market awareness across the region
- **MEDIUM SUNSHINE COAST BUSINESSES**
looking for greater brand exposure in the local community
- **SMALL SUNSHINE COAST BUSINESSES**
who want to support the community and gain market exposure

IMPORTANT MESSAGE:

**“Who Cares About the Sponsor Now,
We’ve Got their Money...”**

Believe it or not, the above was uttered recently by an official at a community club located outside the Sunshine Coast. This was in response to a member asking what the club was doing for sponsors.

Sunshine Coast Wanderers FC find such a statement, frankly, horrifying. We value EVERY sponsor we have. And we understand it is a partnership.

You invest in us because you are good corporate citizens who want to help.

We take the view it's not a 1-sided give-take relationship. On this basis, we want to look after you and provide genuine value for the money you invest in us, so that like any meaningful partnership there is mutual benefit and respect. In the unlikely event you ever feel we come up short in any way, please let us know and, out of respect for your contribution, we'll do everything in our power to rectify the situation.

Why Sunshine Coast Wanderers FC



In 2019, Sunshine Coast Wanderers Football Club is offering a range of “Corporate Partnership” packages.

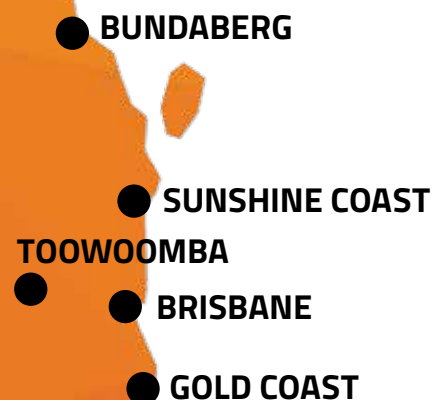
Our “Corporate Partnership” packages are tailored to suit your individual needs and marketing requirements – and designed to offer maximum exposure in the areas specified.

Some of the benefits for our “Corporate Partners” at this Buderim-based Football Queensland Premier League (FQPL) and National Premier League Women’s (NPLW) Club include:

- Business logos on playing strip or training kits
- Advertising via signage at our home grounds
- Advertising on our webpage and social media platforms
- Regular announcements over our public address system
- Invitations to Corporate Partner Events
- Opportunities to make direct special offers to club members
- Wanderadio mentions on live match broadcasts

With Sunshine’s best Wanderers in the FQPL and NPLW:

THE MARKETING CATCHMENT AREA EXTENDS TO SOUTH-EAST QUEENSLAND FROM BUNDABERG TO THE GOLD COAST.



We will host visiting teams and fans from other Clubs at our Buderim home ground.

Our “Corporate Partnership” packages provide great business advertising opportunity and the potential to extend the reach of your business to a new client base both locally and outside the Sunshine Coast region.

Members of football clubs traditionally support the businesses that support their clubs. So get on board and help our club on their exciting journey in the FQPL and NPLW in 2019. It can be very rewarding for your business too.

SHOULD YOU HAVE ANY FURTHER QUESTIONS, please feel free to contact:
enquiries@scwfc.com.au



SPONSORSHIP OPPORTUNITIES

There are many opportunities to promote your brand with Sunshine Coast Wanderers. The following pages provide a snapshot of some of the many options available.

PLAYING ATTIRE ▼



SUPPORTERS & COACHES ATTIRE ▼



WEBSITE SPONSOR PRESENCE ▼



Naturally not all sponsorship packages provide the same level of exposure.
To find a package that best suits your company, please see the following pages.



MEDIA BACKDROPS ▼



MOBILE SIGNAGE ▼



GROUND SIGNAGE ▼



SOCIAL MEDIA SPONSOR PRESENCE / POSTS ▼



MATCH DAY PROGRAM ▼



Packages start from just \$1,800 + GST

Sponsorship Packages & Benefits



PLATINUM PARTNERS
2018, 2019, 2020

**SUNSHINE
MITRE 10**

ONE ONLY FOR FQPL OR NPLW

Our Platinum Partners (one only) for FQPL or NPLW will be offered the following package:

- **NAMING RIGHTS OF FIRST TEAM** – the FQPL or NPLW (use of name as far as possible)
- **LOGO ON PLAYING STRIPS** (position to be decided for First Teams in FQPL or NPLW)
- **ADVERTISING BOARD** – CORFLUTE SIGN (3000 X 900) – positioned between player dugouts on Field 1 at Bunnings Park
- Large logo on **PRE-INTERVIEW BACKDROP**
- **WEBSITE ADVERTISEMENT** on opening home page and advertisement on the FQPL or NPLW website
- **FORTNIGHTLY SOCIAL MEDIA** – with website link
- Company logo on **SPONSORSHIP CARD**
- **FULL PAGE** (A3 size) in **MATCHDAY PROGRAM** for home games
- Inclusion in **MONTHLY NEWSLETTER** and emails
- **ANNOUNCEMENT** as Platinum Partners over **PUBLIC ADDRESS SYSTEM** at every home game
- **VIP ACCESS** to First Team players **FUNCTION** following all home games
- **BUSINESS PROFILE** on SCWFC **WEBSITE** "Corporate Partners" page

