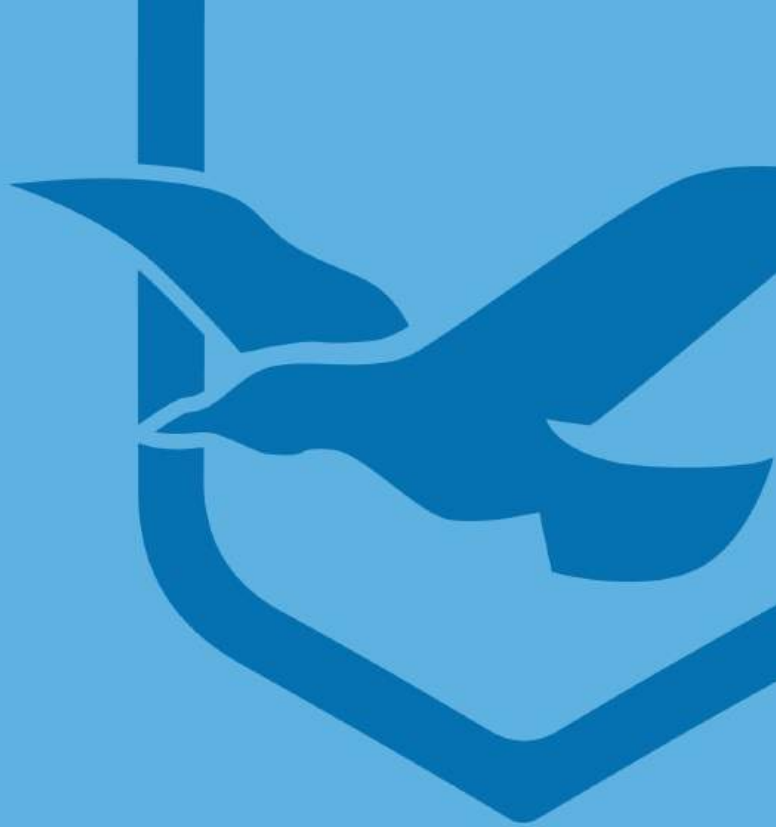




Est. 1922

**TOGETHER
ALL THE WAY
2025**

TABLE OF CONTENTS



2	THE HEART OF THE TOWN
A	OUR PURPOSE & MISSION
B	OUR CLUB
C	OUR VALUES
D	OUR HISTORY
3	AT A GLANCE
4	A NOTE FROM THE PRESIDENT
A	EXCITING TIMES AHEAD
4	LOOKING TO THE FUTURE
5	SPONSORSHIP IN 2025
6	PLATINUM SPONSORSHIP PACKAGE
8	GOLD SPONSORSHIP PACKAGE
9	SILVER SPONSORSHIP PACKAGE
10	BRONZE SPONSORSHIP PACKAGE
11	SPONSORSHIP PACKAGE SUMMARY

THE HEART OF OUR TOWN

Our Purpose & Mission

We take great pride in our rich history and look forward to an exciting future. Our purpose is to foster a welcoming and vibrant community sporting environment that encourages participation, celebrates achievement, and promotes giving back to the community.

Our mission is to be recognised as the premier community sporting club in the region. With the invaluable support of our sponsors, we aim to operate with professionalism and competitiveness, while maintaining strong connections with our community and stakeholders.

Our Club

We offer a broad range of programs and teams to cater to all ages and abilities:

- 10 Senior & Junior male football teams
- A dynamic female football program featuring 2 senior and 4 junior sides
- 14 Senior & Junior netball teams
- Auskick football and NetSetGo netball programs

Our Values

ENTHUSIASM AND COMMITMENT

RESPECTFULNESS AND ACCOUNTABILITY

TEAMWORK AND COLLABORATION

DEVELOPMENT AND EXCELLENCE



1922

Founded in 1922 in Freshwater Creek District Football Association



Post-WWII

Post-WWII merger with Ocean Grove FC, joining the Geelong District Football Association



1957

First Senior Football Premiership in GDFL



1960s

Barwon Heads and Ocean Grove part ways, sparking 'Battle of the Bridge' rivalry



1970s

BFL Premierships (1972, 1973, 1974)



