



Sponsorship Packages 2024 / 2025

Rev 30.12.2023-RL



www.cronullaseagulls.com



About our Club

Cronulla Seagulls Football Club is a successful grassroots not-for-profit football club affiliated with the Sutherland Shire Football Association and is one of the largest clubs in New South Wales with approximately 1600 registered players.

The club was established in 1959 with a primary purpose of facilitating football participation in the region. Our operations are centred at our home ground in Cronulla where we operate several formats of football for players throughout Winter.

We pride ourselves on equality and inclusiveness, visible in our commitment to gender equality, participation rates and the redevelopment of our facilities to better cater for all members of our growing and dynamic community.

Why become a sponsor?

We'd like to offer your business our support and the opportunity to promote your interests to the thousands of people who visit our club each week throughout the year and the many more who follow our club's progress.

Our sponsors have access to over 6000 members each year, allowing for brand exposure and advertising to approximately 1600 players and well over 75,000 people from the area throughout the season when including visitors to our fields – with an average of over 4000 individuals a week.

We are continually updating our website which is widely received by the Sutherland Shire Football community and is consuming around 250,000 visits per year, approximately 20,000 views per month during the season, which will offer your business further fantastic exposure as well as sharing across all our social media platforms.

We are continually looking for new avenues to expose your company's brand and we are open to any ideas or suggestions you may have to increase your visibility through a partnership with Cronulla Seagulls. As a non-profit organisation, sponsorship is a big part of our income to help us develop our kids into, not only better footballers but better members of the community. We invite you to become a valued sponsor of our club and share in our success.

The key demographics of the club?

Cronulla Seagulls is one of the largest clubs in New South Wales with approximately 1600 registered players equating to 125 football teams.

Our player base ranges from young children turning 5 years of age through to players in their 50s and 60s.

Over recent years, we have experienced significant growth in football participation and cater for an increasing number of female teams across all ages. (25% year on year growth over the past four years, with 500 registered female players last year, Girls and women's teams are the fastest growing demographic of the club. Over recent years the club has experienced significant growth of 12% across all ages.



BASE SPONSORSHIP PACKAGES	Platinum Exclusive	Gold	Silver
Ground & Main Road Signage			
Facing Kingsway or Woollooware Rd Oval Banner (H) 1200mm X 2800mm (W)	✓	-	-
Facing Woollooware Rd Oval Banner (H) 1200mm X 2800mm (W)	-	✓	-
Club house Sign (Platinum 600x2000mm) (Gold & Silver 600x1200mm)	✓	✓	✓
Canteen Large LCD Digital Display, Scrolls between sponsors	✓	✓	✓
PROMTIONIONAL Stands, Player of the Match Vouchers			
Marque at selected home matches throughout the season	✓	-	-
Player of the match vouchers	✓	✓	-
Marque on presentation day	✓	✓	-
Invitation to present at selected team trophy's and end of year	✓	✓	-
DIGITAL & SOCIAL MEDIA			
Members Classifieds	✓	✓	✓
Members Benefit Program (1200+ registered members) to share promotional discounts etc.	✓	✓	✓
News Letter	✓	✓	✓
www.CronullaSeagullsFC.com Website over 250,000 visits per year	✓	✓	✓
Social media posts Facebook and Instagram, special projects, events, discounts etc.	✓	✓	✓
Matchday Sponsor Website and LCD Screen in Canteen	✓	✓	✓
Sponsorship Costs Per Annum	\$5,000	\$3,000	\$2,000

Above Packages can be taken in 1 to 5-year terms, discounts 20% apply to terms greater than 1 year if the complete term is paid in advance. Platinum Sponsors are exclusive, within its product or service category and classifieds section, unless prior listing has already been received. All price are Excluding GST

