



ANU Women's Football Club



2026 SPONSORSHIP PROSPECTUS



Empower women | Build community | Grow the game

Who are we?

The Australian National University Women's Football Club (ANUWFC) is a community based, all inclusive, amateur and semi-professional football (soccer) club for women (cis and trans) and non-binary people.

We were established in 1978 by a bunch of ANU staff who wanted to create their own football club and not play second fiddle to the men of a traditional football club. Until 2021, we were the only women's football club in Canberra, and we're still the largest and oldest! As a club, we have been playing in Canberra's capital league senior competitions for 48 years.

Over the years, we've seen more than 3,500 players at the club, and we've provided a friendly and inclusive environment in which they can participate in football.

Our main areas of focus for 2026 are attracting more female (cis and trans) and non-binary coaches and referees; closing the gender disparity in positions of power; reducing player injury; and fostering productive relationships with local businesses who share our vision of supporting our players – helping them to develop into strong members of our Canberra community.

We provide people from across Canberra with a safe, supportive, and friendly environment. Whether they're a first-time player, a highly skilled semi-professional, or a member of our alumni community, there's a place for everyone at ANUWFC.

Our vision

To be recognised as the leader in female football in the ACT, helping our players thrive both on and off the field.

Our mission

To provide a safe, supportive, friendly, and inclusive environment for players to develop and hone their football skills, enabling them to thrive on and off the field.

Our values

- Inclusivity
- Sportspersonship
- Community focus
- Support for our players and coaches.

Getting factual

In the 2025 season, we fielded a whopping 12 teams – at least one in every division of women’s football that Capital Football hosts.

Due to massive interest in joining ANUWFC each year, it is necessary for us to hold trials for all divisions - even for our lowest and most social divisions!

Our players range in age from 16 to nearly 60, made up of a mix of students, alumni, and those who just recognise ANUWFC as the best place to play football.

We have a wide-reaching current and alumni player network, with:

- 1,000+ people on our mailing list
- 1,300+ people following us on Facebook
- 600+ people following us on Instagram

We also have 12 coaches, a heap of assistant coaches and managers, and a host of partners, friends, and family members who support our players!

There are 18 scheduled game days per regular season, 36 training nights, pre- and post-season activities, and social events throughout, providing many opportunities for your business.

Did you know: if your business pays money (or in-kind support) to a sports club in return for advertising or promotional benefits (e.g., naming rights, social media promotion etc.), this payment is generally treated as an advertising or marketing expense rather than a gift, and can be written off as a business expense (please note, this isn’t tax advice – we are just soccer players!).





Of course, a team can't play without an opposition, so sponsorship of ANUWFC means your exposure will reach to teams and supporters from other clubs who come from across Canberra (and even Yass and Cooma in some divisions!).

ANUWFC is located on the ANU campus, in the heart of the inner north of Canberra. According to the Australian Bureau of Statistics, north Canberra – encompassing the suburbs of O'Connor, Lyneham, Watson, Downer, Hackett, Dickson, Ainslie, Turner, Braddon, Reid, the City, Campbell, and Russell – has:

- 53,002 people with a median age of 31. Just over half of these people are women.
- 26,272 people working either part time or full time (that's a lot of people with money to spend at your business!).
- residents with a gross weekly income of more than \$3,000 (that's a fair chunk of disposable income!).

With the excitement of the AFC Women's Asian Cup in Australia 2026, football is in the hearts and minds of the whole country. We saw an unprecedented level of interest in women's football in 2025 and are expecting the same in 2026. Now is the time for your business to be part of it!

We want to work with you!

Our community club can't survive on player registrations alone. ANUWFC is committed to being an inclusive and accessible club and, as such, our registration fees are some of the lowest in Canberra. Sponsorship from the business community ensures the equal supply of equipment and resources, including fields, coaches, and referees. It also allows ANUWFC to invest in the leadership, growth, health, and representation of our players.

We are seeking sponsorships from local businesses who share our mission and vision. These sponsorships play a vital role in the operation and survival of our club, and they really are a partnership. We want to give you as many opportunities to promote and grow your business as possible, while giving back to our community.

