



# SPONSORSHIP PROPOSAL

Partnering for Impact, Growth, and Visibility

Email: [sponsorship@beeliaspirit.org](mailto:sponsorship@beeliaspirit.org)

2026



*The Grass is Greener at Beeliar Spirit...*

# INTRODUCTION

Beeliar Spirit Association Football Club Incorporated (Beeliar Spirit AFC) is a well-established, family-focused grassroots community football club operating under the Associations Incorporation Act since 2015. Based at Beeliar Reserve in Cockburn City, our club is home to a thriving and inclusive football community that continues to grow every season.

As we look ahead to the 2026 season, Beeliar Spirit AFC expects to welcome more than 650 players, supported by 150 dedicated volunteers and 25 committee members. We proudly provide football pathways for males and females of all ages and all abilities—ensuring there is a place for every member of our community to belong, develop, and enjoy the game.

Located at 33 Lakefront Avenue, Beeliar, our club has earned a reputation for community spirit, player development, and delivering a positive sporting environment for all ages. We field teams across the full football pathway—from introductory MiniRoos through to social and competitive juniors, inclusive programs, and senior teams.

We currently have 40 teams (12 of those are female only teams) ranging from MiniRoos (U5s to U12s) Juniors (U13s to U18s) and Seniors (Mens & Womens) with skill levels ranging from beginner to advanced. We are also proud to be launching a new iLeague Team this season Which is made up all “all abilities players” aged 6 to 13 which is suitable for children with any barriers that may hinder them from accessing mainstream football.





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# CLUB OBJECTIVES



At Beeliar Spirit AFC, our mission is to build a strong, inclusive and community-driven football environment. Our key objectives are to:

- Foster, develop and promote football within Beeliar and the wider Western Australian community, creating pathways for participation, growth and long-term engagement with the game.
- Provide opportunities for all children and adults to play and enjoy football, regardless of skill level or ability. We are committed to offering programs that cater to every level of competition—from introductory to advanced.
- Encourage and model fair play, respect and positive conduct across all areas of the Club. We strive to uphold high standards for players, coaches, volunteers, supporters, and set the same example to our competing clubs.
- Establish Beeliar Spirit AFC as one of WA's leading community football clubs, recognised for best-practice operations, strong governance and active involvement in the wider football community through affiliation with Football West and the FFA.
- Provide a safe, welcoming and inclusive environment for everyone, ensuring every individual has the opportunity to participate, feel valued, and excel in the sport they love.





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# SPONSORSHIP OPPORTUNITIES

## Flexible Sponsorship Levels Tailored to You

At Beeliar Spirit AFC, we recognise that every business is unique – with different goals, audiences and priorities. That's why our sponsorship packages are designed to be flexible, customisable and tailored to what you want to achieve.

Whether your focus is brand visibility, community connection, supporting youth development, or aligning your business with a positive local initiative, we will work with you to create a package that delivers genuine value.

From major club partnerships to team-level sponsorships, ground signage, digital promotion, event support and more, each option can be adapted to suit your budget, your objectives, and the level of engagement you're seeking.

Our goal is simple: to build meaningful, long-term partnerships that benefit both your business and our community.

### **GOLD SPONSOR \$5,000**

- Medium business logo of your choice on all new team training shirts (if signed on prior to Feb 1 2026)
- Includes 2 x player registration for the season
- Includes 2 x Complimentary tickets to all fundraiser events
- Weekly mentions across all social media platforms
- Business logo and link placed on BSAFC website
- Logo acknowledgment on the sponsorship board
- Business Logo displayed on Coreflute 'Home team area' displayed at home games x 6
- Up to 2 x Business Banner to be displayed at home games (provided by sponsor)
- Monthly feature of your business in our EMD newsletter
- Logo featured on our Team Photos

### **SILVER SPONSOR \$2,000**

- Small business logo of your choice on team training shirts (if signed on prior to Feb 1 2026)
- Includes 1 x player registration for the season
- Includes 1 x Complimentary tickets to all fundraiser events
- Weekly mentions across all social media platforms
- Business logo and link placed on BSAFC website
- Logo acknowledgment on the sponsorship board
- Up to 2 x Business Banner to be displayed at home games (provided by sponsor)
- Logo placement on our Team Photos

