



# ANU Women's Football Club

45 years of championing women's football in the ACT

## PARTNERSHIP & ADVERTISING PROSPECTUS





## 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, non-binary people, and trans women.

We were established in 1978 by a bunch of ANU staff who wanted to create a women's only 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! As a club, we have been led by women, for women, playing in Canberra's state league senior competitions for 45 years.

Over the years, we've seen more than 3,500 female and non-binary 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 2023 are our 45th anniversary and our promotion to the National Premier League Women's Competition (NPLW). We will also work on attracting more female coaches and referees – filling availability gaps and closing the gender disparity in positions of power, reducing player injury, and fostering productive relationships with local businesses who share our vision of supporting women in the ACT – helping them to develop into strong members of our Canberra community.

The ANUWFC provides 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 at the 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 all-inclusive environment for players to develop and hone their football skills, enabling them to thrive on and off the field. We take this mission seriously and have recently started offering monthly Come and Try sessions through the Migrant and Refugee Settlement Service (MARSS). These sessions provide a safe environment for young women who now call Australia home to work on some football basics, refine their techniques, practice some drills, and play a friendly game.

### Our values

- Inclusivity
- Sports(wo)manship
- Community focus
- Support for our players and coaches

### NPLW promotion

National Premier League is a semi-professional division of football. Our promotion to this division demonstrates the success and strength of our ANUWFC community – a community that has supported players from grassroots all the way to top tier football. NPLW games are streamed live and are available for replay on NPLW.TV, meaning even further reach for partner logos!





## Getting statistical

In the 2022 season, the ANUWFC had two teams in every senior division that Capital Football hosts. In 2023, we will promote two high-performing teams to NPLW and NPLW Reserves teams, meaning we have representation in every division of women's football in Canberra.

Due to massive interest in joining the 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 17 to over 50, made up of a mix of students and alumni.

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

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

We also have 10+ coaches, and a host of partners, friends, and family members who support our players, as well as a brand new website on the way!

There are roughly 18 game days per season, 36 training nights, pre- and post-season activities, and social events throughout, providing many opportunities for your business. Of course, a team can't play without an opposition, so partnering with the ANUWFC means your exposure will reach to teams and supporters from other clubs who come from across Canberra (and even Yass, Cooma, and Wagga in some divisions!).

The ANUWFC is located on the ANU campus, in the heart of the 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!).
- Nearly 15,000 residents with a gross weekly income of more than \$3,000 (that's a fair chunk of disposable income!).

In 2023 – in honour of our 45th anniversary – we plan to launch a monthly eNewsletter and online Match Centre, and take significant advantage of the planned move to home and away match days. Australia is also Co-host of the FIFA World Cup 2023, meaning women's football will be on the minds of the whole country!



## We want to partner with you!

Unfortunately, our community club can't run on player registrations alone. Partnership with the business community ensures the equal supply of equipment and resources, including fields, coaches, and referees. It also allows the ANUWFC to invest in women's leadership, growth, health, and representation.

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

Our partners 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 partners, making our partnership mutually beneficial.

Supporting a community club is a rewarding experience, and one we hope that you will be enjoying in the 2023 season. We have packages available to suit every budget, or you can talk to us about tailoring a partnership package to suit your needs.

Partnering with 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 official partners contribute to the club we all love, and actively preference these businesses at every opportunity.

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

Overarching benefits of partnering with the ANUWFC:

- Unique access to the largest women's football club in the ACT
- 220+ players within a setting of more 20,000 students and teachers at the ANU
- Active social media channels
- Direct marketing database of 1000+
- Huge geographic and demographic reach and game days, with ages ranging from 18-50+
- Support women's participation in sport and mental health
- Support a local community club

We're here if you need! Give us a shout and see how we can kick goals together in 2023!

**Clare Butterfield**

ANUWFC Communications Coordinator

[anuwfc@gmail.com](mailto:anuwfc@gmail.com)





## SAPPHIRE PARTNER

**\$25,000 per annum | Only 1 available**

Our Sapphire Partner is the jewel in our crown. Sapphire is the traditional gift for a 45th anniversary and, conveniently, is the primary colour in our kit. Sapphires are highly sought after, and this exclusive jewel of a partnership package will have you sparkling!

