

A L T O N A

VIKINGS

Community Partnership Opportunities



2024

Who are We?

Altona Football Club was established in 1918 by James Duke, Dick Bloomberg and several other businesspeople from Altona. It is interesting to note that James Duke's son, George, was the first soldier from Altona to return home after WW1, and that we continue to wear his battalion's colours of Purple and Gold on our guernseys, those being the colours adopted by the newly formed Altona FC. Our club has a very proud and rich history, playing a part in the football journey of many champion players over the past 106 years, a chronicle that is steeped in memorable moments and local folk law.

Altona has won 19 senior premierships and has had numerous players awarded the league Best & Fairest. Our feeder club the Altona Junior FC, is consistently, one of the largest and most successful junior clubs in the region, across all age groups. Together, our clubs unify to feature our Pathway Programme that nurtures our junior players' passage into our U18 team, and then onto play senior football in a Division 1 competition. We are a stand-alone senior club that prioritises a progressive pathway for junior players.

In 2012 our Seniors were victorious in their inaugural Division 1 WRFL Premiership, alongside our Reserves who also tasted success on the same day. In 2019 our senior team made it to the Division 1 WRFL grand final, alas they were unsuccessful on the day while our Reserves triumphed, going back-to-back with their success from 2018.

In 2022 the Viking community witnessed our Senior men return to the list of Division 1 WRFL premiers after defeating a rampaging Werribee Districts in yet another memorable day. Altona continue to be a strong side and will campaign for the 2024 Div 1 Premiership Cup.

Altona Football Club
1946 F.D.F.L. B Grade Finalists



Altona Football Club
F.D.F.L. B Grade Premiers



Altona City Football Club 1972
W.S.F.L. Champions First Division



Our Community Reach

With our investment into membership for the 2024 season, Altona FC enjoys a significant presence and unique brand exposure opportunity.

Our clubrooms are well frequented throughout the year making digital signage in and around the clubrooms a wonderful space for your brand's exposure. In addition, the club has invested resources to monopolise on our stand-out social media presence using our fully integrated website.

The Altona FC has developed a robust relationship with our local community, and we have continued a strong relationship with Hobsons Bay City Council. Our club is currently working closely with the council on a proposal to create the Altona Sports Precinct to further upgrade our facilities.

Altona FC competes in the First Division of the Western Region Football League, which is the largest football league in the Western Suburbs allowing for maximum exposure for all involved.

In 2024, Altona FC will field three senior men's teams, approximately 80 players and 110 members in our Viking Valhalla Club. Our socials hold more than 2,000 followers the highest reach is the 25-55 demographic with close to a 50/50 gender balance.



Get On Board the Viking Longboat

The Altona FC encourages the use of member and sponsor services whenever possible. This results in strong enduring relationships with benefits for all involved. It is our aim to provide value for money and a solid partnership for our sponsors.

Altona FC is a not-for-profit organization, run entirely by a dedicated volunteer committee. The costs associated with running a football club increase every year; Council fees, insurances, utility charges (gas, electricity, water, phone, etc.), playing and training equipment, player wellbeing programmes, along with league affiliation fees which also increase annually.

To generate these critical funds our club relies heavily on the support of the local community and the generosity of businesses in the area. They assist our club to remain sustainable and affordable for our local families.

You will find our sponsorship options outlined on the following pages. We have packages available to suit every marketing budget and welcome the opportunity to tailor sponsorship packages to meet any specific business needs.



Ground Naming Rights to JK Grant Reserve



This is an exclusive offer to have the Altona Football ground named after your business. All advertising of matches will be promoted under the name of your business.

- **Exclusive banner at the entrance of the ground.**
- **Dedicated home match day with a company-branded football awarded to the sponsor selected player of the game. Example: Round 3 “Simonds Round”. This will include a full week of a promotional campaign on social media and exposure to members via our socials, website and app.**
- **Placement of advertising in club social rooms, website, app and social media platforms.**
- **Admittance to organized sponsor and club events.**
- **All inclusive benefits of our Platinum Package.**

Commitment of 3+ year tenure

SOLD for 2023 - 2025



Major Sponsor - On field Playing Jumper

- Name/logo on club apparel, including official club polo and player warm up top
- Name/logo on playing jumpers across all four teams
- Dedicated game of the round at an Altona home game including; match day award with a company-branded football awarded to the platinum sponsors player of the game. Example: Round 3 “your business game”. This week will include a full week of our promotion campaign on social media and exposure to members.
- Digital advertisement delivered onscreen in the Altona FC social rooms and on the game day electronic scoreboard.
- Placement of advertising on website and socials
- Admittance to organized sponsor and club events.
- Other benefits inclusive of platinum sponsor

Commitment of 3+ year tenure

SOLD for 2022 - 2024



Coaches Sponsor - All Coaches Apparel

- Name/logo on coaches' club apparel including coaches' polo shirts and jacket
- Dedicated game of the round at an Altona home game: Example: Round 3 “your business game”.
- This week will include a full week of our promotion campaign on social media and exposure to members.
- Other benefits inclusive of Silver sponsor benefits
- Commitment of 2+ year tenure

\$6,000 plus gst.

