

**SPONSORSHIP  
PROPOSAL  
2024 - 2025  
AFL MASTERS  
SOUTH AUSTRALIA  
LEAGUE**



**MASTERS**



**#theteamIneverknewIneeded**

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# ABOUT US:

AFL Masters South Australian League Est. 1982

Born of the Era when Legends were created

AFL Masters was created in 1980 in Country Vic to provide players an opportunity to keep fit, have a kick and stay in contact with their mates, the State Leagues started when SA and Vic had a match in West Torrens for guys over 35 who still had a competitive spirit and wanted bragging rights which has now evolved into a Competition encompassing almost 300 teams Nationally

With both Men's and Women's teams challenging each other for honours of the best teams in Australia

Each state has their own Leagues and players from those teams are invited to join the State team to vie for the honours of being able to be the best in the country, plus a chance to be nominated as an All-Australian in respective age groups, Hall of Fame Nominees and Life Members plus opportunities to play Internationally for an Australian team (This year its Ireland playing Gaelic International Football)



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For Over 40 Years South Australia's AFL Masters program has gone from strength to strength encompassing the motto #FootyForFun and finding a place for all participants to get involved. A rewarding culture supporting people from all walks of life whether a shoulder to lean on or somewhere to just relax and enjoy the club environment without any emphasis to their capabilities or history

Starting with just four teams in the competition it has evolved incorporating an over 50's comp and womens games with further development being introduced from a national level with Quick Kick programs and other activities to encourage involvement with the goal of looking after not just our physical and cognitive health but our mental stability wellbeing and those of the people around us as the impact of our social and economic lives changes as we mature

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# WHY SPONSOR ?

To Partner with AFL Masters SA will associate your brand Australia's favourite game and the Masters demographic of household decision makers, mature & financially independent with a variety of working backgrounds

With exposure to Generations from Baby Boomers to Millennials they all have one thing in common their love and passion for Footy and now a ever growing presence on social networks and a desire to be involved in their interests

With developmental programs and future planning in place through the AFL Masters National Body the participation rates are very likely to increase as South Australia's growth in population as our league expands with several new teams recently joining the league, and more clubs seeking approval to become involved in our competition

Plus Exposure and Recognition for your Business supporting all participants competing at a National Level Representing the State

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# FOOTY FOR FUN

## AFL MASTERS SA -VISION 2024

AFL Masters South Australian League with our great game and culture. Our commitment to our Members is to see our participation levels grow and to assist our members and support staff attend the AFL Masters National Carnival at the end of the season in Fremantle in October to play at the highest level for our respective age groups.

Our Involvement requires regular training schedules, Mini Carnivals with access to facilities throughout the season. Trainers, umpires and support staff including many volunteers are needed to achieve this result

Every Member that participates in the Carnival has a financial commitment of their own to attend including airfares, accommodation, car hire and expenses including entry registration fees and the purchase of their own uniform and Required State apparel it is our vision to see this burden reduced significantly

With the well-being and recovery of all participants of the utmost importance throughout the season and beyond they are vital component of our community spreading throughout other football clubs and their families

With a long-term goal to be able to provide adequate training and playing facilities for all of our members including access to enough grounds on a regular basis for both playing mens over 35's mens over 50's and womens competitions with the National League introducing further age groups into its schedule including womens 35's, 40's and 45's AFL Masters events



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# **FOOTY FOR FUN PLAY WITH YOUR MATES**

## **SPONSORSHIP PACKAGES 2024**

This season AFL Masters South Australian League are seeking Sponsors to compliment the growth of our great game and culture.

- 19 Clubs in our Mens Masters competiton,
- Womens teams and now
- 4 Independent Over 50's teams our members exceed 1000 with a bright future including several teams competing at the AFL Masters National Carnival. We are seeking support to see our participants exceed expectations at this level playing for South Australia

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# **PLATINUM BUSINESS SPONSOR PACKAGE 2024/2025 \$50,000 PER SEASON**

