



AVENEL

-FOOTBALL NETBALL CLUB-

EST.1881



2026 Sponsorship Opportunities

President's Report 2025

Dear Avenel Football Netball Club players, volunteers, families, supporters and sponsors.

On behalf of the AFNC Committee, we would like to extend our heartfelt thanks to every one of you, for your incredible support throughout the year. Whether you contributed as a sponsor, supported us on from the sidelines, or gave your time as a volunteer, your involvement has played a vital role in the success of Avenel Football Netball Club this season.

In 2025, we proudly fielded 11 teams, 5 Junior and 6 Senior across the Goulburn Murray Junior League (GMJL) and the Kyabram District League (KDL). This level of participation is a fantastic achievement for our club and a reflection of the strong community spirit and positive direction we are all contributing to.

Sustainable growth is essential to the long-term success of our club, and it's incredibly rewarding to see that growth taking shape, particularly within our junior ranks.

The introduction of our inaugural Under 10s and Under 15s football teams marks an exciting new chapter and complements our existing three junior netball teams, as well as our Auskick program and Mini Swans Netball initiative. Looking ahead to 2026, we are hopeful of expanding our junior structure even further, with plans to introduce three additional teams to enhance and build on the strong foundation we've established. This progress is a direct result of the tireless efforts and commitment of everyone involved, and it's something we can all be extremely proud of.

On the field this season, we celebrated a number of exciting achievements.

- Our U10's & U15's Football teams played their first-ever games for the club.
- Our A Grade and C Grade Netball teams made a long-awaited return to finals action.
- Our Reserves Football side also featured in finals once again, continuing their strong form.
- And in a massive milestone, our Under 15s footballers capped off their debut season by winning the premiership!

Off the field, we had plenty of wins also.

- We installed the safety netting behind the goals at the Swamp Rd end of the ground, with plans underway to do the same at the Watson St end in 2026.
- Thanks to the Strathbogie Shire Purple Bin Rollout, a dedicated group of club volunteers, and the opportunity provided by FOOTT Waste, along with support from everyone who purchased a ticket in the Toyota Good for Footy Raffle, we successfully raised enough funds to purchase two electronic scoreboards for our netballers, ready for the 2026 season.
- A huge shoutout to Whitey's Ferrets for his ongoing generosity and involvement in our Junior Fundraiser. For another year, none of our junior players or their families were required to pay for memberships or uniforms. This incredible support ensures every young Swan has the opportunity to take the field or court.

Thank you once again to each and every person who played a role in making the 2025 season such a success. None of this would be possible without your ongoing support, and we look forward to continuing this journey together in 2026

Go Swans!

Joe Pollock
President
Avenel Football Netball Club

EST.1881



Reserves' Football



A Grade Netball



C Grade Netball



Under 10's Football

AVENEL FNC - SEASON 2025



Jack Myers
Senior's - Best & Fairest 2025



James Hibbens
Reserves - Best & Fairest 2025



Ashley Hansen-Arandt
A Grade - Best & Fairest 2025



Under 15's Football
2025 Premiers



Ella Flegg
C Reserve - Best & Fairest 2025



Jacinta Jamison
B Grade - Best & Fairest 2025



Alisha Franklin
C Grade - Best & Fairest 2025

Dear Sponsor,

The AFNC is thrilled to continue building on the support of our valued sponsors while welcoming new partners for the 2026 season. As the club proudly celebrates its 145th year, we invite you to be part of this exciting journey and help us keep the future of our community club alive and thriving.

Our sponsorship packages are designed to provide real value for our partners, offering promotion directly to our members and their families, to our 3,000-strong social media following, and throughout the Goulburn Valley as we travel for games. Beyond the club, the league enjoys extensive television, radio, social media, and print coverage: creating exciting opportunities for your business to be promoted and recognized.

By joining us as a sponsor, you are not only gaining exposure but also playing a vital role in sustaining the future of grassroots sport in our community. Your support helps us achieve success both on and off the field and court, while ensuring the club can continue to represent our community with pride.