1993

Senior Football BFL Premiership (1993)



1996-2001

Senior Netball A Grade wins six consecutive premierships



2018

Inaugural Senior Women's Football team wins Division 2 Premiership



2019

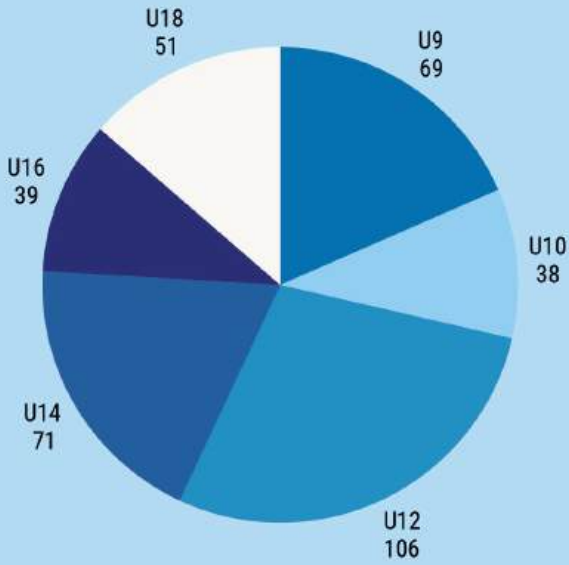
BFL Senior Football Premiership Winners



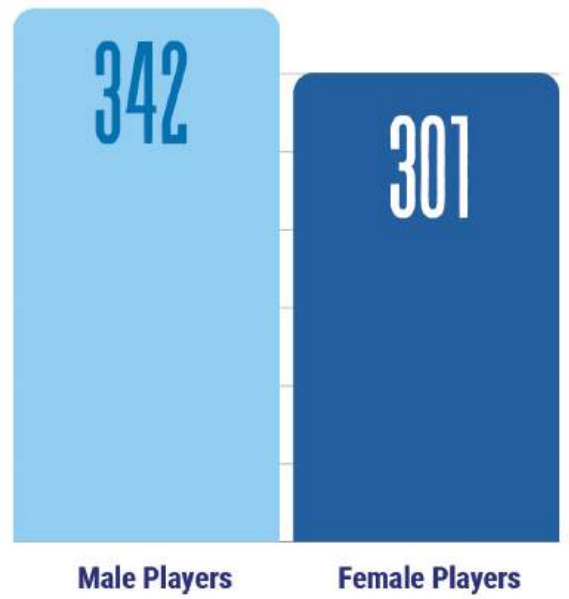
2022

BFL Senior Football Premiership Winners

FOOTBALL YOUTH INVOLVEMENT



DIVERSITY SPLIT



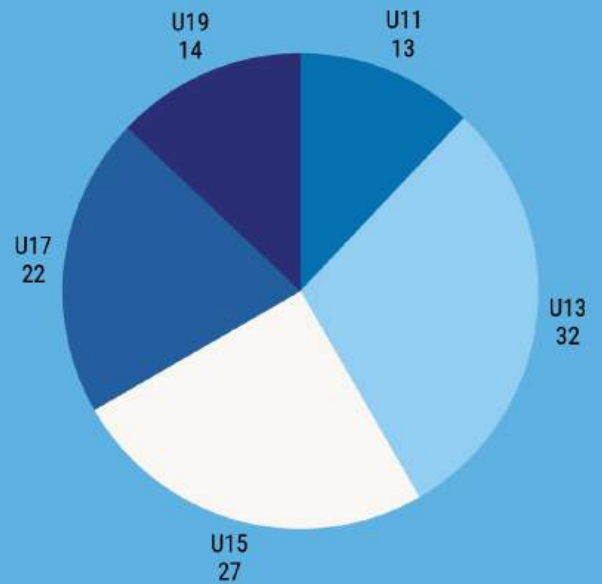
20

Junior Teams across Football & Netball

35K

Annual Website Visitors

NETBALL YOUTH INVOLVEMENT



960

Total Members

643

Players

A SOCIAL HUB

Thursday night Dinners, Saturday functions (every home game), Club Ball, Awards Nights, Presentation Evenings, Game Day, 3 x Players Functions, Junior Ball, Senior Ball, Ladies day (Breast Cancer Fundraiser)

3K

Instagram Followers

3.8K

Facebook Followers

A NOTE FROM THE PRESIDENT



The Barwon Heads Football and Netball Club has a proud history spanning over 100 years, built by a community passionate about offering a sporting haven for local enthusiasts. People from all walks of life have contributed to our success - some through their hard work and time, others through financial support.