NO LONGER AVAILABLE
Secured by Sunshine Mitre 10
for 3 years

**SUNSHINE
MITRE 10**



First Team Playing strip ▼



Website (homepage & FQPL or NPLW) ▼



NO LONGER AVAILABLE
Secured by Sunshine Mitre 10
for 3 years

Fortnightly Facebook posts ▼



Full Page Ad - Match Day Program ▼



Large sign at Ballinger Park ▼



MORE

◀ Read previous page for details



GOLD PARTNERS

ONE ONLY FOR FQPL OR NPLW

Our Platinum Partners (one only) for FQPL or NPLW will be offered the following package:

- **LOGO ON TRAINING STRIPS** (positioned on back region) for First Teams in FQPL or NPLW
- **SMALL LOGO ON SLEEVES OF PLAYING STRIPS** for First Teams in FQPL or NPLW
- **ADVERTISING ON LARGE CORFLUTE SIGN (2400 X 900)** positions outside player dugouts on Field 1 at Ballinger Park
- Mobile **SIGNAGE** at **EVERY HOME GAME**
- Small logos on **MEDIA INTERVIEW BACKDROP**
- **WEBSITE ADVERTISEMENT** on FQPL or NPLW tabs. This item is not available for separate purchase
- **MONTHLY** posts on SCWFC **FACEBOOK** page promoting your business with website link
- **HALF PAGE AD** (half A5 size) in **MATCHDAY PROGRAM** for home games
- **ANNOUNCEMENT** as Gold Partners over **PUBLIC ADDRESS SYSTEM** at every home game
- **BUSINESS PROFILE** on SCWFC **WEBSITE** "Corporate Partners" page

Gold Partners

First Team Playing strip (sleeve) ▼



Website (FQPL or NPLW Page) ▼



Monthly Facebook posts ▼



Training strip ▼



Small logo on media backdrop ▼



Mobile Signage at EVERY home game ▼



Half Page Ad - Match Day Program ▼



Large sign at Ballinger Park ▼



MORE

◀ Read previous page for details



SILVER PARTNERS

ONE ONLY FOR FQPL OR NPLW

Our Silver Partners (one only) for FQPL or NPLW will be offered the following package:

- **SMALL LOGO ON PLAYING SHORTS** for First Teams in FQPL or NPLW.
- **SMALL LOGO ON RIGHT SLEEVE** of **TRAINING SHIRT** for First Teams in FQPL or NPLW.
- Small logo on **MEDIA INTERVIEW BACKDROP**
- **ADVERTISING ON MEDIUM CORFLUTE SIGN (1800 X 900)** on Field 1 at Ballinger Park
- Mobile **SIGNAGE** at **EVERY HOME GAME**
- **WEBSITE ADVERTISEMENT** on FQPL or NPLW tabs. This item is not available for separate purchase
- **MONTHLY** posts on SCWFC **FACEBOOK** page promoting your business with website link
- Small advertising on **MATCHDAY PROGRAM** for home games
- Inclusion in **MONTHLY NEWSLETTER** and emails
- **ANNOUNCEMENT** as Silver Partners over **PUBLIC ADDRESS** system at every home game
- **VIP ACCESS** to First Team players function following all home games
- **BUSINESS PROFILE** on SCWFC **WEBSITE** "Corporate Partners" page

Silver Partners



First Team Training Shirt ▼



Monthly Facebook posts ▼



Small Ad - Match Day Program ▼



Mobile Signage at EVERY home game ▼



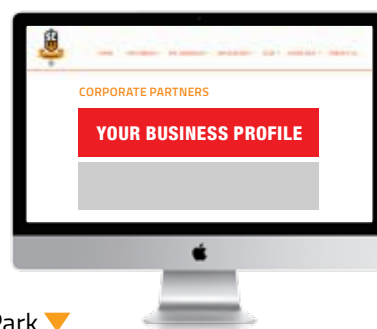
Website (FQPL or NPLW Page) ▼



First Team Playing shorts ▼



Website - Business Profile ▼



Small logo on media backdrop ▼



Medium sign at Ballinger Park ▼



MORE

◀ Read previous page for details



BRONZE PARTNERS

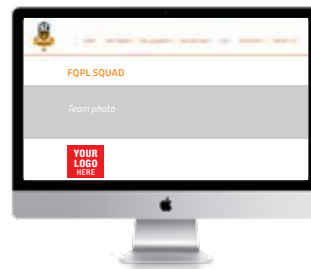
Our Bronze Partners (15) for FQPL or NPLW will be offered the following package:

- **ADVERTISING ON CORFLUTE SIGN (1500 X 900)** on Field 1 at Ballinger Park
- Mobile **SIGNAGE** at **EVERY HOME GAME**
- **WEBSITE ADVERTISEMENT** on FQPL or NPLW tabs. This item is not available for separate purchase
- Thumbnail advertising on FQPL or NPLW squad page in **MATCHDAY PROGRAM** for home games
- Inclusion in **MONTHLY NEWSLETTER** and emails
- **BUSINESS PROFILE** on SCWFC **WEBSITE** "Corporate Partners" page

Thumbnail Ad - Match Day Program ▼



Website (FQPL or NPLW Squad Page) ▼



Website - Business Profile ▼



Mobile Signage at EVERY home game ▼



Corflute sign at Ballinger Park ▼



MORE

▲ Read above list for details



TEAM SPONSORS

Our Team Sponsors for junior FQPL (7) or junior NPLW (3) teams will be offered the following package:

- **NAMING RIGHTS OF A JUNIOR TEAM** in the FQPL or NPLW
 - used in social media and website where possible
- **LOGO ON PLAYING STRIPS FOR A JUNIOR TEAM** (positioned on chest region) in **FQPL** or **NPLW**
- **LOGO ON POLO SHIRTS FOR A JUNIOR TEAM** worn to and from games
- **ADVERTISING ON CORFLUTE SIGN (1500 X 900)** on Field 1 at Ballinger Park
- **WEBSITE ADVERTISEMENT** on FQPL or NPLW Junior team squad pages – as team sponsors
- Thumbnail advertising on FQPL or NPLW squad page in **MATCHDAY PROGRAM** for home games
- Inclusion in **MONTHLY NEWSLETTER** and emails
- **BUSINESS PROFILE** on SCWFC **WEBSITE** “Corporate Partners” page

Junior Team Playing Strip ▼



Junior Team Polo Shirts ▼



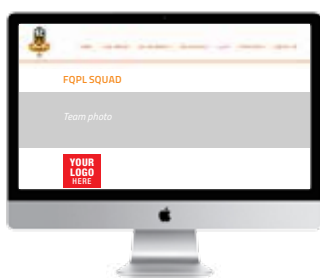
Thumbnail Ad - Match Day Program ▼



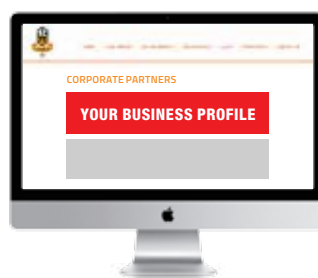
Corflute sign at Ballinger Park ▼



Website (FQPL or NPLW Squad Page) ▼



Website - Business Profile ▼



MORE

▲ Read above list for details



COACHES SPONSOR

Our Coaches' Partners (15) for FQPL or NPLW will be offered the following package:

- **LOGO ON COACHES' POLO SHIRTS** (positioned on chest region)
- **LOGO ON COACHES' WINTER JACKETS** (positioned on pocket region)
- **ADVERTISING ON CORFLUTE SIGN (1500 X 900)** on Field 1 at Ballinger Park
- **WEBSITE ADVERTISEMENT** on coach pages – as coach sponsors.
- A5 advertising on **MATCHDAY PROGRAM** for home games.
- Inclusion in **MONTHLY NEWSLETTER** and emails.
- **BUSINESS PROFILE** on SCWFC **WEBSITE** "Corporate Partners" page

Coaches' Polo Shirt ▼



Coaches' Winter Jacket ▼



Full Page Ad - Match Day Program ▼



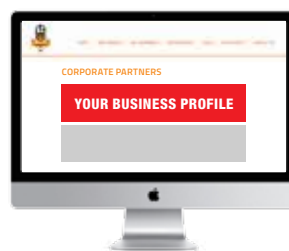
Corflute sign at Ballinger Park ▼



Website - Coaches Page ▼



Website - Business Profile ▼



MORE

▲ Read above list for details



CLUB SPONSORS

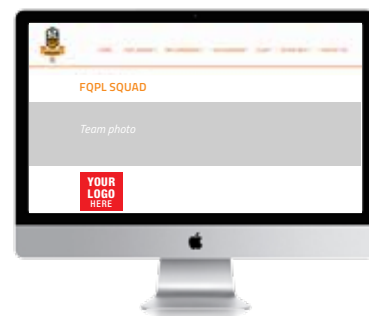
Our Club Sponsors for FQPL or NPLW will be offered the following package:

