



Newtown & Chilwell Football Netball Club

2025 Sponsorship Packages



Welcome to The Newtown & Chilwell Football Netball Club

Our History:

The NCFNC was formed in 1934, when the Chilwell Football Club (1874) and Newtown Football Club (1875) merged. We have continuously and successfully represented the Newtown and Chilwell communities for 85 years and are now affiliated with the Geelong Football and Netball League.

Our Club:

The club runs a popular and successful junior Football and Netball program with team participant numbers of 600+ and growing for 2025.

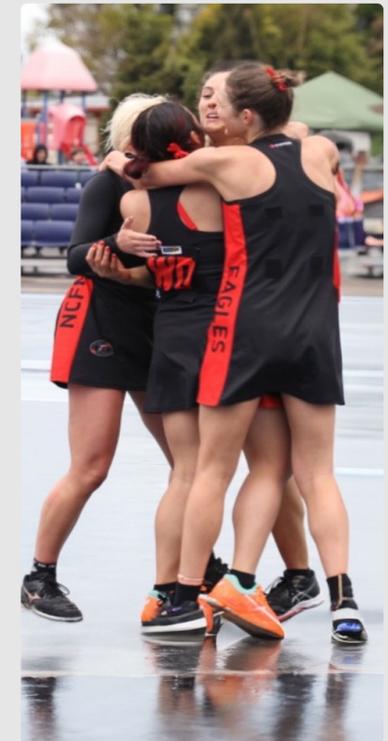
The Senior Football and Netball programs have participation of more than 200 players.

Our Purpose & Mission:

The Newtown & Chilwell Football Netball Club is recognised as a valuable and important community sporting club and is committed to providing high-quality opportunities for people to play, enjoy & be involved in AFL and Netball.

Our Success in the last 10 Years:

- Combine Club Championship
2016, 2019, 2022, 2023
- Club Championship Netball
2016, 2019, 2022, 2023
- Colts Football Div 1 Premiers
2022, 2023, 2024
- Creation of Female football including two senior teams.
- A Grade Netball Premiers
All years since 2013 except for 2022 & 2023.



NEW COACH - FORMER CAT'S PLAYER

Steve Johnson

In a major coup for the Club, we have appointed Steve Johnson as Senior Coach for 2025.

Whilst Steve needs no introduction, we can provide some reminders of his incredibly successful playing career with both the Geelong Cats and GWS:

- He has now also franked his on-field form by coaching Yarrawonga to a Premiership & Runner Up position in the last 2 years, in the Ovens & Murray league.
- Steve played 293 games and kicked 516 goals, many of them spectacular.
- 3 X Premiership player and 3 X All Australian as well as a Norm Smith Medallist. There can be no doubt about Steve's football pedigree and our team can't wait to get to work with him.

We are confident that our sponsors can benefit from Steve's appointment and what it has done for the profile of the club. It has created a great deal of excitement and interest in the region but also statewide.





Newtown & Chilwell FNC: 2025

Our club is growing, and we are pleased to announce the numbers for this season:

9 x Squads with over 800 players



Junior Football 17



Junior Netball 19



Junior Girls Football 3



18's 1



Reserves 1



Senior Football 1



Senior Netball 6



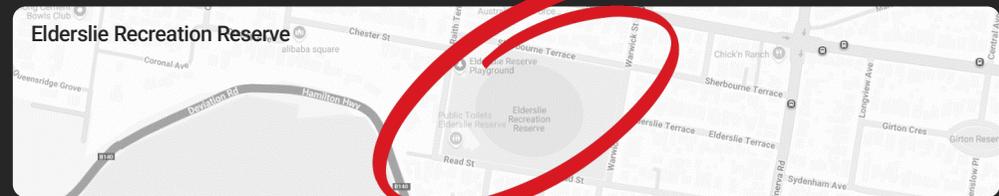
Senior Women's Football 1



Auskick (120)

2.0k

We have over 2000 people attending games, training, and events at the club each week



Our Community

Community is integral to our Club, and we are proud of our commitment to providing an inclusive club environment.

We work in partnership with AFL Barwon and other GFL Clubs to support key community initiatives such as Read the Play Mental Health Round, Indigenous Round and Pride Round.