To continue this legacy and nurture our growing Seagull family, we invite you to contribute in any way you can. Whether it's through physical labor or financial assistance, your support is invaluable to us. Thank you for your consideration to invest in our future, and we look forward to an enduring partnership in the years to come.

Together all the Way

Russell 'Nipper' Hyland

- Russell 'Nipper' Hyland

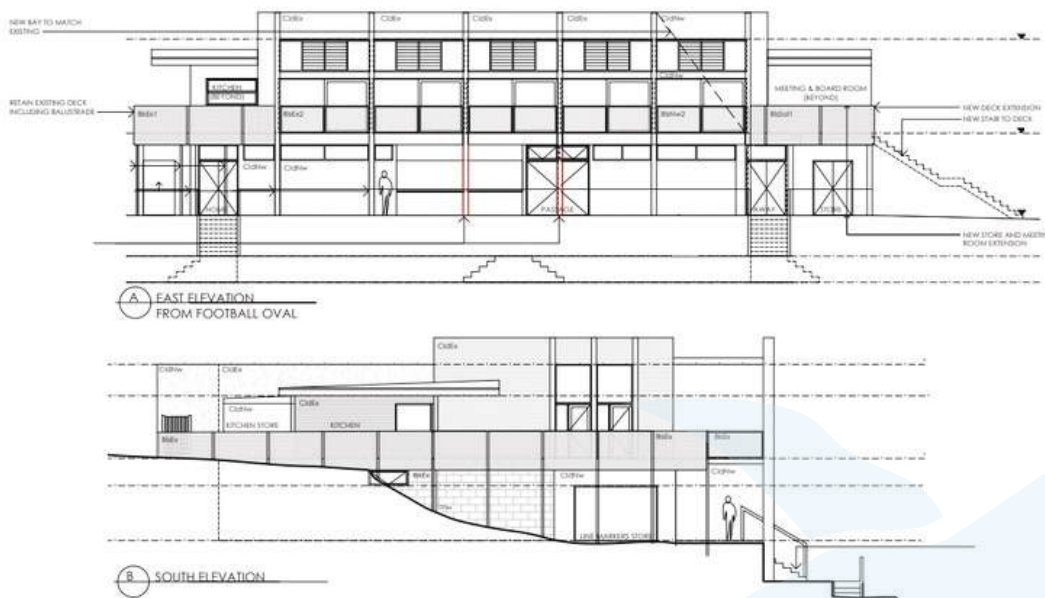
EXCITING TIMES AHEAD

As we look toward 2025 and beyond, our focus is firmly on building a stronger, more connected club for the future. We will continue to strive to be a leader in community sport and provide a great social environment for participants and members to enjoy and have fun. We're excited about 2025, and will be focused on delivering the following:

- **Competitive Football & Netball program:** Seniors and Juniors. Off season activities has seen the establishment of formidable Coaching Panels across both sports. Quality player recruitment and retention of our valuable current player lists will see 2025 Seagulls back at the top and competing strongly in finals.
- **Clubroom Redevelopment works:** The complete refurbishment of our downstairs club rooms will commence mid-year. This will significantly improve player medical and changeroom facilities, both for Seagull players and visiting teams alike; it will be second to none in the BFL!
- **Enhanced digital engagement:** Broader community reach: enhanced social media, celebrating success, spotlighting sponsors, building the Seagull brand.
- **Networking Opportunities:** New sponsorship initiatives, scheduled club events, enhanced gameday experience, Captains Club, sponsorship luncheons.