AFC - Platinum Partnership

- Dedicated Game of the round at and Altona home game: Example Round 3 “your business game”. This week will include a full week of our promotion campaign on social media and exposure to members.
- Digital advertisement delivered onscreen in the Altona FC social rooms and on the game day electronic scoreboard.
- Advertising on our media platforms - Facebook, Instagram, Altona FC website, etc.
- Access to Altona FC database to share your business on Facebook.
 - 4 x Memberships to AFC Viking Valhalla Club (See flyer)
 - 8 x Tickets to Altona FC Golf Day
 - 10 x Tickets to Altona FC Ladies Day
 - 10 x Tickets to Altona FC Sponsors Day
 - 5 x Tickets to Altona FC Major Draw (Admits 10 patrons)
 - 5 x Player sponsors of your choice

AFC Platinum Partner \$10,000 +gst



AFC - Gold Partnership

- Dedicated Game of the round at and Altona home game: Example Round 3 “your business game”.
- This week will include a full week of our promotion campaign on social media and exposure to members.
- Digital advertisement delivered onscreen in the Altona FC social rooms and on the game day electronic scoreboard.
- Advertising on all social media platforms: Facebook, Instagram, Altona FC website.
- Access to Altona FC database to share your business on Facebook.
 - 3 x Memberships to AFC Viking Valhalla Club (See flyer)
 - 4 x Tickets to Altona FC Golf Day
 - 7 x Tickets to Altona FC Ladies Day
 - 7 x Tickets to Altona FC Sponsors Day
 - 4 x Tickets to Altona FC Major Draw (Admits 8 Patrons)
 - 3 x Player sponsors of your choice

AFC Gold Partner \$7,500 +gst



AFC - Silver Partnership

- Digital advertisement delivered onscreen in the Altona FC social rooms and on the game day electronic scoreboard.
- Advertising on all social media platforms: Facebook, Instagram, Altona FC website, etc.
- Access to Altona FC database to share your business on Facebook.



2 x Memberships to AFC Viking Valhalla Club (See flyer)

4 x Tickets to Altona FC Golf Day

4 x Tickets to Altona FC Ladies Day

4 x Tickets to Altona FC Sponsors Day

2 x Tickets to Altona FC Major Draw

2 x Player sponsors of your choice

AFC Silver Partner \$5,000 +gst

AFC - Bronze Partnership

- Digital advertisement delivered onscreen in the Altona FC social rooms and on the game day electronic scoreboard.
- Advertising on all social media platforms: Facebook, Instagram, Altona FC website.
- Access to Altona FC database to share your business on Facebook.

1 x Membership to AFC Viking Valhalla Club (See flyer)

2 x Tickets to Altona FC Golf Day

2 x Tickets to Altona FC Ladies Day

2 x Tickets to Altona FC Sponsors Day

2 x Tickets to Altona FC Major Draw (Admits 4 Patrons)

1 x Player sponsor of your choice

AFC Bronze Partner \$2,500 +gst



Digital Signage Sponsorship

- “Your Logo” proudly displayed on our electronic game day scoreboard and on a rolling screen in the social rooms
- Invitation to the Sponsors Luncheon
 - 1 year \$1200.00
 - 2 years \$2100.00
 - 3 years \$3000.00



Player Sponsorship

- \$100 off the players membership fees
- Digital advertisement alongside your player on the Altona FC social room rolling screen.
- Invitation to the Sponsors Luncheon
 - \$250.00

THE VIKING VALHALLA CLUB WANT YOU!



**VIKING
VALHALLA CLUB**

**\$520 – PAID IN FULL OR JUST \$10 PER WEEK
DIRECT DEBITED FROM YOUR NOMINATED ACCOUNT,
\$25 PER WEEK FOR A FAMILY MEMBERSHIP!
(2 ADULTS + KIDS)**

Please email all enquiries to: membership@altonafc.com.au

MEMBER ENTITLEMENTS

VVC BRANDED STUBBY HOLDER

FREE BEER, WINE, SOFT DRINKS & \$3 SPIRITS FROM
SIREN TO SIREN OF ALL SENIOR HOME GAMES

VVC KIDS RECEIVE A HOT DOG & SOFT DRINK AT ALL
HOME GAMES WITH THEIR VVC MEMBERSHIP
LANYARD

8 x HOME GAME MEMBER DRAWS @ \$100
cash each draw (present or not)

LUNCHEON AT LAST HOME GAME, LUNCH,
DRINKS AND ENTERTAINMENT PROVIDED
ALONG WITH 1K MEMBER ONLY DRAW
(Must be present to claim)

Contact Us

After something different?

We welcome the opportunity to tailor a package to suit your marketing budget and address your business needs.

Please contact us to discuss any queries you may have:

e. sponsorship@altonafc.com.au

Thank you for taking the time to read over our proposal.

“Arm in Arm” with the Vikings in 2024

