

SUNBURY UNITED FOOTBALL CLUB



PARTNERSHIP PROSPECTUS 2027

S.U.F.C
EST - 1973



#sufcstrengthinunity

WELCOME



On behalf of Sunbury United Football Club, I am delighted to welcome you to our 2027 Sponsorship Program.

As one of Sunbury's longest-standing football clubs, SUFC continues to grow both on and off the field. Our club is built on a foundation of inclusion, community spirit, player development, and a shared passion for the world game. From our MiniRoos and junior programs through to our senior mAen's and women's teams, we are committed to creating opportunities for players of all ages and abilities to participate, develop, and succeed.

The continued growth of our club brings exciting opportunities, but also increasing demands. The support of our sponsors plays a vital role in ensuring we can provide quality coaching, facilities, equipment, development programs, and a welcoming environment for every member of our football family.

Our sponsors are much more than financial supporters. They are valued partners who share our vision of building a strong, connected community through sport. Through sponsorship, local businesses gain meaningful exposure while directly contributing to opportunities that positively impact hundreds of players, families, volunteers, and supporters throughout the region.

As we look ahead to the 2027 season, we are focused on strengthening our programs, supporting our volunteers, developing future talent, and continuing to provide a positive football experience for everyone who walks through the gates of Langama Park.

2026 had some incredible highlights:

- Our first Next Gen Referee Development Program (engaging teenagers and volunteer parents in becoming referees)
- Our first PlayHER Social Womens Program
- Hosted a Football Victoria referee accreditation program
- Continued the partnership of senior & junior teams - with mentoring and volunteer hours from senior players
- Continued our Coach Development program with Football Victoria - contributing to more support for volunteer coaches

All whilst continuing the week to week training and competition season programs.

We invite you to join us on this journey and become part of the Sunbury United family. Together, we can continue to build a club that our community can be proud of both today and for generations to come.

If you own a business, believe in Community clubs and love football, we ask that you become our sponsor. We have multiple levels of sponsorship, from \$800 up to \$12,000.

With your help, allied to our strong passion for community, connection and love for football, we look forward to a successful 2027.



Sherridan Long
President

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OUR HISTORY



Our story began in 1973 when a group of passionate expatriate Europeans, including J. Minette, W. Lecch, J. Roden, S. Cupples, B. Kelly, R. Buckland, and L. Smedley, came together with a shared vision: to bring the beautiful game to the Sunbury area.

In our inaugural year of 1974, Sunbury United entered the Western District League, a bold step for a newly formed club. Despite the challenges of being in a competitive league, our senior team emerged as league leaders, and the reserves secured a commendable fifth place. This early success set the stage for what would become a rich history of achievement and camaraderie.

One of the defining moments in our history occurred in August 1975 when, in the first of many collaborations with the local council, an old paddock was transformed into what is now our cherished home—Langama Park on Mitchells Lane, Sunbury. This move marked not only a physical relocation but also a symbolic commitment to the growth and development of our club.



OUR HISTORY



Over the years, our teams consistently showcased their prowess, regularly finding themselves in the top half of the ladder. The tireless dedication of our players, coaches, and supporters helped build a legacy that we proudly uphold today.

The 2023 celebration of our 50th anniversary is a testament to the resilience, passion, and unity that define our club. Sunbury United FC has become an integral part of the Sunbury community, and we owe our success to the unwavering support of our members, families, and supporters.

As we embark on the next 50 years, we do so with a sense of excitement and anticipation. The Sunbury United Football Club looks forward to shaping the future alongside our dedicated community. Together, we will continue to build on our legacy, fostering a love for the game and creating memories that will resonate for generations to come.

Thank you for being an essential part of our history, and here's to the next 50 years of Sunbury United Football Club!



