



AWFA Sponsorship Proposal

Albury Wodonga Football
Association Inc.

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Welcome to the Albury Wodonga Football Association Sponsorship Program



The Albury Wodonga Football Association (AWFA) is the beating heart of football in our region, connecting communities through the shared love of the game. Established in 1973, AWFA has grown to represent 12 thriving clubs across five towns, becoming a vital platform for grassroots talent and fostering a lifelong passion for football in players of all ages.

With Australian football experiencing a surge in popularity—driven by the global success of the Matildas—AWFA is entering an exciting era of growth.

From the cheers echoing at MiniRoos matches to the energy of competitive representative teams, our association continues to provide opportunities that inspire, unite, and empower players and supporters alike.

Becoming an AWFA sponsor is more than just supporting football; it's an investment in the future of our community. Your contributions help fund essential programs, enhance facilities, and create unforgettable experiences for thousands of players and families.

In return, your brand will gain exceptional exposure and the opportunity to align with values of teamwork, health, and community spirit.

Whether you're a local business looking to give back or a larger brand eager to connect with a passionate and engaged audience, AWFA offers sponsorship packages designed to benefit both the community and your organisation. Together, we can grow the game and create a positive legacy for the Albury Wodonga region.

We thank you for considering this exciting opportunity and invite you to join us in shaping the future of soccer for generations to come.



About Us

The Albury Wodonga Football Association (AWFA) is the leading body for non-professional football in the Albury-Wodonga region, supporting 12 clubs across 5 towns. Our mission is to grow the game of football while fostering a sense of community and connection across our region.

Our Governance

AWFA is an independent organisation managed by its Executive Committee, elected annually by its member clubs, which hold equal voting rights.

The Executive Committee includes: President, Secretary, Treasurer and six additional committee members.

All committee members volunteer their time, ensuring AWFA remains focused on supporting clubs and growing the game.

Our Competitions

League Championships

AWFA's pinnacle competition runs from March to September, showcasing local talent through a home-and-away format. Teams across various divisions battle for points each weekend, with the highest-ranked team at season's end crowned as champions.

MiniRoos Program

Our MiniRoos program introduces children aged 5–11 to the joy of soccer in a fun, inclusive, and engaging environment. Focused on building skills, confidence, and teamwork, MiniRoos emphasises participation over competition, helping young players develop a lifelong love for the game. With hundreds of families attending MiniRoos matches weekly, this program forms the foundation of our football community.

Representative Program

AWFA's Representative Program provides talented players with opportunities to compete at higher levels, develop their skills, and represent our region at tournaments and state-level events. This elite pathway is designed to nurture aspiring players and foster their growth both on and off the pitch.



Vision

- Since our establishment in 1973, AWFA has experienced steady growth and development. We are committed to meeting the increasing demand for football in our region while continuing to provide high-quality services and opportunities for players, clubs, and the wider community.
- AWFA strives to strengthen our community through the unifying power of football.

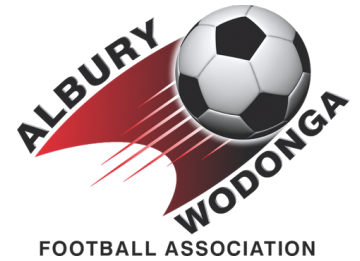


Mission

As an affiliate of Football New South Wales (FNSW) and governed by Football Australia (FA), AWFA is dedicated to:

- Building community connections through the shared passion for football.
- Promoting inclusivity and safety within all member clubs, creating a welcoming environment for all.
- Encouraging participation by offering opportunities for players of all ages, backgrounds, and abilities.
- Delivering competitive, high-quality football programs across Albury, Wodonga, and North East Victoria.





Benefits for Sponsor

Unparalleled Visibility:

With thousands of players and supporters involved, your brand will enjoy unparalleled visibility in the Albury Wodonga region.

Sponsors can be assured of far-reaching promotion and advertisement.

Estimated reach:

Total registered AWFA Members reached over 4000 in 2024

All in Sports views reached over 24,000 live views and over 100,000 replay views over the 2024 season.

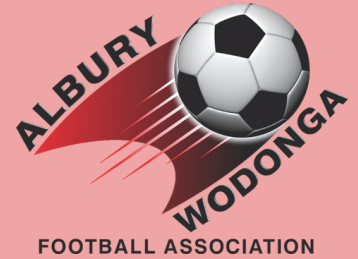
Community Engagement:

AWFA is more than just a football association; we are a tight-knit community of players, families, and supporters who share a common love for the sport. Sponsoring AWFA means you become an integral part of this community, and your brand will be associated with the values of teamwork, discipline, and excellence that we hold dear.

Positive Impact:

Our association is home to talented youth players who aspire to reach the same heights as the Matildas. Supporting AWFA is not just about marketing opportunities; it's about making a positive impact in our community. Your sponsorship directly contributes to the growth of grassroots football, providing opportunities for local talent to thrive, and fostering a healthy and active lifestyle among our youth, ultimately contributing to the development of future football stars.

Sponsorship Package



MiniRoos Package

MiniRoos Naming Rights - Annually Logo placement on MiniRoos materials and social media. Exclusive branding across all MiniRoos-related events and communications.

On-site activation opportunities during game days, such as product displays or promotions. Tear-drop banners and signage at MiniRoos gala events. Website integration with links to your company, reaching a large audience of families and players.

\$10,000 +GST

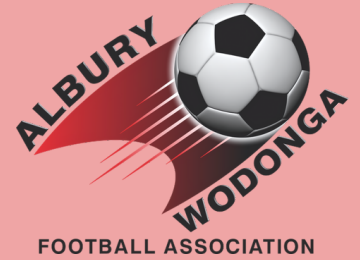


Trophy Package

Annually Branding featured prominently on all trophies, medals, and cups across the association. Recognition in all finals series publications, award ceremonies, and promotional materials. Sponsor banners displayed at AWFA and FFA cup finals events. Acknowledgment on AWFA social media platforms and website.

\$7,500 +GST

Sponsorship Package



General Packages Bronze Tier

Recognition on the AWFA website with your logo and a link to your business.

Monthly social media mentions, showcasing your support.

Branding opportunities at one selected AWFA event or match.

\$2,000 +GST PA



General Packages Silver Tier

Enhanced visibility with fortnightly social media promotions and your logo featured on the AWFA website.

Signage placement at two key AWFA matches or events.

Opportunities to showcase your products/services at community events.

\$5,000 +GST PA



General Packages Gold Tier

Extensive brand exposure through weekly social media promotions and prime website placement.

All in Sports exposure.

Signage at three high-profile matches or events, ensuring consistent visibility.

VIP invitations to finals and gala events, providing direct networking opportunities.

\$10,000 +GST PA

Sponsorship Package



Rep Packages

The AWFA Representative Program offers exclusive sponsorship opportunities customised to meet your marketing objectives. Options include logo placement on team jerseys, digital promotions, and more.

For more details, please contact Highperformance@awfa.asn.au to discuss these packages.



Custom Packages

Custom packages are available to ensure your brand receives maximum impact and alignment with your marketing goals.

Together, Let's Build a Legacy Your sponsorship will shape the future of soccer in Albury Wodonga, helping us build an inclusive, thriving sports community while ensuring your brand receives premium visibility and recognition.

Align your brand with passion, teamwork, and excellence. Let's achieve great things together!



Thank you for considering the opportunity to partner with us. We value your potential support in making this a successful collaboration.

Contact

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