We are passionate about causes close to our heart, most notably the Zoe Kennedy Tribute match, raising awareness and funds to improve asthma outcomes for young people. Zoe was a player in our netball team when she tragically dies at age 15, from an asthma attack.

We invite our sponsors to become part of the role we play in the community.





Mark West Foundation

The Newtown Eagles are proud to be avid supporters of the Mark West Foundation. Mark was a very talented footballer who tragically passed away as the result of an on-field accident as a 19-year-old during a Newtown Seniors game.

The Mark West Foundation aims to ensure that no child in the Greater Geelong region misses out on being able to play Australian Rules football due to financial reasons. The Newtown and Chilwell Football and Netball club proudly support the foundation and at the beginning of the season donate outgrown football boots and clothing to help support these children.

To strengthen the legacy of Mark West, the Newtown Eagles present the 'Mark West Award' to the junior Football / Netball player which best sets an amazing example of how to make a difference to those around them through participation, community involvement, team play and striving to be the best you can be, just as Mark West would have strived to do.

Our club values of being Selfless, United, Respect & Relentless align with the values that Mark lived by.



Image courtesy of <https://www.tmwf.org.au/>



Sponsorship Packages & Benefits

Newtown & Chilwell FNC has six tiers of Sponsorship levels available for the 2025 season.

Platinum	(Three Key Opportunities Available)	\$30,000
Premier		\$15,000
Major		\$10,000
Corporate		\$5,000
Community		\$2,500
Supporter		\$1,500

Please see the following pages for a more detailed overview of the benefits of each package

As a Newtown sponsor, you will receive recognition as a club sponsor via signage, digital media, club correspondence and events.

- Our games are often televised, published in the Geelong Advertiser and listened to on radio station, K Rock.
- Our Instagram page is growing rapidly, and we are expanding into more video through the club in both netball and football.
- Our last videos and reels had a reach of over 6000.

Social Media Reach



2000+



3000+



4500+



2000+

Connections and Support

4500+
Members and
Supporters

15,000+
Page
Reach

89%
Read
Rate

Signage
exposure during
games/training
per week

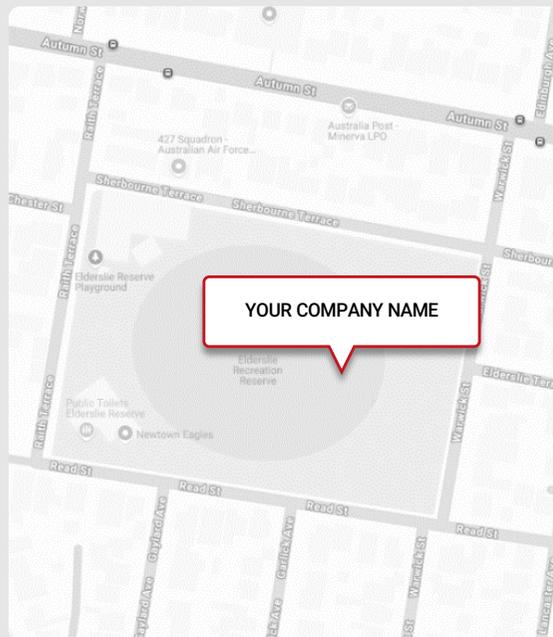


Sponsorship Packages

Platinum

(Three Key Opportunities Available)

Up To \$30,000



1. Naming Rights to Elderslie Reserve



2. Behind Goals Signage

Opportunity 1

Naming Rights to Elderslie Reserve: \$30,000

- We have approval to rename the ground for a sponsor.
- Updated name will be in all fixtures, press and other communications regarding the ground.

Opportunity 2:

Behind Goals Signage: \$20,000

- Large signage suspended on the behind goal nets at both ends of the ground.
- Very prominent position for attendees but especially during TV and radio broadcasts

Opportunity 3:

Hall Of Fame – Event Naming Rights: \$10,000

- In 2025 NCFNC will be holding its inaugural Hall Of Fame Dinner. For a club with such a long and proud history this will be a major event for Geelong and the region.
- Naming Rights will be promoted on all ticketing and promotional material as well as through media coverage.