- **WEBSITE ADVERTISEMENT** on FQPL or NPLW First Team squad pages – as club sponsors
- Thumbnail advertising on FQPL or NPLW squad page in **MATCH DAY PROGRAM** for home games
- Inclusion in **MONTHLY NEWSLETTER** and emails
- **BUSINESS PROFILE** on SCWFC **WEBSITE** “Corporate Partners” page
- **ADVERTISING ON CORFLUTE SIGN (1500 X 900)** on Field 1 at Ballinger Park
- Small logo on **MEDIA INTERVIEW BACKDROP**

Small logo on media backdrop ▼



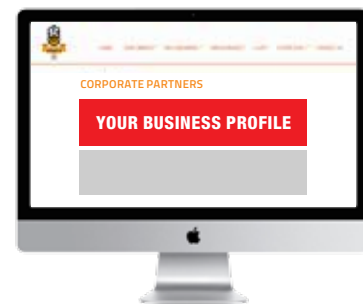
Website (FQPL or NPLW Squad Page) ▼



Sign at Ballinger Park ▼



Website - Business Profile ▼



Thumbnail Ad - Match Day Program ▼



MORE

▲ Read above list for details



CLUB CAR SPONSOR

Our Club Car Sponsor for FQPL or NPLW will be offered the following package:



High visibility not just across the entire Sunshine Coast but all of South East Queensland! The vehicle will be present at ALL training sessions. ALL home games. ALL away games. That's every day of the week your name will be visible to thousands of people!

Plus you also receive:

- **WEBSITE ADVERTISEMENT** on FQPL or NPLW squad pages – as club car sponsors.
- Thumbnail advertising on FQPL or NPLW squad page in **MATCH DAY PROGRAM** for home games
- **BUSINESS PROFILE** on SCWFC **WEBSITE** "Corporate Partners" page
- **ADVERTISING ON LARGE CORFLUTE SIGN (2400 X 900)** on Field 1 at Ballinger Park
- SMALL Logo on **MEDIA INTERVIEW BACKDROP**
- Club **DEDICATED PARKING BAY** to attract maximum attention of passing foot traffic



HOW TO GET INVOLVED

As you can see there are a limited number of opportunities to get involved.

Interest to date has been strong so you're encouraged to act promptly to avoid missing the package that best suits you and your business.

What to do:

1. Complete the Corporate Partners Agreement Certificate

on the following page and sign and date.

2: Return your completed certificate to:

Corporate Partnership Coordinator
Sunshine Coast Wanderers Football Club:
Email: enquiries@scwfc.com.au

3: Contact to arrange a personal meeting to discuss your options

Corporate Partnership Coordinator
Sunshine Coast Wanderers Football Club:
Email: enquiries@scwfc.com.au

Thank you



CORPORATE PARTNERS AGREEMENT CERTIFICATE

The following outlines the agreement between Sunshine Coast Wanderers FC and your business as one of our 2019 Corporate Partners.

Please complete the details and sign in the appropriate place.

I _____ of _____

agree to be a "Corporate Partner" with **Sunshine Coast Wanderers FC** for the 2019 season.

The package I will support SCWFC with is (select one only):

- | | |
|---|---|
| <input type="checkbox"/> Platinum Partner | <input type="checkbox"/> Team Sponsor |
| <input type="checkbox"/> Gold Partner | <input type="checkbox"/> Coaches Sponsor |
| <input type="checkbox"/> Silver Partner | <input type="checkbox"/> Club Sponsor |
| <input type="checkbox"/> Bronze Partner | <input type="checkbox"/> Club Car Sponsor |

I understand this involves an investment of \$ _____

I agree to complete the payment within 7 days of the date below or via credit card now.

Name: _____

Address: _____

Postcode: _____

Email: _____

Phone: _____ Fax: _____



CORPORATE PARTNERS AGREEMENT CERTIFICATE *(Continued)*

Payment Details:

Option 1: Credit Card

Please charge my **credit card** listed below the sum of \$ _____

Card Type: ☐ Mastercard ☐ Visa ☐ Amex

Card Number: _____ / _____ / _____ / _____

Expiry Date: _____ / _____ CCV: _____

Name on Card: _____

Cardholder's Signature: _____

OR

Option 2: Direct Deposit

Direct Deposit in **Sunshine Coast Wanderers FC** Account:

SCWFC DIRECT DEPT BANKING DETAILS

BSB: 633 - 000

A/C: 152 492 674

Signed: _____

Signed: _____

Name: _____

Name: _____

Position in business: _____

On behalf of Sunshine Coast Wanderers FC

Date: _____

Date: _____



**For further information
about the benefits available to your business**
by partnering with Sunshine Coast Wanderers in 2019

PLEASE CONTACT

Corporate Partnership Coordinator

Sunshine Coast Wanderers Football Club:

Email: enquiries@scwfc.com.au

scwfc.com.au