### Package benefits

- Large and prominent logo on NPLW and NPLW Reserves jerseys
- Large and prominent logo on NPLW and NPLW Reserves training shirts
- Branding at home field NPLW and NPLW Reserves games
- Team naming rights (e.g. [Your business name] ANUWFC NPLW)
- 1 x advertisement in each monthly eNewsletter of the season (7 in total)
- ½ page advertisement in each quarterly President's Report during the year (4 in total)
- Logo on every social media post promoting NPLW and NPLW Reserves games
- Logo on ANUWFC Facebook banner image throughout 2023
- Logo on NPLW and NPLW Reserves team pages of ANUWFC website
- 5 x advertisements on the ANUWFC Facebook and Instagram accounts, posted at times of your choosing
- Opportunity to attend up to 5 training sessions per season, putting you directly in contact with players
- Verbal recognition of partnership at every ANUWFC event
- Logo and business blurb in primary position of partner page of ANUWFC website
- Full page advertisement in the end of season Fulltime Magazine
- Logo in primary position on the partners page of the end of season Fulltime Magazine
- 1 x framed ANUWFC jersey and plaque of recognition
- 5 x tickets to ANUWFC Season Launch
- 1 x table of 8 at the annual ANUWFC Trivia Night
- 5 x tickets to the ANUWFC end of season Presentation Night
- 25% discount on all ANUWFC merchandise
- First right of refusal of sponsorship of un-sponsored ANUWFC social events



## SILVER PARTNER

**\$15,000 per annum | Only 2 available**

As one of the seven metals of antiquity, silver has had an enduring role in many human cultures. Make sure your business has an enduring role in the hearts of our players!

### Package benefits

- Logo on NPLW and NPLW Reserves shirts (dependent on time of booking and shirt production timeframes)
- 3 x advertisements on the ANUWFC Facebook and Instagram accounts, posted at times of your choosing
- 3 x advertisements in the monthly eNewsletter, in months of your choosing
- Opportunity to attend up to 3 training sessions per season, putting you directly in contact with players
- Logo and business blurb on the partner page of ANUWFC website
- ¼ page advertisement in each quarterly President's Report during the year (4 in total)
- ½ page advertisement in the end of season Fulltime Magazine
- Logo in the end of season Fulltime Magazine
- 1 x framed ANUWFC jersey and plaque of recognition
- 2 x tickets to ANUWFC Season Launch
- 1 x table of 8 at the annual ANUWFC Trivia Night
- 2 x tickets to the ANUWFC end of season Presentation Night
- 10% discount on all ANUWFC merchandise
- Verbal recognition of partnership at every ANUWFC event





## BRONZE PARTNER

**\$10,000 per annum | Only 3 available**

Bronze is a historically significant metal to the development of human civilisation, and our Bronze Partners will be historically significant to our players!

### Package benefits

- Logo on NPLW and NPLW Reserves shirts (dependent on time of booking and shirt production timeframes)
- 1 x advertisement on the ANUWFC Facebook and Instagram accounts, posted at a time of your choosing
- 2 x advertisements in the monthly eNewsletter, in months of your choosing
- Opportunity to attend 1 training sessions per season, putting you directly in contact with players
- Logo and business blurb on the partner page of ANUWFC website
- ¼ page advertisement in the end of season Fulltime Magazine
- Logo in the end of season Fulltime Magazine
- Plaque and certificate of recognition
- 2 x tickets to ANUWFC Season Launch
- 4 x tickets to the annual ANUWFC Trivia Night
- 2 x tickets to the ANUWFC end of season Presentation Night
- 5% discount on all ANUWFC merchandise





## SOCIAL PARTNER

**\$2,500 per event | Only 1 per event available**

The ANUWFC isn't just about football. We create a supportive and social environment for all our players, their friends, and their families. Our social events are well attended and with the addition of NPLW and NPLW Reserves teams, they're only expected to get bigger!

### Package benefits

- Naming rights to one ANUWFC social event (such as the Season Launch, Trivia Night, match viewing events, or club bonding activities)
- Opportunity to distribute promotional materials prior to and during the event
- Logo on all social media posts advertising your partner event
- Advertisement in all emails promoting your partner event
- Logo on ticketing page for your partner event
- Logo on the partner page of ANUWFC website
- 6 x tickets to your partner event + 20% discount on additional tickets
- Verbal recognition of partnership at your partner event
- Logo in the end of season Fulltime Magazine

## TEAM PARTNER

**\$2,000 per team | Only 1 per team available**

Want to make your partnership really targeted? Why not partner with just one team? In the 2023 season we're likely to have teams in all divisions, all of whom live and breathe football!

