



KEDRON LIONS FC SPONSORSHIPS 2025



ABOUT OUR CLUB

SOME OF THE KEY PERFORMANCE INDICATORS THAT MAKES US THE BEST COMMUNITY FOOTBALL CLUB IN QUEENSLAND INCLUDE:

1ST AFL ALPHA SPORT COMMUNITY CLUB OF THE YEAR 2024

#1 QLD AFL VOLUNTEER AWARD VOLUNTEER OF 2024 PRESIDENT GLENN NOY

#1 QLD AFL VOLUNTEER AWARD YOUNG LEADER 2024 LACHLAN GRAY

#1 QLD AFL CHAMPION AWARD TACKLE YOUR FEELINGS J. O'GORMAN 2024

25% CLUB GROWTH ACCELERATION IN 2024

88 YEARS IN OPERATION SINCE 1937 ESTABLISHMENT

125 AUSKICKERS

443 JUNIOR PLAYERS

174 SENIOR PLAYERS

742 PLAYERS ACROSS ALL AGE GROUPS

2000 APPROX. WEEKEND ROUND ATTENDANCES (3,000 CAPACITY, 200 CARPARKS)

2025 2024 WINNER OF WOMEN AND GIRLS CHARTERED CLUB, ACTION PLAN, WITH A FOCUS ON DEVELOPING THE AFLW COMPETITION AND FACILITIES IN 2025

Based in the Northern suburb of Kedron and voted the best AFL Community Sporting Club in 2024, Kedron Lions continue to thrive.

We are an Award Winning Community Club which includes:

- E.K. (Ted) Anderson Oval has a crowd capacity of 3,000 and approx. 2,000 visitors in attendances over weekend home games
- Kedron Lions Clubhouse
- Sports Bar
- 2 Function Rooms that can be joined to cater for up to 140 guests
- Canteen
- 2 quality flood-lit AFL fields with facilities for home games and training
- Ample parking with over 200 car parking spaces available
- Easy access to Kedron Brook bikeways and pathways
- 2 Children's playgrounds
- Family Friendly environment close to the CBD
- A valued sponsorship network of assorted community businesses and services

THERE IS NEVER A BETTER TIME TO JOIN THE MIGHTY LIONS!

With strong growth across all age groups, there is never a better time for your business to get involved with the Kedron Lions. As a sponsor you will help grow the future generation of AFL in Queensland.



SOCIAL STATISTICS

A GAME CHANGER FOR FAN ENGAGEMENT, TEAMS AND PLAYERS INTERACTION, CLUB MARKETING AND INFORMATION

100% KEDRON MEN'S FACEBOOK UP

2,500 FOLLOWERS

10,000 REACH EXPANDING

1,700 KEDRON JUNIOR'S FACEBOOK FOLLOWERS

23,000 REACH EXPANDING

500 KEDRON LADY LION'S FACEBOOK

1,500 REACH EXPANDING

6,000 TOTAL COMBINED FOLLOWERS

40,000 EXPANDING REACH IN 2024

The Club increased its social media presence in 2024:

- Kedron Men's Facebook followers increased 100%, to 2,500 and the reach expanded to 10,000
- Kedron Junior's Facebook had approximately 1,700 followers and the reach expanded to 23,000
- The Lady Lion's Facebook followers and reach were 500 and 1,500 respectively
- The Lion's Under Lights Facebook had followers of 1,500 and a reach of 6,000
- Combined followers are over 6,000
- With a reach expanding 40,000
- Our Instagram accounts @kedronlions, @lionsunderlights and @kedronlionsjuniors are thriving platforms
- The club updated the websites, marketing collateral and continues to work on various sponsorship opportunities



SPONSORSHIP PACKAGES

Sponsorships are for a minimum 12 months and can be tailored made to meet your business needs. For maximum benefit to your business, it's best to get in early.