Importantly, your sponsorship also helps fund vital club initiatives that address key challenges faced by volunteer-run community organisations like ours. Currently, we have identified two priority areas where your support will make a meaningful impact:

- Increasing junior and volunteer participation - Helping us grow the next generation of players and volunteers by expanding programs and providing support for new members and volunteers.
- Improving safety through the upgrade of ageing facilities and equipment - Ensuring a safe and welcoming environment for all members by modernising infrastructure and replacing outdated equipment

Together, we can make sure the next generation of players, families, and volunteers enjoy a safe and rewarding club environment.

Our sponsorship options and details are included on the following pages. If you'd like to be part of the next exciting chapter in our history, please don't hesitate to contact me, we'd love to have you on board.

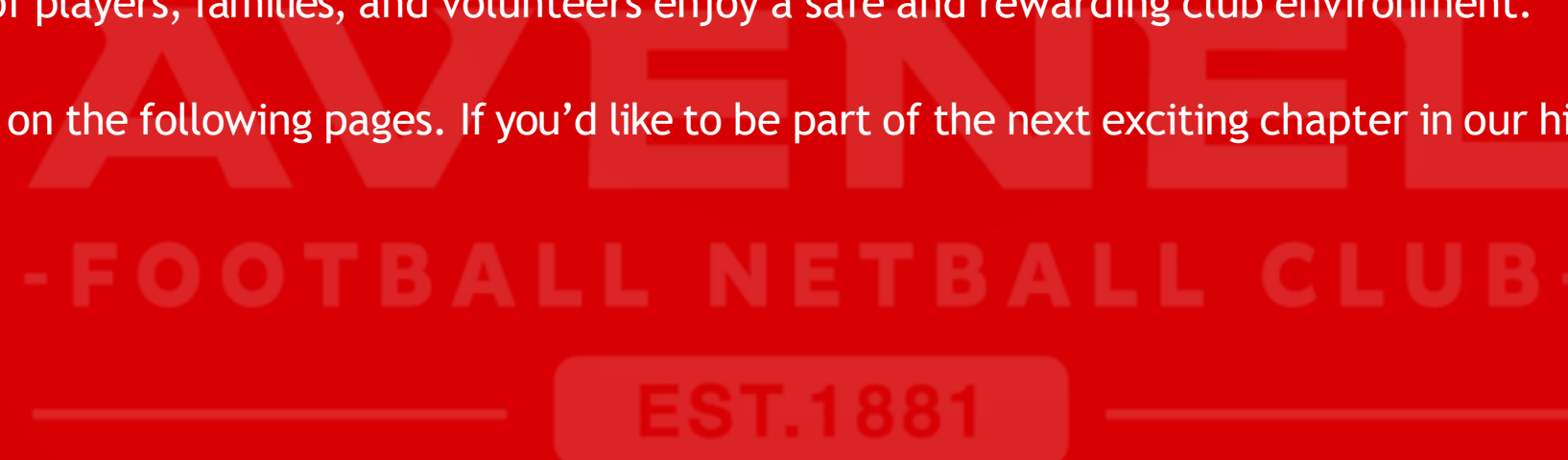
Go Swans!

Joe Pollock – President

Avenel Football Netball Club

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Website – www.avenelfnc.com.au



Instagram
[avenel_fnc](https://www.instagram.com/avenel_fnc)



Facebook
[Avenel Swan](https://www.facebook.com/AvenelSwan)



Avenel Football Netball Club Story

- Avenel is located on the Hume Highway, just north of Seymour in Victoria.
- Our first recorded game was in 1881 against Seymour, making 2026 our 145th year in competition.
- We currently have 5 junior and 6 senior teams, proudly representing Avenel Football Netball Club
- The Club trains and plays at the Avenel Recreation Reserve, home to both a football ground and two netball courts, with dedicated changerooms for footballers and netballers.
- AFNC is powered entirely by volunteers, who not only support the Club but also contribute actively to the wider community.
- We are supported by our active and dedicated life member groups, ensuring our traditions are preserved and celebrated.
- The Club provides quality coaching and development programs, helping every player reach their full potential.
- In 2022, the 1956 Ladies Football team received the Australia Day Community Award.
- In 2025, our Under 15 team were crowned Grand Final Premiers, a testament to the strength of our junior program.

With over a century of history, a strong community spirit, and a bright future, the Avenel Football Netball Club continues to be a proud part of the region.

JOIN THE AFNC FAMILY - SPONSORSHIP OPPORTUNITIES

Partnering with the AFNC is more than just sponsorship, it's joining a community that celebrates local sport, connection, and shared success. As a valued sponsor, you'll enjoy a host of benefits while showcasing your brand in a variety of ways.