Other benefits as per Premier Package

- Event Tickets
- Social & Web Coverage
- Other promotional opportunities

Sponsorship Packages



Premier

\$15,000



Benefits

Signage

- 5 x Football Ground signs all located in prominent signage points
- 2 x Netball court signs all located in prominent signage points
- 1 x Internal sign
- Logo on electronic scoreboard (high and prominent rotation)

Events

- 2 x Newtown Sportspersons lunch invites
- 6 x Newtown Sponsors Day tickets
- Opportunity to speak at Sponsors Day
- 6 x reverse raffle tickets

Social and Web

- 3 x Dedicated Sponsor Posts
- 3 x Club Posts with Sponsor Branding included
- External link to website from our page

Opportunities

- Provision/distribution of product samples, discount cards, VIP status or incentives

Sponsorship Packages



Major

\$10,000



Benefits

Signage

- 4 x Football Ground signs (2 x prominent signage points)
- 2 x Netball court signs
- 1 x Internal sign
- Logo on electronic scoreboard

Events

- 1 x Newtown Sportspersons lunch ticket
- 4 x Newtown Sponsors Day tickets
- 4 x Reverse Raffle tickets

Social and Web

- 2 x Dedicated Sponsor Posts
- 2 x Club Posts with Sponsor Branding included
- External link to website from our page

Sponsorship Packages



Corporate

\$5,000



Benefits

Signage

- 3 x Football Ground signs (2 x prominent signage points)
- 2 x Netball court signs
- 1 x Internal sign
- Logo on electronic scoreboard

Events

- 1 x Newtown Sportspersons lunch ticket
- 4 x Newtown Sponsors Day tickets
- 4 x Reverse Raffle tickets

Social and Web

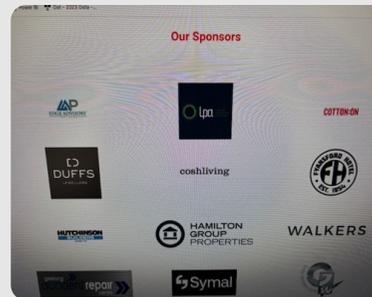
- 1 x Dedicated Sponsor Announcement Post
- 1 x Club Post with Sponsor Branding included
- External link to website from our page

Sponsorship Packages



Community

\$2,500



Benefits

Signage

- 2 x Football Ground signs (1 x prominent signage point)
- 2 x Netball court signs
- 1 x Internal sign
- Logo on electronic scoreboard

Events

- 2 x Newtown Sponsors Day tickets
- 2 x Reverse Raffle tickets

Social and Web

- 1 x Dedicated Sponsor Announcement Post
- External link to website from our page

Sponsorship Packages



Supporter

\$1,500



Benefits

Signage

- 1 x Football ground sign (only with a minimum 2 year commitment)
- 1 x Netball court sign
- 1 x Internal sign
- Logo on electronic scoreboard

Events

- 1 x Newtown Sponsors Day ticket
- 1 x Reverse Raffle ticket

Social and Web

- External link to website from our page

Our Events

We hold a variety of events during the year that will hold sponsorship benefits for you. An example is Ladies Day, with 400 people attending and the Eagles Rock Ball at circa 300. This year we will also hold the inaugural Hall Of Fame Dinner where we are targeting 400 attendees.

Some of the major events planned for 2025 include:

Inaugural Hall of Fame dinner

Season Launch

Ladies Day

Past Players

Eagle Rock Ball

Reverse Raffle

Sponsors Day

Life Members Day

Zoe Kennedy Day





Thank you

On behalf of the Newtown and Chilwell Football Netball Club (NCFNC), I would like to thank you for considering the opportunity to sponsor our club.

As a community-driven organisation, we rely entirely on volunteers to provide members and local community with the chance to participate in sports. Without the generous support of our sponsors, we wouldn't be able to make this possible.

To our existing sponsors, we are proud to have you as a part of NCFNC and look forward to a continued partnership in the future. Thank you again for your invaluable sponsorship.

Aaron Keating
President



Newtown and Chilwell Football Netball Club
President, Aaron Keating



If you are interested in a sponsorship package or would like to discuss a tailored package, please feel free to contact:

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Tim O'Toole: tim@otoolefinance.com.au