Sponsorship Packages

What is our Members Benefits Program

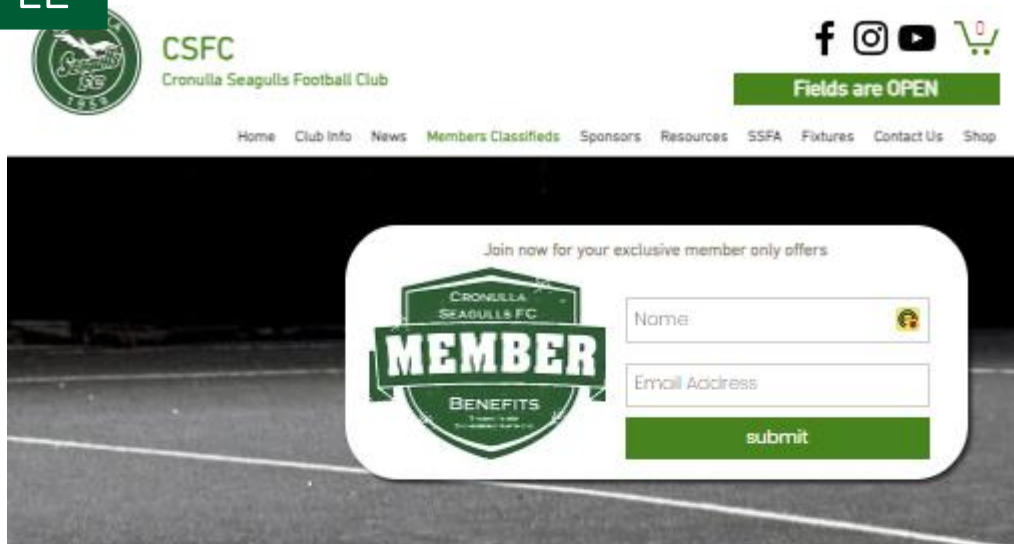






Members Benefits program was introduced in 2021, with already 1200+ Member subscriptions, this is great way for sponsors to get a message there out to our members.

The member benefits program is sent out monthly separately and also appears, in our news letters, and on our website www.cronullaseagullsfc.com/member-benefits

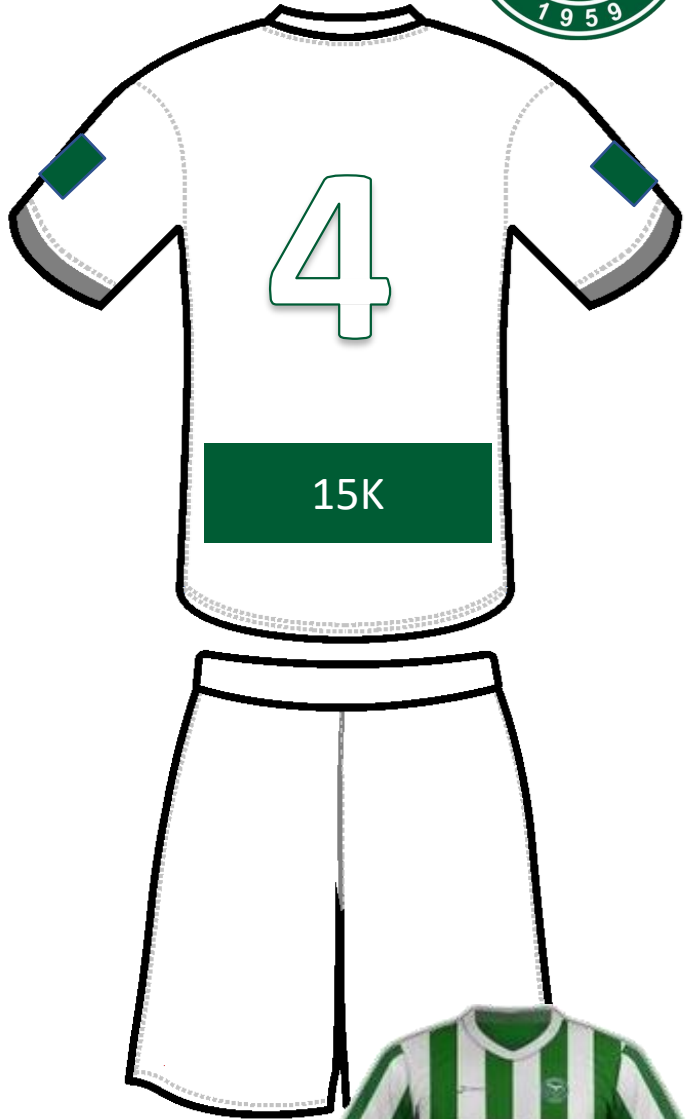
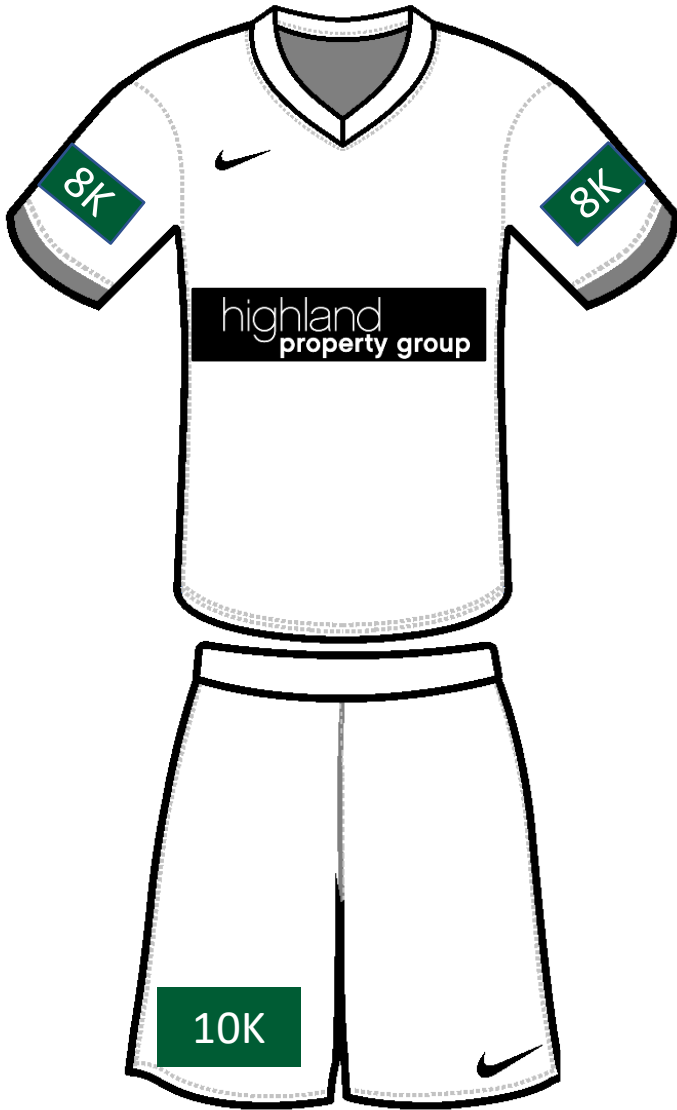
It is great way to communicate any specials promotions sponsors have for our members.

