

SUPPORT OUR CLUB AND YOUR COMMUNITY IN 2025



Expose your business to new customers while enhancing your reputation by supporting young people's participation in sport in your community

Our family oriented, inclusive and diverse club reaches 200 families in the local area with connections into many local schools. The DJFC community returns support to the businesses who join our team.



Cash and In Kind Sponsorships welcomed

For more information see our website or email sponsorship.djfc@gmail.com



SPONSORSHIP PROPOSAL

SCHRAMMS RESERVE,
JJ TULLY DRIVE, DONCASTER 3108

CONTACT: Stephanie Hanson

Sponsorship coordinator

sponsorship.djfc@gmail.com



Doncaster Junior Football Club Inc.

“Where Friendships Begin”

www.doncasterjfc.com

Email: secretary.djfc@gmail.com

Dear Prospective Sponsor,

Doncaster Junior Football Club strives to provide opportunities for all youth in our community to participate in healthy, safe and inclusive AFL activities in a fun and family orientated environment. The club is managed by dedicated volunteer staff, all of who tirelessly provide their skills, time and assistance to ensure the club can offer a number of structured programs.

As we are a local community sports club, our major source of revenue is generated from membership fees and donations received from generous individuals & businesses. These funds are then reinvested into the club for the benefit of all members.

Thank you for considering our proposal and we look forward to discussing it with you.

Kind regards,

Stephanie Hanson

Sponsorship Coordinator

PO Box 4074 Doncaster Heights VIC 3109

ABN: 4711357915

ABOUT DONCASTER JUNIOR FOOTBALL CLUB

Doncaster Junior Football Club was formed in 1968 and is based at Schramms Reserve.

We believe that football is more than just a game; it's a way to build character, develop teamwork skills, and foster lifelong friendships. Our motto, "Where friendships begin!" truly reflects the essence of our club. Our coaches and volunteers are dedicated to providing a supportive and encouraging environment where every child can thrive and we are an accredited "Good Sports Club".

We have close links with nearby schools and run a popular and successful Auskick program where young primary school aged kids can learn the basics of football in a friendly and safe, non-competitive environment

Our Club operates within the YJFL, which is considered one of the strongest junior footy leagues in Australia. We look to have 8 teams in 2025 with boys and girls aged from 7 to 14, and boys up to 17. We are one of the smaller clubs in the league, but we see that as one of our strengths. We're friendly and inclusive, and everyone gets a fair go at our club.

Over the years, the Doncaster Junior Football Club has been a second home to many families, creating a strong sense of belonging and camaraderie. Our parents are involved on game day to assist with duties required by the league. We all volunteer our time to ensure that our kids can play the game.



THE VALUE OF SPONSORSHIP

As a club we rely on the support of our local and broader community to ensure that we can continue to provide the best opportunities to our players and their families each season. The sponsorship and contributions we receive are directed towards training, equipment and development of our junior players to ensure they can continue to learn, grow and most importantly, have fun.

Local businesses can make a valuable contribution to junior sport through sponsorship and other forms of support. In return for your support, our sponsorship packages provide a range of promotional and recognition opportunities.

In 2025, the club looks like fielding 8 teams across several age groups plus 2 Auskick groups, giving your business exposure to over 200 local families from all over the Manningham area.

In today's digitally driven world, having a strong online presence is imperative. We understand the importance of communicating with our audience and marketing our club on multiple platforms and continue to strive to build on this. Our brand new website serves as the central hub of information about our club and is regularly updated to encourage ongoing interest and repeat visits.

We are active on both Facebook and Instagram, sharing updates and fostering a sense of community, with a following of over 1100 people which continues to increase. In addition to our direct social media presence, we also benefit for our connection to the Yarra Junior Football League. This provides us the opportunity to gain exposure to their almost 15K followers on social media, allowing us to reach a broader audience and grow our own.

In 2024, the club was fortunate to host a number of special events at the club including the YJFL finals and Community Sports Day with Collingwood Football Club which brought over 300 people to our club over each afternoon. We have a strong affiliation with AFL Victoria resulting in a number of football clinics and related events are held at Schramms Reserve.

We host various club events and activities throughout the year, which are all aimed at strengthening the bonds within our community. Sunday family nights are held monthly and attended on average by 80 people. The Club also intends on running an AFL clinic during the year and is working towards holding a night focusing on male mental health.

We truly appreciate the contributions that our Sponsors and Partners make to the success of our club. Be a part of our legacy and help us continue to build a club where every child feels valued and every moment is cherished.

SPONSORSHIP PACKAGES

The Doncaster Junior Football Club understands that in the current economic climate, organisations require value for any sponsorship money. We have put together a variety of sponsorship packages to provide local businesses and organisations a flexible opportunity to support their community.