CLUB OVERVIEW 2024 SEASON

OVER 400 MEMBERS

Members are all registered players for the above mentioned season



3

SENIOR MEN'S TEAMS



1

SENIOR WOMEN'S TEAM



18

JUNIORS TEAMS



MINIROOS GRASSROOT PROGRAM



FOOTBALL AUSTRALIA CLUB CHANGER
CLUB OF THE YEAR



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CLUB OVERVIEW 2025 SEASON

OVER 450 MEMBERS

Members are all registered players for the above mentioned season



4

SENIOR MEN'S TEAMS



1

SENIOR WOMEN'S TEAM



26

JUNIORS TEAMS



MINIROOS GRASSROOT PROGRAM



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CLUB OVERVIEW 2026 SEASON

OVER 470 MEMBERS

Members are all registered players for the above mentioned season



4

SENIOR MEN'S TEAMS



1

SENIOR WOMEN'S TEAM



27

JUNIORS TEAMS



MINIROOS GRASSROOT PROGRAM



PLAYHER SOCIAL WOMENS PROGRAM



NEXT GEN REFEREE PROGRAM

CLUB NUMBERS SPONSORSHIP REACH



WEBSITE

WWW.SUFC.COM.AU



3,100 FOLLOWERS

FACEBOOK NETWORK



1,430 FOLLOWERS

INSTAGRAM FOLLOWERS

60-70K REACH PER MONTH

OVER 1 MILLION
SOCIAL MEDIA
VIEWS IN 2026



OVER 700 MEMBERS

AFFILIATION WITH THE SUNBURY UNITED SPORTING CLUB



[#sufcstrengthinunity](https://www.instagram.com/sufcstrengthinunity)

SPONSORSHIP OPPORTUNITIES

PARTNER WITH SUNBURY UNITED FC

More than sponsorship. A partnership with our community.

With 450+ members, 27 junior teams and five senior squads, Sunbury United Football Club is one of the growing sporting communities in Sunbury.

Our 2027 partnership opportunities are designed to give businesses meaningful brand exposure, community connection and measurable impact - while helping us build a stronger future for local football.

Your brand. Our community. Our future.

Your Brand: Visibility & Exposure:

Your partnership puts your business in front of the 450+ members, families, players, coaches, volunteers and supporters who make up Sunbury United FC. Depending on the sponsorship level, partners can receive:

- Playing apparel and training wear branding
- Ground and facility signage
- Social media features and dedicated sponsor posts
- Website and digital exposure
- Match-day announcements and activations
- Sponsor feature videos/reels
- Team/player sponsorship opportunities
- Inclusion in club publications and communications
- Opportunities to showcase products or services at club events

Your Community: Connecting with Sunbury

Sunbury United is a community club with 27 junior teams, five senior squads and programs supporting female participation, junior development and social football.

Our sponsors have opportunities to connect directly with the people who matter to their business through:

- Junior and senior match days
- Family and community events
- Junior presentation events
- Senior events
- Fundraising activities
- Female football initiatives
- Community programs
- Sponsor networking opportunities
- Business-to-business introductions within our club network

SPONSORSHIP OPPORTUNITIES

Packages are available January 2026 - December 2026

Your Impact: Make a Difference

Sponsorship helps us keep football accessible, develop volunteer coaches, provide better equipment and facilities, grow female football, support our juniors and create opportunities for people to belong.

Your investment can help fund things such as:

- Coach development
- Junior equipment
- Training goals and infrastructure
- Female football programs
- Community initiatives
- Volunteer development
- Player participation opportunities
- Improved match-day experiences
- Facility improvements

Your business becomes part of the story of what we are building at Sunbury United.

Be part of the excitement. Be part of our future. Let's make a difference together!

Get in Touch

Contact our sponsorship team today to explore how you can elevate your brand while supporting our vibrant community.