Why Sponsor the Avenel Football Netball Club ?

Support Local Sport

- Your sponsorship directly contributes to the participation, development, and long-term success of community football and netball. Help create opportunities for players of all ages and skill levels to stay active, healthy and connected through sport.

Brand Promotion

- Gain valuable exposure for your business both locally and across the wider AFNC community. Your brand can be featured on club apparel, signage, social media, and at home games and events.

Raise Your Profile

- Build positive brand recognition and trust by connecting with players, families, supporters, and the broader community. Show your support for grassroots sport and establish a strong local presence.

Networking Opportunities

- Engage with fellow sponsors, club members, and community leaders at AFNC games, events, and functions. Strengthen local ties and explore potential partnerships in a welcoming, inclusive environment.

Exclusive Sponsor Benefits

- As a valued sponsor, you'll receive, AFNC Memberships, Club merchandise vouchers and invitations to exclusive club events and functions

MAJOR SPONSORSHIP OPTIONS

Home Ground Naming Rights

- Secure exclusive naming rights to the Avenel Recreation Reserve, now rebranded with your company name as the official [Your Brand] Avenel Recreation Reserve.

Inclusions

- **Official Rebranding:** The home ground will be officially renamed to incorporate your brand and referenced as such across all platforms and communications.
- **Full Media Integration:** Your brand will be consistently used in Social Media Posts, Local Radio Broadcasts, PlayHQ (Match Fixtures, Results & Stats), Club Announcements & In-House Communications
- **Premium Signage Placement:** High-visibility signage featuring your branding will be installed in strategic, high-traffic areas throughout the reserve, including Entry to ground, inside the Clubrooms and other key locations around the Rec Reserve.

Benefits to Your Brand:

- Direct exposure to a local, engaged community
- Continuous brand visibility across digital and physical platforms
- Strong brand association with grassroots sport and community values
- Media exposure during local match reports and regional sports coverage

Premium Branding Opportunities:

- Logo / Branding on Football jerseys
- Logo / Branding on Netball dresses (front or back)
- Logo / Branding on Other Club Merchandise
- Premium signage options at the Avenel Rec Reserve
- Social media promotion highlighting your business
- Website branding

3 year commitment is required for any merchandise branding sponsorship, All Avenel Football Club merchandise manufactured in 2026 and beyond will feature your business logo as a proud supporter of the club.

Invitations to attend.

- **Season Launch Event** - Kick off the season with players, coaches, members, and fellow sponsors. A perfect opportunity to introduce your brand to the club community.
- **Home Games during the season** - Attend home games throughout the season to watch our teams compete, a great chance to engage with supporters and enjoy grassroots sport up close.
- **Sponsors Day** - A dedicated day to recognise and celebrate our sponsors.
- **Mid-Season Ball** - Join players, supporters, and club officials at our major social event of the year
- **Presentation Night Tickets** - Celebrate the season's achievements at our end of year Presentation Night.

We offer tailored sponsorship packages to suit your business goals and budget. Whether you want maximum brand exposure, community engagement, or a combination of both, we can create a package that aligns perfectly with your objectives and gives your business a meaningful connection with our club and community.

PLATINUM SPONSORSHIP OPTIONS

PREMIUM ADVERTISING SIGNAGE OPTIONS

Front Fence / Gateway Signage

- Prime exposure to all visitors, players, and spectators entering the club. Road exposure, opposite local school carpark

Netball Scoreboards

- Court 1: Fixed signage beneath the electronic netball scoreboard
- Court 2: Fixed signage beneath the electronic netball scoreboard

Coaches Box

- Back of Coaches Box: Prominent advertising located adjacent to the main carpark, with high visibility to players and spectators during matches

Somewhere else in mind?

- Please don't hesitate to contact us to discuss a location within the Rec Reserve that interests you and your business

*3-year commitment applies if AFNC is funding the production of the sign, otherwise Production of sign and any updates are at sponsor's expense.

BRANDING OPTIONS

On-Field Apparel:

- Warm-Up Top - Back: Logo on the back of players' warm-up tops
- Warm-Up Top - Sleeves: Logo on the sleeves of players' warm-up tops
- Football Shorts- Logo on 2026 playing shorts

Off-Field Apparel

- Logo featured on off field apparel worn by players and supporters.