### **BRONZE SPONSOR \$500**

- Monthly mentions on BSAFC social media platforms
- Business logo and link placed on BSAFC website
- Logo acknowledgment on the sponsorship board
- Regular mentions of your business in our EMD newsletter
- Logo placement on our Team Photos

*\*\*Please note all packages can be customised to suite your business requirements so please reach out with your needs & ideas*



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# SPONSORSHIP OPPORTUNITIES

Flexible Sponsorship Levels Tailored to You

- TEAM SPONSORSHIP** **\$POA**
  - At Beelias Spirit AFC, we recognise that every business is unique – with different goals, audiences and priorities. That’s why our sponsorship packages are designed to be flexible, customisable and tailored to what you want to achieve. Talk to us today about what your team sponsorship package could be!
- PLAYER OF THE MATCH SPONSORSHIP** **\$POA**
  - Large Business Logo on all new Training shirts (if signed on prior to Feb 1 2026)
  - Business feature on all our socials media platforms weekly
  - Mention on our monthly our EMD newsletter
  - Business Logo on all Player of the Match certificates
  - Business logo and link placed on BS AFC website
- WEEKLY CLUB BBQ SPONSORSHIP** **\$250**
  - Business feature on all our socials media platforms the week of your BBQ hosting
  - Mention on our monthly our EMD newsletter
  - Business poster display at your BBQ hosting
- VOLUNTEER SPIRIT AWARD SPONSORSHIP** **\$800**
  - Provide 8 monthly vouchers across March to October to our volunteer of the month recipient
  - Business feature on all our socials media platforms monthly on the week the Award is issued
  - Business mention on our monthly our EMD newsletter
  - Business Logo & acknowledgment on recipient certificate
- SEASON EVENT SPONSORSHIP** **\$POA**
  - At Beelias Spirit AFC, we recognise that every business is unique – with different goals, audiences and priorities. That’s why our sponsorship packages are designed to be flexible, customisable and tailored to what you want to achieve. It could be a dollar value, prize sponsorship, service voucher, venue hire etc. In return we can tailor a package to suite your business needs. Whether you want you business visible online to our members, access to the event or hosting rights. Talk to us today about what your Season Event Sponsorship package could be!



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# WHY SPONSOR US

## THE VALUE OF YOUR SPONSORSHIP

Sponsoring Beelias Spirit AFC is more than a branding opportunity – it is an investment in community, connection and positive impact. As one of the fastest-growing community clubs in the region, we provide businesses with the chance to align with a trusted, family-focused organisation that reaches hundreds of local families every week.

### ● CONNECT WITH A LARGE AND ENGAGED LOCAL AUDIENCE

With more than 650 players, 150 volunteers, and thousands of parents, supporters and visitors throughout the season, your business gains exposure across a highly engaged and diverse local community.

### ● SUPPORT GRASSROOTS SPORT AND YOUTH DEVELOPMENT

Your sponsorship helps us keep fees affordable, improve facilities, provide equipment and create opportunities for young players to grow, learn and thrive in a safe, supportive environment.

### ● STRENGTHEN YOUR COMMUNITY REPUTATION

Partnering with a respected local club demonstrates genuine commitment to social responsibility. Sponsors are seen as community-minded businesses who actively contribute to positive outcomes in the area

### ● BOOST BRAND VISIBILITY AND RECOGNITION

From ground signage and digital promotion to team jerseys and event branding, our club offers multiple high-impact channels to keep your business front and centre throughout the season.



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# READY TO JOIN US?

## SEAL THE DEAL – BECOME A SPONSOR TODAY!

Partnering with Beelias Spirit AFC means aligning your business with a growing, family-focused community club that reaches hundreds of local families every week. Your support helps keep grassroots sport thriving, boosts your brand visibility, and shows the community that you're invested in their future.

With flexible sponsorship options tailored to your goals, there has never been a better time to get involved.

Join us today and become part of something meaningful, visible and community-driven.

Let's build a partnership that benefits your business and our club.

Contact us now to secure your sponsorship opportunity!



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