Below is a list of our levels of sponsorship packages:

- **PLATINUM SPONSOR PACKAGE**
- **GOLD SPONSOR PACKAGE**
- **SILVER SPONSOR PACKAGE**
- **BRONZE SPONSOR PACKAGE**
- **YELLOW SPONSOR PACKAGE**
- **GROUND SIGNAGE PACKAGE**



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PLATINUM SPONSOR PACKAGE

\$8,000*

*Total cost is +10% GST (which business can claim) \$8,800

Senior State Leagues or Metro League Team Jerseys



- “Your Business Name” and logo will appear on 4 billboards, 1 on each side of the main senior pitch at Langama Park.
- “Your Business Name” and logo will be printed on our Senior Men’s or Women’s team playing jersey & present with a framed SUFC Senior playing jersey (Jersey Spots only)
- Your business will receive two tickets to SUFC Sponsors Event, Season Launches & Presentation Events.
- Social Media Senior team match day results posts proudly sponsored by ‘Your Name’ throughout the season

Premier placement on front of jersey is \$12,000+GST

GOLD SPONSOR PACKAGE

\$6,000*

*Total cost is \$6,600 (incl GST, which business can claim)

Worn by 350+ juniors



- “Your Business Name” and logo will appear on 3 billboards, on the side of the main senior pitch at Langama Park.
- “Your Business Name” and logo will be printed on our Junior playing jersey & presented with a framed SUFC Junior playing jersey.
- Your business will receive two tickets to SUFC Sponsors Event, Season Launches & Presentation Events.
- Social Media Senior team match day results posts proudly sponsored by “Your Name” throughout the season

Premier placement on front of jersey is \$8,000+GST

SILVER SPONSOR PACKAGE

\$3,000

*Total cost is \$3,300 (incl GST, which business can claim)

*

Worn by 350+ juniors



- “Your Business Name” and logo will appear on 2 billboards, on the side of the main senior pitch at Langama Park.
- “Your Business Name” and logo will be printed on our Junior teams Off-Field Teamwear.
- Your business will receive two tickets to SUFC Sponsors Event, Season Launches & Presentation Events.
- Social Media Senior team match day results posts proudly sponsored by “Your Name” throughout the season

BRONZE SPONSOR PACKAGE

\$2,500*

*Total cost is \$2,750 (incl GST, which business can claim)

Worn by Senior State League Members on Training & Match Days



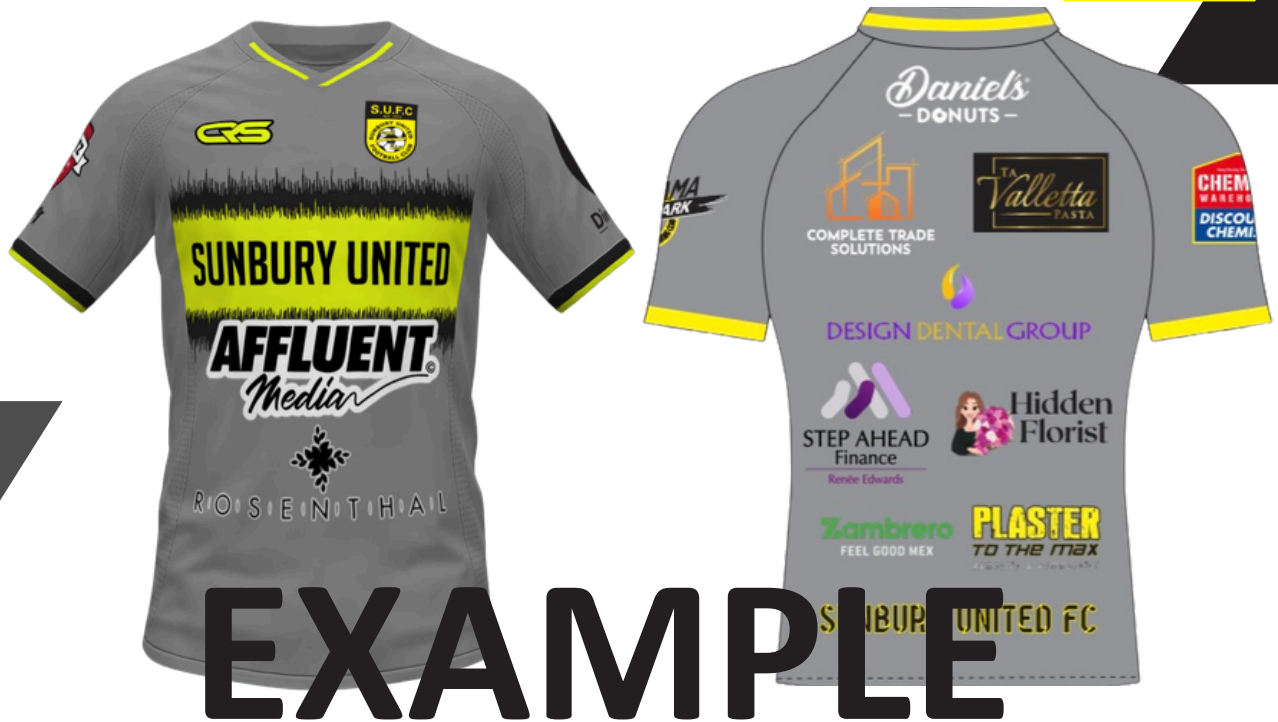
- “Your Business Name” and logo will appear on 1 billboard, on the side of the main senior pitch at Langama Park.
- “Your Business Name” and logo will be printed on our Senior’s teams Off-Field Teamwear.
- Your business will receive two tickets to SUFC Sponsors Event, Season Launches & Presentation Events.
- Social Media Senior team match day results posts proudly sponsored by “Your Name” throughout the season

