



**LILYDALE  
FOOTBALL  
NETBALL  
CLUB  
2024**



# OUR COMMUNITY



Our club prides itself on being a COMMUNITY club.

We aim to be INCLUSIVE, to create an ENJOYABLE presence, be a club that players, along with the community, want to be a part of.

**Our success is not only measured by the wins and losses, but off field as well.**

## RESPECT

We earn respect, not expect it.

We respect all aspects of the club, shown with actions.

## MATESHIP

We are one club, working together for a common goal.

Supporting & celebrating each other in all aspects of the club.

## COMPETE

We compete with drive to make each other better.

We play & perform our roles for the betterment of the club.

## SACRIFICE

TEAM & CLUB First Mentality

We are selfless and prepared to work hard for everyone else. We never back down & never give up.



# OUR CLUB

Established in 1872, Lilydale Football Netball Club celebrated 150 years in 2022, making us one of the oldest AFL Clubs in Australia.

Our club provides quality coaching & development programs to ensure all players reach their full potential and become quality people as well as leaders amongst our community.

Our footballers, train and play at the Lilydale Recreation Reserve in Main Street Lilydale, also known as the Lilydale Show Grounds. Our junior ground is located at The Gateway Reserve.

In season 2024, we will be competing in EFNL Division 2. Welcoming a fresh challenge, having signed many of our 2023 playing group; again fielding 3 full sides, which is uncommon in this division.

Luke McCormick moves into his 3rd year as senior mens coach, leading a group of dedicated & passionate footballers. We have a broad range of young talent coming through the pathway from our junior program. We are currently looking to build womens football in 2024 - and welcome everyone who is keen to play!

Our netball program has been running for 8 years, securing 1 premiership and multiple finals appearances; including a strong 2023, with our Division 3 side finishing Runners-Up. We are looking to retain 3 teams in 2024.

In 2023 our first Over 50's Master team competed in the AFL Masters League. With over 40 players being involved, we will welcome more in 2024; along with encouraging an over 45's team to compete as well.

Excited for all our seasons to kick off in 2024!





# BUILDING RELATIONSHIPS

Over the last couple of years, we have focused on increasing our community connection; building our network of business partners, fostering relationships with current members including past players, life members, current players & their extended families.

The future is bright for us, especially with a focus on building new clubroom facilities that the entire community will benefit from.

We hope you come along with us in 2024 and into the future.



**BUILDING OUR  
COMMUNITY  
IN 2024**

# OUR REACH

The Lilydale Football Netball Club have a number of ways to promote our community partners and sponsors throughout each season, including exposure to:

500+ supporters attending weekly

2,400 Facebook Followers

600 Twitter Followers

1,244 Instagram Followers

MANY website visitors every year

Ground exposure 12 months of the year, including trainings, and games every second Saturday (Seniors) and every Sunday (Juniors), and once a month for Masters, during football season.

A state of the art electronic scoreboard, which has a slide show of sponsors logos.

250+ Lilydale Junior Football Club families utilizing our ground and at least 8 major fundraising events hosted in our clubrooms each season, including Season Launch and Presidents Lunch.

Our opposition in 2024 through Division 2 clubs will be increased across the greater eastern suburbs; spanning from Ringwood to Templestowe, out to Mulgrave and back to The Basin & Boronia, bringing a higher number of people through our club.



Social media has moved to be the prime form of communication over the last 5-6 years.

In this time, our club has been proactive, ensuring to keep our community updated on news and events around the club, as well as within the community.

We actively promote our valued sponsors, ensuring the community knows all about them as well.

Every game of the season, we have 'Sponsor of the Week', with their logo on game schedules & results, with many of these posts reaching up to 3,000 users.

The Lilydale Football Netball Club will continue to grow our brand and presence in the social media space.

**APPROX 100  
REGISTERED  
FOOTBALLERS**

**3 SENIOR  
NETBALL  
TEAMS**



# SPONSORSHIP PACKAGES

We would like to thank you for taking the time to read our club packages, which are outlined on the following pages.

Supporting a community based club is a rewarding experience and one we hope that you will be joining in season 2024.

We have packages available to suit every marketing budget and have the ability to tailor sponsorship packages to address your particular business needs.

Please don't hesitate to contact us to discuss any queries you may have:

President

Anthony Simmons 0447 175 986

Treasurer

Janene Davison 0408 388 945

Email

[sponsorship@lilydalefnc.com.au](mailto:sponsorship@lilydalefnc.com.au) or [lilydale@efnl.org.au](mailto:lilydale@efnl.org.au)



\*\*All Packages are exclusive of GST

# SPONSORSHIP PACKAGES

## PLATINUM - \$10,000

- \* Exclusive advertising on all Senior Club football jumpers
- \* Around the ground Sign to be displayed around Lilydale Recreation Reserve, 12 months of the Year, in Prime position located one side of Lilydale Football Netball Club Coaches Box
- \* Indoor Signage in Prime position above bar in the clubrooms during Football season
- \* 4 x Blue & Gold Memberships
- \* 4 x tickets to Presidents Luncheon
- \* 2 x tickets to Presentation Night
- \* Banners displayed in clubrooms at all home games (to be supplied by business).
- \* Sponsorship naming rights of the Past Player's day luncheon
- \* Business Logo on the electronic scoreboard during games
- \* Company Advertisement on Lilydale Football Netball Club website
- \* Rolling advertisement on Lilydale Football Netball Club Facebook, Instagram and twitter
- \* Rolling advertisements on televisions in clubrooms at each home game
- \* 10% off Merchandise
- \* Sponsor of the week - allocated to 2 weeks of the season for game advertising and results.
- \* Refreshments in the clubrooms for 4 at Half Time of Home football games
- \* A4 Framed Thank you at the end of the Season
- \* Voting rights at the AGM