PLATINUM CORPORATE SPONSOR

\$25,000 +

- Negotiable
- Ground Naming Rights
- Free standing sign
- Carpark entry sign
- Media banner
- Scoreboard digital advertising
- Social media exposure weekly
- Web exposure - Prominent
- Clubhouse TV Digital exposure
- Logo on training shirts - Prominent
- Logo on player jumper - Prominent
- Merchandise packs x 3
- Complimentary event tickets x 5
- Presentation Day opportunity
- VIP Discount voucher \$200

BRONZE

\$5,000 +

- Oval fence sign - Positioned
- Media banner
- Scoreboard digital advertising
- Social media exposure weekly
- Web exposure - Fourth
- Clubhouse TV Digital exposure
- Logo on training shirts - on sleeve
- Logo on player shorts
- Merchandise pack x 1
- Complimentary event tickets x 1
- VIP Discount voucher \$50

GOLD MAJOR SPONSOR SENIOR CLUB

\$15,000 +

- Negotiable
- Carpark entry sign
- Oval fence sign - Prominent
- Media banner
- Scoreboard digital advertising
- Social media exposure weekly
- Web exposure - Secondary
- Clubhouse TV Digital exposure
- Logo on training shirts - Secondary
- Logo on player jumper - Secondary
- Merchandise packs x 3
- Complimentary event tickets x 2
- Presentation Day opportunity
- VIP Discount voucher \$150



LIONS MAJOR SPONSOR JUNIOR CLUB

\$10,000 + 3 year min.

- Negotiable
- Carpark entry sign
- Oval fence sign - Prominent
- Media banner
- Scoreboard digital advertising
- Social media exposure weekly
- Weekly advertising newsletter to all junior club members
- Web exposure on Kedron Lions Juniors
- Logo on player jumper - Secondary
- Logo on training shirts
- Merchandise packs x 2
- Complimentary event tickets x 2
- Group presentation opportunity
- VIP discount voucher \$100



SILVER

\$10,000 +

- Negotiable
- Oval fence sign - Positioned
- Media banner
- Scoreboard digital advertising
- Web exposure - Third
- Clubhouse TV Digital exposure
- Logo on training shirts - Third
- Logo on player jumper - Third
- Merchandise packs x 2
- Complimentary event tickets x 2
- Group Presentation opportunity
- VIP Discount voucher \$100

PLAYER SPONSOR - SENIOR CLUB

**\$850 Mens Div2 Player
\$795 Mens Div4 & Womens Player**

- Pays for player registration fee
- New season full players uniform kit
- Player Sponsorship Certificate above bar in clubhouse

OPPORTUNITIES

A variety of sponsorship opportunities are available at the club, competitions or community events such as;

- **Grounds Naming Rights**
- **Scoreboard Naming Rights**
- **Registration Day**
- **AFL Rounds - Season Opener, Finals, Pride Round, Indigenous Round, ANZAC Round**
- **Social Events - Ladies' Day, Red & Blue Ball, B&F Presentations**
- **Equipment Donations**
- **Sporting Apparel / Uniforms**

Club communications and promotions take place on our marketing platform including emails to membership database, social media and website as well as on equipment or apparel, all of which are examples of some of the beneficial advertising platforms available at the club.

Our core business is to provide a place for everyone within our community to play AFL and learn new skills both on and off the field. We are not building a community to support a football club, we're building a football club to support the community.

Through generous sponsorships and support, we can achieve this. Any funds the Kedron Lions receive goes straight back into the club to facilitate operations and improve the grounds for the community. The club's volunteers, committee and fund-raising efforts are also highly commendable and appreciated as the Kedron Lions strive further forward in growth and community investiture.



