



**ONE CLUB ONE GOAL**

# SPONSORSHIP PROPOSAL

[northstarfc.com.au](http://northstarfc.com.au)

# ONE CLUB ONE GOAL



# CLUB SNAPSHOT

Established in 1958 as Zillmere Magpies, North Star Football Club underwent several transformations, before rebranding as North Star Sports Club in 1975. Originally solely dedicated to football, the club expanded its scope in 1975 to include baseball, netball, cricket alongside football.

Throughout its history, the club excelled in the XXXX League, the apex of Australian football before the A-League era, clinching numerous Grand Finals, the Ampol Cup, and QLD Premierships. In 2008, North Star merged with Brisbane Strikers to form North Star Strikers, competing at Perry Park and training at O'Callaghan Park.

Following the departure of Strikers in 2013, the club rebranded as North Star Football Club. The progression continued in 2020 and 2021 with the acquisition of Football QLD Premier League and Academy Licences, respectively. Presently, North Star competes across various divisions including Junior, Academy, Men's, Women's, and Masters competitions.

## Members

Tap into our extensive network of 820+ football club members and players, deeply devoted to our community organisation, offering partners access to a receptive and supportive audience.

## Teams

Offering Womens, Mens, and Junior teams alongside a Masters team, we take pride in our status as one of the Brisbane's oldest clubs. Our players demonstrate high levels of support for our sponsors, eagerly participating in giving back to the community.

## Community

The club is deeply committed to actively engaging with our local community. We view this dedication as presenting excellent opportunities and advantages for our partners and sponsors to participate and benefit.

# KEY BENEFITS

## Brand Visibility

Football clubs often have a wide-reaching fan base, providing sponsors with significant exposure through logo placement on jerseys, club and field signage, digital platforms, and other promotional materials.

## Community Engagement

Supporting a local football club fosters a positive image within the community and allows sponsors to engage directly with fans through events, promotions, and grassroots initiatives.

## Targeted Marketing

Football sponsorship enables brands to reach specific demographics, such as sports enthusiasts, families, and local residents, who are already passionate about the sport and may be more receptive to brand messaging.

## Networking & Partnership Opportunities

Sponsoring a club like North Star can lead to partnerships with other businesses, both locally and globally, as well as collaborations with the club itself on various projects or campaigns.

## Enhanced Reputation

Aligning with a respected and well-established football club can enhance a sponsor's reputation, associating their brand with the club's values, achievements, and community contributions.



# NETWORK & REACH



## Business Network

Social Followers	5000
Season Spectators	40,000+
Email Database	1,400
Members	820+



## Football Events

Games Per Season	1365+
Men's Games	116+
Women's Games	22+
Youth Games	1227+



# OUR APPROACH

We are actively seeking partnerships and are committed to crafting sponsorship packages that directly align with your business goals and requirements. Our approach involves collaborating closely with you to establish a mutually beneficial relationship that not only drives commercial value but also supports your broader objectives.

We ensure that all sponsors not only share our values but also complement each other's, fostering a genuine sense of community and creating a robust network that presents numerous opportunities for synergy and collaboration.

## Community

Our focus is dedicated to assisting in the achievement of your business's commercial and community goals.

## Collaboration

We are dedicated to collaborating with your business to cultivate a valuable, significant, and enduring partnership.

## Clarity

Every partnership we establish is distinct, we value transparent communication that delivers value to your business.

# SPONSORSHIP PACKAGES

	Club Sponsor \$Neg	Major Sponsor \$10,000	Gold Sponsor \$7500	Silver Sponsor \$5000	Bronze Sponsor \$2000	Blue Sponsor \$500	Community Sponsor \$300
Social Posts	✓	✓	✓	✓	✓	✓	✓
Website Link	✓	✓	✓	✓	✓	✓	✓
Email Sponsor	✓	✓	✓	✓	✓	✓	✓
Club Membership	✓	✓	✓	✓	✓	✓	✓
Members App Advertising	✓	✓	✓	✓	✓	✓	-
Large Field Sign (2400x800)	2 Signs	2 Signs	2 Signs	1 Sign	1 Sign	-	-
Jumbo Field Sign (3600x800)	-	✓	-	-	-	-	-
Sponsors Networking Event	✓	✓	✓	✓	✓	-	-
VIP Game Hospitality Package	2 Games	2 Games	1 Game	1 Game	-	-	-
Full Width End of Field Signage	✓	-	-	-	-	-	-
Tickets to Senior Presentation Night	6 Tickets	2 Tickets	-	-	-	-	-
Gala Day Major Sponsor	✓	-	-	-	-	-	-

## Inkind Sponsorship

As a community-run organisation, the club is often looking for inkind sponsorship opportunities including:

- Balls
- Bar & Cafe Equipment
- Building & Maintenance
- Cafe Management
- Electrical
- IT & Technology
- Lawnmowing & Landscaping
- Linemarking
- Painting
- Physiotherapy
- Printing & Signage
- Plumbing & Drainage
- Sporting Equipment
- Uniforms & Garments
- Water Bottles

**Sponsorship Terms & Conditions:**  
 Prices Per Season, Excluding GST.  
 2 Year Contact With Extension For 3rd Year.  
 Logos, Photos And Ad Copy To Be Supplied.  
 Subject To Availability.

# CONTACT US

**Email Us:**

[sponsorship@northstarfc.com.au](mailto:sponsorship@northstarfc.com.au)

**Visit Us:**

24 Jennings Street  
Zillmere Qld 4034

**Search Us:**

[www.northstarfc.com.au](http://www.northstarfc.com.au)

**Follow Us:**