\*\*All Package values are exclusive of GST







# GOLD \$7,500

- \* Non-exclusive business logo on Club Polo Shirts (back of polo)
- \* Logo displayed on Playing shorts
- \* Around the ground Sign to be displayed for 12 months of the Year
- \* Indoor Signage above bar in the clubrooms during Football season
- \* 2 x Tickets to Presidents Luncheon
- \* 2 x Blue & Gold Memberships
- \* Company Advertisement on Lilydale Football Netball Club website
- \* Rolling advertisement on Lilydale Football Netball Club Facebook, Instagram and twitter
- \* Rolling advertisements on televisions in clubrooms at each home game
- \* 10% off Merchandise
- \* Sponsor of the Week - allocated to 1 week of the season for game advertising and results.
- \* Refreshments in the clubrooms for 2 at Half Time of Home football games
- \* A4 Framed Thank you at the end of the Season
- \* Voting rights at the AGM

\*\*All Package values are exclusive of GST



# SILVER \$5,000

- \* Around the ground sign to be displayed for 12 months of the year
- \* 2 x tickets to Presidents Luncheon
- \* 1 x Blue & Gold Memberships
- \* Company Advertisement on Lilydale Football Netball Club website
- \* Rolling advertisement on Lilydale Football Netball Club Facebook, Instagram and twitter pages
- \* Rolling advertisements on televisions in clubrooms at each home game
- \* 10% off Merchandise
- \* Sponsor of the week - allocated to 1 week of the season for game advertising and results.
- \* Refreshments in the clubrooms for 2 at Half Time of Home football games
- \* A4 Framed Thank you at the end of the Season
- \* Voting rights at the AGM



\*\*All Package values are exclusive of GST



# BRONZE \$2,000

- \* Around the ground signage for 12 months of the year (3000x900)
- \* 1 x Blue and Gold Membership
- \* 10% off Merchandise
- \* Website and social media exposure
- \* A4 Framed Thank you at the end of the Season
- \* Voting rights at the AGM

# SOCIAL SPONSOR \$1,000

- \* Around the ground signage for 12 months of the year (3000x900)
- \* 10% off Merchandise
- \* Stubby Holder
- \* A4 Framed Thank you at the end of the Season



\*\*All Package values are exclusive of GST



# SPONSORSHIP INCLUSIONS

	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,000	SOCIAL \$1,000
Football Jumper Signage	X				
Polo Shirt Logo - Back	X	X			
Polo Shirt Logo - Front			X		
Playing Short Sponsor		X			
Ground Sign	X	X	X	X	X
Website Exposure	X	X	X	X	X
Social Media Exposure - Facebook - Instagram - Twitter	X	X	X	X	
Signage on Electronic Scoreboard	X	X	X	X	
Rolling Sponsors on Clubroom TV's	X	X	X	X	
Weekly Game Sponsor	X	X	X	X	
Blue & Gold Membership	4	2	1	1	
Tickets to Presentation Night	2				
Tickets to Presidents Lunch	4	2	2		
Event Sponsor Past Players Day	X				
10% off Merchandise	X	X	X	X	X
Members Cap	X	X	X	X	
Stubby Holder					X
AGM Voting Rights	X	X	X	X	

\*\*Please note: prices are exclusive of GST



# PLAYER SPONSORS

**\$300: Senior & Reserve Players**

**\$150: U19's, Masters & Netball**

## INCLUDES:

- \* Entry to all 9 home games
- \* 1 drink after home games
- \* Photo of player & business logo/name displayed in clubrooms
- \* Photo of player & business logo/name displayed on social media & website
- \* Possibility of photo of player & business logo/name in post match report

**JAKE CLEMENTS**

*Sponsored by*  
**SULLY'S  
LPG CYLINDER  
TESTING**

LFNC 2023

**CAM OUDE-MEILINK**

*Sponsored by*  
  
**Healesville  
Timber & Hardware**

LFNC 2023

**TRENT DAVISON**

*Sponsored by*  
  
**TRACK  
TRANSFORMATIONS**

LFNC 2023



# CLUB MEMBERSHIPS

Want to be a part of the club a different way?

Supporters are always welcome to be an integral part of the club. By being a Club Member you will have increased benefits throughout the season, all while supporting the club & it's future.

	BLUE & GOLD \$350	SUPPORTER \$150	SOCIAL \$80
Entry for 1 person to all 9 HOME GAMES	X	X	X
Complimentary Drink(s) at home Games	2	1	
Complimentary food at Half Time of Home Games	X		
Tickets to Presentation Night	1 x Half Price Ticket		
Entry to 2 Club run social functions			X
Members Cap	X	X	
Stubby Holder			X
AGM Voting Rights	X	X	





# CONTACT

We would like to thank you again for taking the time to read our club packages.

If you wish to discuss your sponsorship options & would like to organize a time to meet, please do not hesitate to contact us.

President

Anthony Simmons 0447 175 986

Treasurer

Janene Davison 0408 388 945

Email

[sponsorship@lilydalefnc.com.au](mailto:sponsorship@lilydalefnc.com.au) or [lilydale@efnl.org.au](mailto:lilydale@efnl.org.au)

Website

[www.lilydalefnc.com.au](http://www.lilydalefnc.com.au)

Lilydale Football Netball Club

Lilydale Recreation Reserve - PO Box 179, Lilydale

179 Main Street, Lilydale, VIC 3140