Women and Men's Teams 2021



Auskick 2024

2025 SENIOR SPONSORSHIP PACKAGES

Sponsor Package Options	Platinum* \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000
Ground naming rights	•			
Signage				
Freestanding sign	•			
Car park entrance sign	•	•		
Fence sign – 1 st priority positioning		•		
Fence sign – 2 nd priority positioning			•	
Fence sign – 3 rd priority positioning				•
Media Banner	•	•		
Feather Flag signage – home senior games		•		
Scoreboard ad – home senior games	•	•	•	•
Social media posts				
Event Promotion	•	•	•	
Weekly Fixture	•	•	•	
Weekly Team Line up	•	•	•	
Weekly Results	•	•	•	
Website exposure				
Most Prominent	•			
Second prominent		•		
Third prominent			•	
Fourth prominent				•
Clubhouse digital exposure				
Game day (Sponsor's TV)	•	•	•	•
Club training shirt logo placement				
Most prominent	•			
Second prominent		•		
Third prominent			•	
Sleeve				•
Playing apparel logo placement				
Jumper most prominent	•			
Jumper second prominent		•		
Jumper third prominent			•	
Shorts				•
Merchandise packs (polo, cap)				
3 of	•	•		
2 of			•	
1 of				•
Major club events				
5 complimentary tickets	•	•		
2 complimentary tickets			•	
1 complimentary ticket				•
Food and Drink (Home Games)				
Food/Drink vouchers	\$200	\$150	\$100	\$50
Presentation opportunity				
Whole of club	•	•		
Playing group			•	
Dedicated partnership manager				
Quarterly meeting	•	•	•	

All prices exclude GST

The Partnership season runs from October 2024 – September 2025

*Platinum Package cost per year for minimum 2 years.



KEDRON LIONS ARE PROUDLY SPONSORED AND SUPPORTED

INTEGRATED COMMUNITY



KEDRON
FOOTBALL
CLUB
- EST 1937 -

www.thekedronlions.com.au



www.kedronlionsjuniors.com.au



www.actforkids.com.au

GOVERNMENT & EDUCATION PARTNERS



PLATINUM CORPORATE SPONSOR

YOUR BUSINESS - GROUND NAMING RIGHTS

YOUR BUSINESS - SCOREBOARD NAMING

GOLD



MAJOR SPONSOR

SILVER

SILVER SPONSOR



SILVER SPONSOR

BRONZE



JUNIOR CLUB SPONSORS

Nathan Johnson
LJ Hooker Stafford



HISTORY

Kedron Football Club is an AFL club who have been committed to promoting sport in the community for nearly 90 years. Steeped in history dating back to 1937, Kedron Football Club is one of Australian Football League's oldest clubs. The club's formation was the result of an amalgamation between Kedron and Woolloowin Past Pupil's Associations and are to this day still affectionately known as the Kedron Lion's 'Red Leggers'.

Kedron Lions has a history rich in success, winning multiple premierships across Senior Men's, Women's, Development and Youth competitions. Kedron has proudly produced many representative players, six Grogan Medallists and ten AFL Queensland Hall of Fame players. Erwin Dornau from Kedron Football Club was the first Queenslander to play in the AFL/VFL, making his debut in 1948.

LOCATION AND FACILITIES

Kedron Football Club is based in the leafy 'Avenues' of Kedron, less than 10km from the city centre and located adjacent to the Kedron Brook and convenient bikeways and walkways.

The club is in a popular sporting precinct of Brisbane's inner Northgate Ward and close to a number of primary and high schools including Kedron SHS, Wavell SHS, Padua College, Mount Alvernia College, Clayfield College and Aviation SHS.

E.K. (Ted) Anderson Oval has a crowd capacity of 3,000 and room to park over 200 cars. The facilities include; a clubhouse and sports bar that can cater for functions of up to 140 guests, a canteen, 2 x flood-lit AFL fields that have water rights to the adjacent Kedron Brook and 2 x playgrounds.

Act for Kids, is a for-purpose organisation that delivers professional therapy and support services to children and families in need. Act for Kids has been based at the Kedron Football Club since 2019.

Sport and recreation, AFL in particular, is one of the social fabrics of Australian culture and we're very proud that Kedron Football Club has been able to provide an opportunity for the local community of girls, boys, women and men to play team sport in a friendly and supportive environment since 1937.

CURRENT STATUS

The Kedron Football Club operates alongside the Kedron District Juniors Football Club, offering AFL across all age groups and genders. Little ones start with Kinderkick, Auskick and Superstars programs.

This provides a pathway to Junior Football's - Footy4Fun, Under 8s to Under 11s and, Youth Football - Under 13.5s to Under 17.5s. For information about the Junior Football programs visit the Kedron Lions Junior's website www.kedronlionsjuniors.com.au

Following Youth Football the club provides an environment that encourages an easy transition to Division 2 and Division 4 QFA Men's Football and Division 2 QFAW Women's Football.