YELLOW SPONSORSHIP PACKAGE

\$1,400*

*Total cost is \$1,540 (incl GST, which business can claim)

Junior Training Top - worn by 350+ juniors



EXAMPLE

- “Your Business Name” and logo will appear on 1 billboard, on the side of the main senior pitch at Langama Park.
- “Your Business Name” and logo will be printed on our junior players training shirts.
- Invitations to our Sponsors Day
- Social Media Senior team match day results posts proudly sponsored by “Your Name” throughout the season

GROUND SIGNAGE SPONSOR

\$800*

*Total cost is \$880 (incl GST, which business can claim)

29 Home Game Rounds across the season + public foot traffic



- “Your Business Name” and logo will appear on 1 billboard (approx. 1800mm x 900mm, on the side of the main senior pitch at Langama Park.
- Invitations to our Sponsors Day.
- Social Media Senior team match day results posts proudly sponsored by “Your Name’ throughout the season

SUFC SPONSORSHIP PACKAGES

SUMMARY

Sponsorship packages are valid for 12 months or further terms on agreement

Sponsorship Items	Platinum	Gold	Silver	Bronze	Yellow	Ground Signage
"Your Business Name" & logo will be featured on billboards around the main pitch	4 signs	3 signs	2 signs	1 sign	1 sign	1 sign
Social Media Senior team match day results posts proudly sponsored by "Your Name" throughout the season	✓	✓	✓	✓	✓	✓
"Your Business Name" & logo will be printed on either SUFC Senior Men's or Senior Women's playing jersey & presented with a framed SUFC jersey	✓					
"Your Business Name" & logo will be printed on all SUFC Junior playing jerseys & presented with a framed SUFC jersey		✓				
"Your Business Name" and logo will be printed on our Junior teams off-field Teamwear (Hoodie)			✓			
"Your Business Name" and logo will be printed on our Senior teams off-field Teamwear (Jumper)				✓		
"Your Business Name" and logo will be printed on our Junior training jerseys					✓	
Your business will receive two tickets to SUFC Sponsors Event, Season Launches & Presentation Events	✓	✓	✓	✓		
Your business will receive two tickets to the SUFC Sponsors Event	✓	✓	✓	✓	✓	✓

BECOME A PART OF OUR CLUB

CONTACT US AT: Secretary@sufc.com.au



Jacqui Scott | Secretary | 0411 020 560 | secretary@sufc.com.au

Claire Miller | Sponsorship Coordinator | sponsorship@sufc.com.au



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