2027 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 93 years and are now affiliated with the Geelong Football and Netball League.

Our Club:

The club runs a popular and highly successful Junior Football and Netball program with team participant numbers of 700+ and growing for 2027.

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:

- Combined Club Championship
  2016, 2019, 2022, 2023, 2025, 2026
- Club Championship Netball
  2016, 2019, 2022, 2023 , 2025, 2026
- Colts Football Div 1 Premiers
  2022, 2023, 2024, 2026
- Creation of Female / Girls football
- A Grade Netball Premiers
  Every year since 2013 except for 2022 & 2023.
  We Won Again in 2026





NCFNC 2027: Building on 2 Years of Finals

Now to take it to the next level – in Snr Football

2025 & 2026 : A Reset of our Aspirations

- 2 strong seasons under Steve Johnson's leadership
- Strong on-field performances and growing community support
- Record attendance and engagement from members & sponsors

2027: Taking It to the Next Level

- Investing in player development and club facilities
- Expanding our female and junior programs
- Strengthening community and business partnerships

Be Part of Our Journey

Your sponsorship fuels our success — on and off the field.

Join us as we build on the last 2 years of momentum and make 2027 our best season yet.

NCFNC — Stronger Together.

Selfless, United, Respect, Relentless



Newtown & Chilwell FNC: 2027

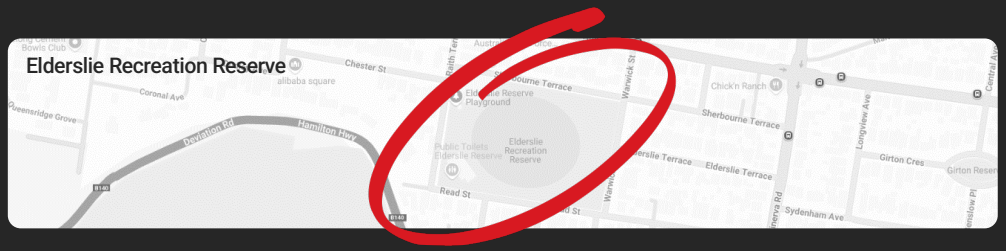
Our club is growing, and we are pleased to announce the numbers for this season:

9 x Squads with over 900 players

								
Junior Football 17	Junior Netball 19	Junior Girls Football 5	18's 2	Reserves 1	Senior Football 1	Senior Netball 6	Net Set Go	Auskick (120)

2.0k

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



Selfless, United, Respect, Relentless

/NewtownChilwellFootballNetballClub

Our Community

Community is integral to our Club, and we are proud of our active role in supporting initiatives that make a difference. We work in partnership with AFL Barwon and other GFL Clubs to deliver important community rounds, including *Read the Play Mental Health Round*, *Indigenous Round*, and *Pride Round*.

We are also deeply passionate about causes close to our heart — most notably the ***Zoe Kennedy Tribute Match***, which raises awareness and funds to improve asthma outcomes for young people. Zoe was a beloved member of our netball community who tragically passed away at age 15 from an asthma attack.

Looking ahead, we are excited to work with South Barwon in 2027 to build on the incredible **Fight NMD Big Freeze Geelong Game we hosted in 2026. Last year broke all records for Fund Raising, game day attendance and turnover, as well as bringing all of our community together. We were exceptionally proud of our collaborative activations with commercial partners such as Guzman & Gomez.** This major GFL fixture will continue to attract widespread attention across the region and promises to bring one of the largest crowds of the season, uniting the community for a great cause.

At NCFNC, we also take pride in telling the **shared story** of our club, our sponsors, and our community. Our commitment to promoting and celebrating our partners is reflected in our growing social media presence, particularly on Instagram.





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 (plus new assets) of Sponsorship levels available for the 2027 season.

Platinum	(SOLD OUT)	$30,000
New Assets	(3 Key Opportunities still Available)	$15,000
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. Note all amounts exclude GST.

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 & Facebook Members have grown over 100% in the last 12 months, with over 1m views across those platforms in the last month alone.
- Our interaction and quality of our content goes from strength to strength.

Social Media Reach

3500+	3000+	4500+	2000+

Connections and Support

4500+ Members and Supporters	Socials - Over 1m Views (in last month)	89% Read Rate	Signage exposure during games/training per week

Sponsorship Packages

Platinum (SOLD OUT UNTIL 2028) **Up To $30,000**



1. Naming Rights to Elderslie Reserve



3. Hall Of Fame



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 held its inaugural Hall Of Fame Dinner. For a club with such a long and proud history this is 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

NEW OPPORTUNITIES 2027

New Assets (3 Key Opportunities still Available) **Up To $15,000**



1. Sponsor branding on the coach's shirt



2. Goal Post Padding

Opportunity 1

Stand Alone – Snr Football Coach Sponsor - $15,000

- Sponsorship of Coach of the Year – Steve Johnson.
- Sponsor name on Apparel (Shirt).
- Sponsored Social media Team Update weekly by coach

Opportunity 2: **SOLD TILL 2029**

Senior Football Jumper Sponsorship - $15,000

- Sponsor branded on the back of Jumpers (Snrs & Reserves)
- Regular Posts on Social media and Scoreboard with Jumper sponsor name

Opportunity 3: **FOOTBALL SOLD TILL 2029**

Goals Padding - Netball: $5,000

- Sponsor branded goal padding at each end of the netball courts
- Very prominent position for attendees but especially during TV broadcasts

Opportunity 4:

Netball Scoreboards & Light Tower Signage: $5,000 (each)

- Sponsor branding on NEW Light Towers

All packages are 3 year minimums

Other non signage benefits as per Equivalent $ Package

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

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

Social and Web

- 3 x Dedicated Sponsor Posts
- 3 x Club Posts with Sponsor Branding included
- External link to website form 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 (prominent signage points)
- 2 x Netball court signs
- 1 x Internal sign
- Logo on electronic scoreboard

Events

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

Social and Web

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

Sponsorship Packages

Corporate	**$5,000**










Benefits

Signage

- 3 x Football Ground signs
- 1 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 Club Post with Sponsor Branding included
- External link to website from our page

Sponsorship Packages

Community	**$2,500**









Benefits

Signage

- 2 x Football Ground sign

(minimum 2 year commitment)

- 1 x Netball court sign
- 1 x Internal sign
- Logo on electronic scoreboard

Events

- 2 x Newtown Sponsors Day tickets

Social and Web

- External link to website from our page

Sponsorship Packages

Supporter	**$1,500**









Benefits

Signage

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

Events

- 1 x Newtown Sponsors Day 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 300 people attending and the Eagles Rock Ball at circa 200.

Some of the major events planned for 2027 include:

- Season Launch
- Ladies Day
- Past Players
- Eagle Rock Ball
- Reverse Raffle
- Sponsors Day
- Life Members Day
- Zoe Kennedy Day
- FIGHT MND BIG FREEZE GEELONG - 2027



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 NCFCNC 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:

Gavin Evans: Gavin.Evans@eatgroup.com.au

Charlie Harris: charlie.harris@pitcher.com.au