Our sponsors enjoy strong relationships with our players, building high exposure and brand awareness on the field and off. Our aim is to provide value to our sponsors, making our partnership mutually beneficial. Supporting a community club is a rewarding experience, and one we hope you will enjoy in the 2026 season. We have sponsorships available to suit every budget, or you can talk to us about tailoring a sponsorship package to suit your needs.



Did you know: sponsoring community sports clubs can provide unique opportunities for businesses that general advertising can't, and sports fans have a more positive perception of the sponsors of their team.

Our players and supporters know that sponsors contribute to the club we all love, and actively preference these businesses at every opportunity.

Sponsoring ANUWFC can help create loyalty towards your business and increase brand awareness amongst a broad cohort. Sponsoring community clubs can also grow community support and a positive view of your business.

Why partner with us?

- Community reach: 250+ players, hundreds of families, alumni, and supporters across Canberra.
- High visibility: active social media presence, regular events, and strong local engagement.
- Values-driven: support a club that champions inclusion, leadership, and women's sport.
- Local pride: align your brand with a trusted and respected community organisation.



Getting your brand out there

We want to ensure you get the most out of sponsorship of our club. To do this, we have a pick 'n' mix approach to sponsorship. Below are some options you might like to consider or have a chat with our friendly team to create your own bespoke package made up of the benefits listed on page 8.

Premier Sponsor | \$25,000 (one only)

Be the driving force behind ANUWFC in 2026.

As ANUWFC's Premier Sponsor, your business will stand proudly at the forefront of one of Canberra's largest and most inclusive women's sporting communities. Benefits include:

- Exclusive naming rights as *Premier Sponsor* of the club.
- Prominent logo placement on club training tops, signage, digital channels, and event materials.
- 2 x feature stories and ongoing shout-outs on social media and eNewsletters.
- Speaking or presentation opportunities at club events.
- Co-branding on any community initiatives or awards.
- Two complimentary tickets to major club events and networking opportunities with ANUWFC.
- Invitation to present the annual *Royal Heart Player* and *Royal Heart Committee* awards at Presentation Night.
- Priority renewal rights for 2027.

Coaching Endowment Sponsor | \$9,500 (one only)

Build the future of women's football leadership.

As the Coaching Endowment Sponsor, your support will directly fund advanced training, mentoring, and accreditation opportunities for ANUWFC's volunteer coaches. This investment strengthens the quality and sustainability of women's sport in Canberra. Benefits include:

- Naming rights as the *ANUWFC Coaching Endowment Sponsor* for the 2026 season.
- 3 x dedicated social media feature posts highlighting your contribution to coach development.
- Logo and link on the club website and newsletters.
- 1 x feature story about your business in a club eNewsletter and on social media.
- Invitation to present the annual *Royal Heart Coach* award at Presentation Night.

Equipment Sponsor – \$3,000 (three only)

Help our players perform at their best.

As an Equipment Sponsor, your contribution will provide high-quality balls, goals, bibs, and training gear; all the essentials that keep our teams safe, strong, and competitive all season long. Benefits include:

- Recognition as an *Equipment Sponsor* of ANUWFC.
- Logo placement on the club website.

- 3 x social media acknowledgements featuring your support in action (e.g. training photos, team videos).
- Inclusion in club eNewsletters and at-event announcements.
- Opportunity to display promotional material at a start-of-season trials session or a training session during the season.
- Feature story about your business in a club eNewsletter and on social media.

Event Sponsor | \$2,000 per event (only one per event)

Be part of the moments that bring our community together.

From our Season Launch to Presentation Night, event sponsors help create the vibrant atmosphere that defines ANUWFC. Benefits include:

- Naming rights for the chosen event (e.g. *The [Your Business] Presentation Night*).
- Logo featured on all event communications and promotional materials.
- Verbal recognition and banner/signage display opportunities at the event.
- Social media coverage before and after the event, with tagged mentions.
- Two complimentary tickets to attend the event and connect with members.

Club Companion | \$1,500

Support the spirit of the game.

Our Club Companions are valued partners who help keep football accessible and inclusive for all. Your contribution goes directly toward operational needs that sustain our players and programs.

Benefits include:

- Recognition as a *Club Companion* on the ANUWFC website and eNewsletters.
- One dedicated social media thank-you post during the season.
- Free ticket to each club event.
- Opportunities to share promotional materials with members and supporters.