Disclaimer: 3 year commitment is required for any merchandise branding sponsorship, All Avenel Football Club merchandise manufactured in 2026 and beyond will feature your business logo as a proud supporter of the club.

Media & Digital:

Maximise your brand's visibility and community engagement through a range of digital media channels

- Football Game Vision (Film) - Feature your brand in weekly match-day videos and highlights shared on social media.
- Player of the Week - Sponsor weekly posts celebrating standout Football and Netball players, with your brand acknowledged.
- Performance of the Week - Your brand featured in weekly posts highlighting top individual or team performances.
- Swan Lotto - Weekly live cash draw streamed on social media every Thursday night, with sponsor shoutouts and logo placement.

NOTE: Please don't hesitate to get in touch with us to discuss a Platinum Sponsorship option that suits you best, we are more than happy to tailor a package to suit your needs if you are after something different to what is offered, price is dependent on size and location of advertising sign. All prices quoted are on a per annum basis and include GST.

ULTIMATE SPONSORSHIP OPTIONS

Football Ground Signage

- Location: Fence behind the goals or far outer wing facing the clubrooms.
- Size - 4000mm x 900mm
- Promotion: Social media and in-house media exposure for your business.
- Extras: Two invitations to Sponsors Day.
- Commitment: 3-year commitment applies if AFNC is funding the production of the sign, otherwise Production of sign and any updates are at sponsor's expense.

Netball Court Signage

- Location: Fence at the northern end of the courts
- Size - 4000mm x 900mm
- Promotion: Exposure through AFNC social media and in-house communications
- Extras: Two invitations to Sponsors Day
- Commitment: 3-year commitment applies if AFNC is funding the production of the sign, otherwise Production of sign and any updates are at sponsor's expense.

Thursday Night Meal Sponsor

- Provide tasty meals every Thursday night after training for players, supporters, and volunteers.
- Bring People Together: Join us in creating a welcoming space where families, friends, and the local community come together to share great food and great company all year round.
- Business Exposure: Your support will be highlighted through AFNC social media, showing the community your commitment to local sport

In-Kind Sponsor

Support the Club Directly: Provide essential items or services instead of a monetary contribution. Options include:

- Food & drinks for players, volunteers, and club events
- Equipment for training and matches
- Cleaning services to maintain the facilities
- Toiletries for clubrooms
- Appliances for club use

Direct Impact: Your contribution ensures the clubrooms and facilities remain safe, clean, and well-equipped for everyone at the club.

Recognition: Your support will be acknowledged through AFNC social media, newsletters, and at club events as a valued in-kind sponsor.

Award Sponsors

- Recognize Excellence: Sponsor match awards for outstanding players across all 9 teams each round.
- Presentation Opportunities: Awards are presented after games in the clubrooms, at club functions, or during the week at training.
- Business Promotion: Your support will be highlighted through AFNC social media, showcasing your commitment to the club and its players.

NOTE: Please don't hesitate to get in touch with us to discuss an Ultimate Sponsorship option that suits you best, we are more than happy to tailor a package to suit your needs if you are after something different to what is offered. All prices quoted are on a per annum basis and include GST.

SWAN SPONSORSHIP OPTIONS

Gold Swan

- 12 Month Commitment
- 2 x AFNC memberships (Entry to Home Games)
- 2 x Sponsors Day Invitation
- 2 x Mid-Season Ball Invitation
- Social & In-house Media Promotion for businesses
- Sponsors Directory Listing
- \$150 Swannie Dollars

Silver Swan

- 12 Month Commitment
- 2 x AFNC memberships (Entry to Home Games)
- 2 x Sponsors Day Invitation
- 2 x Mid-Season Ball Invitation
- Social & In-house Media Promotion for businesses
- Sponsors Directory Listing
- \$75 Swannie Dollars

Bronze Swan

- 12 Month Commitment
- 1x AFNC membership (Entry to Home Games)
- 1x Sponsors Day Invitation
- 1x Mid-Season Ball Invitation
- Social & In-house Media Promotion for businesses
- Sponsors Directory Listing
- \$25 Swannie Dollars

NOTE: All prices quoted are on a per annum basis and include GST.