The opportunities that Doncaster Junior Football Club can offer are as follows:

Blue Sponsor Package: \$1000

- | | |
|---------------|---|
| Signage | <ul style="list-style-type: none">• Sponsor signage on ground boundary fence• Digital logo on scoreboard during home games• Sponsor logo in clubrooms• Digital logo displayed at Club for monthly dinners & end of year trophy day |
| Communication | <ul style="list-style-type: none">• Sponsor logo on club website with link to your website• Sponsor logo in club newsletters & opportunity to include a message in one club newsletter• Social media posts promoting your business (x 4)
* content to be provided by business and published subject to agreement on content with DJFC |
| Events | <ul style="list-style-type: none">• Complimentary entries to a club dinner (x4)• Opportunity to distribute advertising material at the club• Opportunity to attend and promote business at end of season trophy day• Tickets to fundraiser event should one be held (x 4) |
| Other | <ul style="list-style-type: none">• Framed club jumper for display in your business |

White Sponsor Package: \$500

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|---------------|---|
| Signage | <ul style="list-style-type: none">• Digital logo on scoreboard during home games• Sponsor logo in clubrooms• Digital logo displayed at Club for monthly dinners & end of year trophy day |
| Communication | <ul style="list-style-type: none">• Sponsor logo on club website with link to your website• Sponsor logo in club distributions• Social media posts promoting your business (x 2)
* content to be provided by business and published subject to agreement on content with DJFC |
| Events | <ul style="list-style-type: none">• Complimentary entries to a club dinner (x2)• Opportunity to distribute advertising material at the club• Tickets to fundraiser event should one be held (x 2) |
| Other | <ul style="list-style-type: none">• Sponsor certificate of thanks for your business |

Club Dinner Sponsor: Provide basic dinner catering for 80 attendees

Signage	<ul style="list-style-type: none">• Sponsor logo in clubrooms• Logo displayed at your sponsored club dinner & end of year trophy day• Digital logo on scoreboard during home games in the month of your sponsored dinner
Communication	<ul style="list-style-type: none">• Sponsor logo on club website with link to your website• Social media posts promoting your business (x 2) * content to be provided by business and published subject to agreement on content with DJFC
Events	<ul style="list-style-type: none">• Naming rights to the dinner. Logo and business name to be included on all invitations, flyers and promotion, including on the evening• Complimentary entries to your sponsored club dinner (x2)
Other	<ul style="list-style-type: none">• Sponsor certificate of thanks for your business

Please let us know if you are interested and we would be happy to discuss the above sponsorship packages with you or can modify options to better fit your requirements.

In Kind Sponsor/Donations

We understand that a lot of businesses may be able to offer goods or services to our club rather than financial assistance. This could include but not limited to: Vouchers, Raffle Prizes, Services, Equipment, Products, Catering for Club Dinners etc.

Signage	<ul style="list-style-type: none">• Sponsor logo in clubrooms
Communication	<ul style="list-style-type: none">• Sponsor logo on club website with link to your website• Social media post promoting your business (x 1) * content to be provided by business and published subject to agreement on content with DJFC
Events	<ul style="list-style-type: none">• Complimentary entries to a club dinner (x2)
Other	<ul style="list-style-type: none">• Sponsor certificate of thanks for your business

If you would like to donate to Doncaster Junior Football Club, please feel free to contact me and discuss ways in which you or your business can assist.

Thank you for your consideration to sponsor our club. We look forward to hearing from you and welcoming you to the Doncaster Junior Football Club family.

SPONSORSHIP ACCEPTANCE FORM

SPONSORSHIP CATEGORIES

- BLUE SPONSOR
- WHITE SPONSOR
- CLUB DINNER PARTNER
- IN KIND SPONSORSHIP (PLEASE OUTLINE DETAILS BELOW)

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- OTHER DONATION (PLEASE OUTLINE DETAILS BELOW)
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I commit to provide sponsorship to Doncaster Junior Football Club for Season 2025 in the above sponsorship category:

Sponsorship Value: \$ _____

Organisation / Business Name: _____

Contact Name: _____

Position Title: _____

Address: _____

Tel: () _____ Email: _____

Signature: _____ Date: ____ / ____ / _____

Please note: Payment is requested within no more than 4 weeks of acceptance. Please contact us should this not be possible.

Electronic Funds Transfer:

Doncaster Junior Football Club Inc
Bank: Bendigo Bank
BSB: 633-000
Account Number: 129934147

Cheques should be made payable to:

Doncaster Junior Football Club Inc
PO Box 4074
Doncaster Heights VIC 3109