In 2024, there was 742 player registrations across the entire club -125 Auskickers, 443 Juniors and 174 in the Seniors. The club had a 25% increase in player registrations in 2024 with growth across all demographics. This is a result of the 'family friendly' environment the club is nurturing and being in a strong catchment area for young families. The club is also attractive to senior players moving from interstate, who want to play for an AFL Club in close proximity to where they live, or work or to the Brisbane City.

On any given weekend during the season we estimate that over 2,000 people are in attendance at Kedron Football Club to either play, volunteer or support family or friends.

In relation to on-field performance, 7 out of 8 youth teams made finals with 2 sides winning their respective premierships. The only team not to play finals was the Under 17 Boys Division 1 side. All 3 Senior Men's teams made the finals and the Women's team had an improved performance on 2023.

FUTURE DEVELOPMENTS

In 2025 we expect stronger numbers across the board again.

The Senior Mens have high expectations for success with a strong player's group, coach retention and recruitment plans in place.

With the help of sponsors and volunteers we are looking to improve the fields and facilities of Kedron Football Club to reflect the growing number of registrations and strategic direction of the club. In 2024 we invested in a new electronic scoreboard. Project priorities include; dedicated women's change rooms, a sun-safe grandstand, a match day box, nets behind the goals and a renovated clubhouse.



WHY SUPPORT KEDRON LIONS?

There are many advantages in supporting Kedron Lions but most importantly it is a great opportunity to advertise your business to our high quality and growing network of Inner-North Brisbane young families and young active adults.

In 2024, we increased our social media presence which resulted in Kedron Men's Facebook followers increasing 100%, to 2,500 and the reach expanding to 10,000. The Kedron Junior's Facebook page had approximately 1,700 followers and the reach expanded to 23,000. The Lady Lion's Facebook followers and reach were 500 and 1,500 respectively and Lion's Under Lights Facebook had followers of 1,500 and a reach of 6,000. Although there would be duplication across the platforms the combined followers are over 6,000 with a reach of 40,000. Our Instagram accounts are also thriving @kedronlions, @lionsunderlights and @kedronlionsjuniors and we have spent time updating our websites, marketing collateral and continues to work on various sponsorship opportunities.

Our annual sponsorship packages range from; \$1,000 Senior Player, \$5,000 Bronze, \$10,000 Silver, \$15,000 Gold and \$25,000+ Corporate Platinum sponsorship. Sponsorship packages are flexible and can be tailor-made to suit specific requirements.

Kedron Football Club and the Kedron Lions Junior Football Club have a lot to offer the community and businesses.

Opportunities for sponsors include main oval naming rights, signage, VIP membership, function discounts, uniform branding, logo positioning on a range of social media promotions, marketing collateral, event sponsorships and featuring on merchandise or sporting equipment.

All sponsorships will be immediately promoted to our community, helping you increase sales, generate brand awareness and provide local business networking opportunities.

COMMUNITY COMMITMENT

In 2024, AFL Queensland awarded Kedron Football Club the Alpha Sport Community Club of the Year. Also in 2024, President Glenn Noy was awarded the Queensland Toyota AFL Community Volunteer of the Year at the AFL National Volunteer Awards. Another Kedron Football Club volunteer Lachlan Gray was awarded the Queensland Toyota Young Leader of the Year. In addition, James O'Gorman was awarded Queensland's 2024 Tackle your Feelings Community Champion.

These awards are external recognition of what the club is trying to achieve, in addition to on-field success. We are not building a community to support a football club, we're building a football club to support the community.

We are a not-for-profit organisation and sponsoring us will positively reflect on your business profile. Any contribution is tax deductible and you will see the direct benefit of the sponsorship as the money will immediately go back into the club to improve the grounds, facilities and to support the growing number of players and teams. Sponsorship will increase your exposure and demonstrate your commitment:

- ✓ To Engage the Future Generation of Youth
- ✓ To Building Better Communities
- ✓ To Increase Sport and Recreation Participation
- ✓ To Providing Family, Fun and Friendly Environments

In addition to sponsorships, we welcome donations of any size and they can be applied to individual teams or parts of the club.