### Package benefits

- Naming rights to one team e.g. [Your business name] ANUWFC Division X (please note, this name will be used within the club, on our website, and on our social media accounts, however competition rules mean fixtures and results on the Capital Football website won't show your business name)
- Recognition as a Team Partner on the ANUWFC website
- Logo on the partner page of the ANUWFC website
- Logo in the end of season Fulltime Magazine
- Recognition as Team Partner in each match report for your partner team
- 1 x advertisement on the ANUWFC Facebook and Instagram accounts, posted at a time of your choosing
- 1 x certificate of recognition, delivered to your business by members of your partner team
- If you're a pub / club / café / restaurant / or similar, your partner team will also hold 2 x team bonding sessions held at your business
- 10% discount on tickets to ANUWFC events





## MATCH CENTRE PARTNER

**\$2,000 per annum | Only 1 available**

Our post-game match reports were a highlight of season 2022, and in season 2023, we plan to build on this, creating a dedicated Match Centre on our website. The Match Centre will contain results and post-game match reports. Make sure your business is part of the action!

### Package benefits

- Advertisement on Match Centre page of ANUWFC website (can be changed monthly if desired)
- Recognition as Match Centre Partner at the beginning of every Match Centre post
- Logo on the partner page of the ANUWFC website
- 1 x advertisement on the ANUWFC Facebook and Instagram accounts, posted at a time of your choosing
- 1 x certificate of recognition
- Logo in the end of season Fulltime Magazine
- 10% discount on tickets to ANUWFC events
- 2 x tickets to the ANUWFC end of season Presentation Night
- 5% discount on all ANUWFC merchandise

## COMMITTEE PARTNER

**\$1,500 per annum | Only 1 available**

Community clubs can't run without its dedicated volunteer Committee. Our 2023 committee is a mix of students and alumni who meet monthly to support the smooth operation of the club.

### Package benefits

- Logo on all committee meeting agendas and minutes (which are published on the ANUWFC website)
- Logo and business blurb on the Committee page of the ANUWFC website
- 1 x advertisement on the ANUWFC Facebook and Instagram accounts, posted at a time of your choosing
- 1 x certificate of recognition
- 2 x tickets to one ANUWFC event
- Logo on the partner page of the ANUWFC website
- Logo in the end of season Fulltime Magazine



## CLUB COMPANION

**\$1,000 per annum**

Want a quick and easy connection to our club? Why not become a Club Companion!

### Package benefits

- 1 x advertisement on the ANUWFC Facebook and Instagram accounts, posted at a time of your choosing
- 1 x certificate of recognition
- 2 x tickets to one ANUWFC event
- Logo on the partner page of the ANUWFC website
- Logo in the end of season Fulltime Magazine

## ADVERTISING

Want to get your business's name in front of the 1,000+ people in our community? Why not advertise in our eNewsletter, our end of season Fulltime Magazine, or through our social media channels.

### Advertising options

- eNewsletter advert = \$250
- Facebook advert = \$350
- Instagram advert = \$100
- Full page advert in Fulltime Magazine = \$400
- ½ page advert in Fulltime Magazine = \$250
- ¼ page advert in Fulltime Magazine = \$200

## Looking for something different?

These packages not doing it for you? Get in touch with us to build your own partnership package!



# Terms and conditions

- The 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 Partners.
- 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 the ANUWFC and/or the football community into disrepute.
- Provision of a logo is taken to be permission for the ANUWFC to use that intellectual property to advertise and promote the club.
- Partnership will only be reserved upon receipt of a signed Partnership Agreement. A letter of confirmation and tax invoice will be provided to confirm the Partnership. The full amount is due and payable within 14 days of receiving the tax invoice, unless otherwise negotiated with the 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 the ANUWFC.
- Should, for any reason outside the control of the ANUWFC, the season length change or the season be cancelled, the 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 the ANUWFC harmless from and against any and all costs, damages, and expenses. The ANUWFC does not accept responsibility for, and the Partner indemnifies the ANUWFC against, any costs, charges, or fines incurred by the Partner in the process of partnering with the 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 if 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.

# Partnership and advertising booking form

**Business / organisation:**

**Contact name:**

**Billing address:**

**Phone number:**

**Mobile number:**

**Email address:**

## Partnership packages

Sapphire Partner	\$25,000
Silver Partner	\$15,000
Bronze Partner	\$10,000
Social Partner	\$2,500
Team Partner	\$2,000
Match Centre Partner	\$2,000
Committee Partner	\$1,500
Club Companion	\$1,000

## Advertising options

eNewsletter advert	\$250
Facebook advert	\$350
Instagram advert	\$100
Full page advert in Fulltime Magazine	\$400
½ page advert in Fulltime Magazine	\$250
¼ page advert in Fulltime Magazine	\$200

Please forward completed booking form to:

**Clare Butterfield**  
Communications Coordinator  
ANU Women's Football Club  
[anuwfc@gmail.com](mailto:anuwfc@gmail.com)