EXAMPLE



<p>Marine Co Group Your Bespoke Boating Experience</p>  <p>Born out of a passion for the luxury end of the marine industry. Holding a combined experience of 30 years, our Directors vision has always been to provide customers with a one stop bespoke boating experience. Whether you are looking to buy, sell or service a boat then our experienced team are here to assist you.</p> <p>(02) 9544 7899 www.marineco.com.au</p>	<p>10% off all online orders promo code "Seagulls"</p>  <p>Looking for a delicious pizza deal? Look no further than Deluxe Pizza!</p> <p>For seagulls members Deluxe Pizza are offering 10% off all online pizza orders. That's right - 10% off, all from the comfort of your home.</p> <p>Whether you're in the mood for a classic or want to try something new with our speciality range, Deluxe Pizza has got you covered. Our fresh ingredients and handmade dough ensure that every pizza we make is of the highest quality.</p> <p>So why wait? Order online today and enjoy a piping hot pizza delivered straight to your door. Don't forget to enter the promo code "Seagulls" at checkout to receive your 10% discount. Treat yourself to the best</p>	<p>Free Market Appraisal</p>  <p>Do you know the true value of your property?</p> <p>Highland Property Agents is a group made up of Southern Sydney Real Estate specialists. It is our expertise and dedication to exceeding expectations that sets us apart from the rest.</p> <p>Are you thinking of making moves within the property market this year? We are here to offer you a Free Market Appraisal so you can understand the true value of your property, as well as gain insight into local market trends and patterns.</p> <p>Phone: (02) 9523 4333 www.highlandproperty.com.au</p>
<p>BFT Miranda Call Hana for your fee trail</p> 		

Sponsorship Packages
Game Day Jersey – 2025 to 2029 4 YEAR TERM



MAJOR
FRONT SHIRT - Highland Property Group until 2034 (20K P/A)

NEW Available for 2025 to 2029 Season
PLATINUM PLUS

- REAR SHIRT – 1 X Available (Platinum Sponsorship included)
- SHORT – 1 X Available (Platinum Sponsorship included)
- SLEEVE - 2 X Available (Platinum Sponsorship included)

Special terms and conditions apply to Jersey Sponsors, they are exclusive and require a minimum term commitment depending on reprint cycle. Due to +2000 shirt being reprinted.

Existing shirt sponsors also have the first right of refusal for existing jersey positions.

20% Discount offered for upfront payment for complete term



“ Cronulla Seagulls FC has clear long-term goals focusing on developing first-class facilities for all our community members to enjoy and delivering a broader club experience second to none. To achieve these long-term goals, in the short term we aim to redevelop our clubhouse and changerooms having just completed a new canteen development. Our complete long-term plan includes a second level addition to the existing club which will enable members to enjoy watching the game from clean, safe and comfortable facilities. Adjunct to, but equally important, is the desire to develop our home ground of Woolooware Oval by increasing the usability of the oval all year round focusing on seating, playing surface quality, increasing usable space and better all-round amenity”

Contact Us

Address: Cnr Kingsway and Woolooware Road South, Cronulla, NSW, 2230

Postal: PO Box 258, Cronulla, NSW, 2230

Phone: (02) 9523 8172

Fax: (02) 9523 8172

Email: sponsorship@cronullaseagullsfc.com