If you decide to generously support Kedron FC and become a sponsor or donator, please fill the form out at the end of this document or contact us via email at marketing.kedronafc@gmail.com



AFL Queensland Alpha Sport Awards Community Club of the Year 2024

Alice Bonnett, Lachlan Gray, Duran Dick, Portia Ward, Glenn Noy, Craig Pendlebury, Josh Elmslie, Clyde Rees, Lee Fathers, Mitchell Gray, Brad Teasdale, Jack Fordyce, David O'Gorman, Jackson Beresford, James O'Gorman



Youth and Fairest Awards Night 2024

Rob Cray, Glenn Noy, Alison Blyth, Lachlan Gray, Erryn O'Brien, Kristyn Hermann, Meagan Blake, Heath Dutschke, Fin Blyth

"We are not building a community to support a football club, we're building a football club to support the community."





KEDRON FOOTBALL CLUB INC SPONSORSHIP AGREEMENT– Season 2025



Company Name:				Logo
Business Address:				
Contact Name:				
Contact Email:		Mobile:		
Sponsorship Amount (ex GST):				

SPONSORSHIP PACKAGES / OPPORTUNITIES	
SENIOR CLUB	JUNIOR CLUB
<input type="checkbox"/> Platinum Corporate Sponsor <input type="checkbox"/> Gold Major Sponsor <input type="checkbox"/> Silver Sponsor <input type="checkbox"/> Bronze Sponsor <input type="checkbox"/> Player Sponsor (Senior Player): Player Name: _____	<input type="checkbox"/> Gold Major Sponsor – Junior <input type="checkbox"/> \$1,500 Junior Club Sponsor <input type="checkbox"/> \$1,500 Junior/Youth Team Sponsor: Team Name: _____ <u>Additional Options:</u> <input type="checkbox"/> Fence Sign (sponsor to organise and pay) Name on Sign: _____
ADDITIONAL SPONSORSHIP OPPORTUNITIES	
<input type="checkbox"/> Ground Naming Rights <input type="checkbox"/> Scoreboard Naming Rights <input type="checkbox"/> Flag Sponsorship	<input type="checkbox"/> Uniform / Apparel Sponsorship <input type="checkbox"/> Event Sponsor <input type="checkbox"/> Equipment Support (in kind) <input type="checkbox"/> Donation (in kind)

ADDITIONAL REQUEST (if any):

I/We have read the terms and conditions below and would like to participate as an official sponsor/supporter of Kedron Football Club and/or Kedron Districts Junior Football Club. An email with company logo (high resolution format) and a brief overview of your business along with this completed sponsorship form will be sent to **marketing.kedronafc@gmail.com**

Signed by Sponsor: _____ Dated: _____

Signed by Club Rep: _____ Dated: _____

TERMS AND CONDITIONS

The Kedron Football Club (KFC) is a not-for-profit organisation. Any donation, sponsorship or support is tax deductible (subject to advice). Sponsorship Packages are for a season, unless otherwise specified and are renewable to the current sponsor at the commencement of every season. All payments should be made at the beginning of the sponsored season and are subject to GST. Amounts specified are exc. GST and GST will be added at the time of invoicing. Specific support, donations (in-kind), volunteer services/arrangements are at the discretion of KFC President. A tailored sponsorship can be catered for and monetary value in special categories/areas of interest can be arranged and must be documented in writing. KFC reserves the right to cease a sponsorship/support supplier in the best interests of the club. Consideration is given to avoid the conflict of interest of similar sponsors from the same industry, however all sponsors are regarded equally. In signing this agreement, consent is given to KFC to use any corporate logo, images and any other supporting material for reproduction purposes including but not limited to social media, emails, newsletters and for any other marketing purposes.



CONTACT US

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Anne Gray



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KEDRON FOOTBALL CLUB Est.1937

Kedron Football Club Inc. ABN 53 942 607 804 Kedron District Junior Football Club Inc. ABN 26 322 544 361

Kedron Football Club, EK (Ted) Anderson Oval, 100 Sixth Avenue, Kedron QLD 4031 kedronafc@gmail.com www.thekedronlions.com.au www.kedronlionsjuniors.com.au

  @kedronlions @kedronlionsjuniors