Our commitment to fostering deeper relationships within our community remains at the heart of our mission. We aim to strengthen our partnerships with local businesses, ensuring that Barwon Heads Football & Netball Club continues to serve as a cornerstone of our town.

Together, we will create a lasting legacy for future generations of Seagulls.



Preliminary Plans pending final approvals and planning.

SPONSORSHIP IN 2025

BARWON HEADS FOOTBALL + NETBALL CLUB deeply values the support of our sponsors. Your contributions are the foundation of our continued success, both on and off the field.

As we head into 2025, we invite all returning and new sponsors to join us in another exciting year. This year will see the introduction of new initiatives; New vision for the electronic scoreboard, an opportunity for naming rights for Howard Harmer reserve and jumper sponsor exclusivity.

Our sponsorship offering is more compelling than ever. With a growing social media presence your business will benefit from increased exposure to a highly engaged, local community. Alongside game-day branding and community event participation, our packages offer tailored opportunities to showcase your brand.

The Sponsorship team is committed to working with each and every sponsor to ensure value in your important financial contribution. We look forward to speaking with you.

Please direct any queries to either:

Adam Worsley

M: 0408 464 172

Peter Debenham

M: 0408 193 433

Rob Mackie

M: 0433 711 566



PLATINUM SPONSORS PACKAGE

\$12,500 + GST

There are four major components which are outlined below:

SIGNAGE	LOCATION	QUANTITY / COMMENTS
	Ground signage (your design)	2 x 3000 x 850mm, in prime positions either directly opposite centre square, behind the goals or in close proximity to the scoreboard.
	At the Netball courts	Large signs displayed on the Northern fence Size: 1500 x 1200 (x1)
	In the Clubrooms	1 large sign displayed
	Electronic Scoreboard	Exposure at Quarter, Half and Three Quarter Time

MEDIA—DIGITAL & PRINT	COMPONENT	QUANTITY / COMMENTS
	Company logo on front page of BHFNC website	Identified as Platinum Sponsor
	Company logo on TV slideshow in BHFNC Clubrooms during home games	Incorporated with other Sponsor listings with Platinum Sponsors having a higher rotation of logo throughout Game Day.
	Promotion of Company overview and profile (Facebook & Instagram)	BHFNC will highlight Platinum Sponsor(s) via its Social Media platforms throughout the season
	Club Email	Weekly Club email outlining Club news and team selection.
	Company logo on club stationary	Identified as Platinum Sponsor
	Bellarine Times	Full Page Advertising Spread (1 time)
	Members Handbook	Full Page Advertising Spread

CLOTHING	COMPONENT (GAME DAY APPAREL)	QUANTITY / COMMENTS
	Club Polos	Logo displayed on coaches' club polos

SOCIAL	COMPONENT	QUANTITY / COMMENTS
	Super Box Access Host	Host (up to 15 pers) in Super box for 1 x Home Game, inclusive of Food (canteen vouchers) and Beverage (2 Cartons + 6 Bottles of Wine) Bookings are to be made prior to season commencement
	Social Membership passes	4
	President's Luncheon with guest speaker	4 tickets
	Tickets to Senior Presentation Night	4
	Access home game half time refreshments	
	Drink Cards – Home Games	1 per home game

NB: Our Platinum packages are customized for each individual sponsor. The club invites organizations considering this package to contact us directly and discuss desired package inclusions.

Our Platinum Sponsorship Packages are for a minimum 2-year period.

GOLD SPONSORSHIP PACKAGE

\$4,000 + GST

COMPONENT	QUANTITY / COMMENTS
Ground signage (your design)	Large sign on the boundary fence 3000 x 850mm
Company logo on TV slideshow in BHFNC Clubrooms during home games	Incorporated with other Sponsor listings and on higher rotation count than Silver & Bronze.
Company logo displayed on BHFNC website	Identified as Gold Sponsor
Promotion of Company overview and profile (Facebook & Instagram)	BHFNC will highlight Gold Sponsor(s) via its Social Media platforms regularly throughout the season (less regular than Platinum)
Club Email	Weekly Club email outlining Club news and team selection.
Social Membership Passes	2
President's luncheon with guest speaker	2 guests
Tickets to Senior Presentation Night	2
Drink Cards – Home Games	6 drink cards valid for current season
Access home game half time refreshments	
Members Handbook	Half Page Advertising spread