Match Day Sponsor | \$1,000 per match day

Own the spotlight for a day.

As a Match Day Sponsor, your business will be front and centre at one of ANUWFC's home rounds, giving you direct visibility to players, families, and supporters in the Canberra community. This is a perfect way to associate your brand with the excitement, energy, and community spirit of women's football. Benefits include:

- Recognition as the *Official Match Day Sponsor* for your chosen round.
- Opportunity to provide signage and banners at the home ground.
- Social media coverage before and after the match, highlighting your support.
- Logo and recognition on the club website.
- Opportunity to attend the match, engage with players, and take photos for social media content.

Team Partner | \$950 (only one per team)

Back a team. Build community.

As a Team Partner, your business directly supports one of ANUWFC's teams for the 2026 season, helping cover essential costs like field hire, and referee payments. It's a meaningful and affordable way to show your support for local women in sport. Benefits include:

- Logo placement on the chosen team's playing shorts for the 2026 season.
- Recognition as a *Team Partner* on the ANUWFC website and social media.
- Opportunity for a photo and social media feature with your sponsored team.



Advertising options

Want to get your business's name in front of the people in our community but don't want to sponsor a team? Why not advertise in our club emails, through our social media channels, or in our end of season Full Time Magazine.

Club email advert = \$250 | Facebook advert = \$350 | Instagram advert = \$150
Full Time Magazine full page = \$400, ½ page = \$250, ¼ page = \$200

Sponsor benefits

We have so many options for getting your brand in front of the right people. Pick the ones you want, and we can whip up a package for you!

- Team naming rights
- Round naming rights
- Event naming rights
- Logo on training shirts
- Advertisements in club emails
- Logo on social media posts and banners
- Standalone advertisements on social media
- Co-branded community campaigns (such as *Supporting women's sport* or similar)
- Sponsor spotlight – highlighting your business to our members and the broader community
- Logo on key pages of our website
- Logo on the Sponsorship page of our website
- Opportunity to attend training sessions and distribute promotional materials
- Verbal recognition at events
- Tickets to ANUWFC events
- Advertisement in our end of season Full Time Magazine
- Distribution of promotional materials at club events

Terms and conditions

- ANUWFC reserves the right to:
 - amend the partnership packages to benefit Partners and the club.
 - review and refuse all adverts, promotional materials, and collateral provided by Sponsors, within reason.
- All Partners must comply with the principles that their promotional materials submitted for club use must:
 - withstand professional and public scrutiny;
 - conform to professional and community standards of ethics and good taste; and
 - not bring ANUWFC and/or the football community into disrepute.
- Provision of a logo is taken to be permission for ANUWFC to use that intellectual property to advertise and promote the club.
- Partnership will only be reserved upon receipt of in-writing confirmation and provision of a tax invoice. The full amount is due and payable within 7 days of receiving the tax invoice, unless otherwise negotiated with ANUWFC.
- The delivery of Partnership entitlements will be provided subject to the Partner's confirmation meeting season timelines.
- No Partner shall assign, sublet, or apportion the whole or any part of their Partnership Package except upon written consent of ANUWFC.
- Should, for any reason outside the control of ANUWFC, the season length change or the season be cancelled, ANUWFC will work with the Partner to negotiate in-kind benefits equivalent to a full season, or a pro-rata refund. In such an instance, the Partner will indemnify and hold ANUWFC harmless from and against any and all costs, damages, and expenses. ANUWFC does not accept responsibility for, and the Partner indemnifies ANUWFC against, any costs, charges, or fines incurred by the Partner in the process of partnering with ANUWFC. This agreement is subject to the laws of the Australian Capital Territory and agreement to these terms and conditions indicates acceptance of this indemnity.
- Neither party shall be liable in damages, or have the right to terminate this Agreement, for any delay or default in performing hereunder is such delay or default is caused by conditions beyond its control including, but not limited to:
 - Acts of God
 - Disease
 - Government restrictions (including the denial or cancellation of any export of or other necessary licence)
 - Wars
 - Insurrections; and/or
 - Any other cause beyond the reasonable control of the party whose performance is affected.