SILVER SPONSORSHIP PACKAGE

\$2,500 + GST

COMPONENT	QUANTITY / COMMENTS
Ground signage (your design)	Large sign on the boundary fence 3000 x 850mm
Company logo on TV slideshow in BHFNC Clubrooms during home games	Incorporated with other Sponsor listings and on higher rotation count than Bronze.
Company logo displayed on BHFNC website	Identified as Silver Sponsor
Promotion of Company overview and profile (Facebook & Instagram)	BHFNC will highlight Silver Sponsor(s) via its Social Media platforms periodically throughout the season (less regular than Platinum & Gold)
Club Email	Weekly Club email outlining Club news and team selection.
Social Membership Passes	2
President's luncheon with guest speaker	2 tickets
Drink Cards – Home Games	4 drink cards valid for current season
Access home game half time refreshments	
Members Handbook	Third Page Advertisement

BRONZE SPONSORSHIP PACKAGE

\$1,500 + GST

COMPONENT	QUANTITY / COMMENTS
Ground signage (your design)	Large sign on the boundary fence 3000 x 850mm
Company logo on TV slideshow in BHFNC Clubrooms during home games	Incorporated with other Sponsor listings.
Company logo displayed on BHFNC website	Identified as Bronze Sponsor
Club Email	Weekly Club email outlining what is happening around the club.
Social Membership Passes	2
President's luncheon with guest speaker	2 tickets
Drink Cards – Home Games	2 drink cards valid for current season
Access home game half time refreshments	
Members Handbook	Quarter Page Advertisement

SPONSORSHIP PACKAGE SUMMARY

	Platinum	Gold	Silver	Bronze
Cost (excl. GST)	\$12,500	\$4,000	\$2,500	\$1,500

SIGNAGE

Football Ground - Prime Position (2)		X	X	X
Football Ground - Boundary Fence (random) (1)	X			
Netball Courts - Northern Fence		X	X	X
Clubrooms		X	X	X
Electronic Scoreboard		X	X	X

MEDIA

Website - Logo on Front Page		X	X	X
Website - Logo in Sponsors Section				X
Website - Listing in Sponsors Section	X	X	X	
Social Media - Overview & Profile (FB & Instagram)				X
Social Media - Weekly Sponsors Update				
Print - Logo on Club Stationary		X	X	X
Print - Bellarine Times		X	X	X
Print - Members Handbook	Full Page	1/2 Page	1/3 Page	1/5 Page
Home Game Slideshow - Logo sightings per rotation of all logos	4	3	2	1

SOCIAL

Social membership passes	4	2	2	2
Presidents Lunch tickets	4	2	2	2
Presentation Night tickets	4	2	X	X
Superbox access		X	X	X
Drink Cards (per season)	9	6	4	2
Access half time refreshments				

CLOTHING

Club Polo for Coaches		X	X	X
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ALL SPONSORSHIP PACKAGES

- All Sponsorship packages will be for the period 1/1/25 to 31/12/25.
- All sponsorship agreements entered into prior to 1st March 2025 will be guaranteed inclusion in our Members Handbook. No guarantees can be made after this date.
- The information in this prospectus outlines our commitment for each Sponsorship level. Throughout the season, BHFNC will work with all Sponsors to explore opportunities to maximise your return and support of our club.
- All new sponsors pay for the cost of printing their sign. This cost is \$350, and the sign would remain the property of the sponsor. The cost of the frame for the sign will be paid for by the BHFNC.
- Any updates to existing sponsors signs because of sponsors re branding will be charged to the Sponsor.





bhfnc.com.au

@barwonheadsfnc
@barwonheads_womens
@barwonheads_juniorfooty



**BHFNC marketing is proudly supported
by Geelong agency, Made Great.**

Elevate your brand with the team that's redefining marketing *Greatness*.
Contact Kate at 0423 658 649 and see how we can support your organisation.