A Two Year Package with an option for an option  
additional

Package includes

- Prime Branding Placement on League Clothing, Apparel & Merchandise at the National Carnival and all training
- Exposure on the Front Page of Social Media and Website Links
- VIP Sponsors and Game Day Invitations
- Exposure to National League Social Media Business Logos & Hashtag Included for Media Releases
- Season and Mini Carnival Naming Rights
- League Framed Guernsey with State Team Photo
- Branding On Official Signage
- All Branded Material documents
- Umpire and Trainer Sponsorship
- SuperCoach & Footy Tipping Competition Sponsorship
- Other inclusions as requested



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# **MAJOR SPONSOR AFL MASTERS SA PACKAGE 2024/2025 \$15,000 PER SEASON**

A Two Year Package with an option for a further extension

- Secondary Branding on League Clothing & Apparel
- Exposure on Social Media and Website Links
- VIP Sponsors and Game Day Invitations
- Logos & Hashtag Included for Media Releases
- Exposure to National League Social Media
- Logo's Included for Media Releases
- Guernsey and Framed State Team Photo
- Certificate of Sponsorship
- Other inclusions as requested

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# ***GOLD LEVEL SPONSOR PACKAGE 2024/2025 \$10,000 PER SEASON***

A Two Year Package with an option for a further extentsion

- Limited Branding on League Clothing & Apparel
- Exposure on Social Media and Website
- VIP Sponsors and Game Day Invitations
- Exposure to National League Social Media
- Logos & Hashtag Included for Media Releases
- Logo's Included for Media Releases
- Certificate of Sponsorhip
- Framed State Team Photo
- Other inclusions as requested

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# **AFL MASTERS SA SILVER LEVEL SPONSOR PACKAGE 2024 \$5,000**

- Limited Exposure on Social Media and Website
- Limited Logo's & Hashtag Included for Media Releases
- Sponsors and Game Day Invitations
- Exposure to National League Social Media
- Certificate of Sponsorship
- Framed State Team Photo

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# **AFL MASTERS SA SPONSOR PACKAGE 2024 \$2,500**

- Exposure on Social Media and Website
- Logos & Hashtag Included for Media Releases
- Sponsors and Game Day Invitations
- Certificate of Sponsorship
- State Team Photo

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# ***SPONSOR AFL MASTERS SA WOMENS COMPETITION GOLD PACKAGE 2024/2025 \$15,000 PER SEASON***



A Two Year Package with an option to extend

- Premium Branding on Womens League Clothing
- Exposure on Social Media and Website
- Sponsors and Game Day Invitations
- Logos & Hashtag Included for Media Releases
- Exposure to National League Social Media
- Logo's Included for Media Releases
- Guernsey & Framed State Team Photo
- Certificate of Sponsorship
- Other inclusions as requested

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# **WOMENS AFL MASTERS SA SPONSOR SILVER PACKAGE 2024/2025 \$7,500 PER SEASON**

A Two Year Package with an option to extend

- Branding on Womens League Clothing & Apparel
- Exposure on Social Media and Website
- Sponsors and Game Day Invitations
- Logo's & Hashtag Included for Media Releases
- Exposure to National League Social Media
- Logo's Included for Media Releases
- Framed State Team Photo
- Certificate of Sponsorship
- Other inclusions as requested

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# ***WOMENS AFL MASTERS BRONZE PACKAGE 2024/2025 \$2,500 PER SEASON***

A Two Year Package with an option to extend

- Branding on Womens League Clothing & Apparel
- Exposure on Social Media and Website
- Sponsors and Game Day Invitations
- Logos & Hashtag Included for Media Releases
- Exposure to National League Social Media
- Logo's Included for Media Releases
- Framed State Team Photo
- Certificate of Sponsorship
- Other inclusions as requested

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# **AFL MASTERS SA UMPIRE SPONSOR PACKAGE 2024/2025 \$7,500 PER SEASON**

A Two Year Package with an option to extend

- Branding on Umpires Clothing & Apparel
- Exposure on Social Media and Website
- Sponsors and Game Day Invitations
- Logos & Hashtag Included for Media Releases
- Exposure to National League Social Media
- Logo's Included for Media Releases
- Certificate of Sponsorship
- Other inclusions as requested

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# **SPONSOR AFL MASTERS SA OVER 50 COMPETITION ULTIMATE PACKAGE 2024 -2025 \$15,000**



Premium Branding and Naming on Over 50s  
Guernsey

& Competition League Clothing

- Exposure on Social Media Pages and Website
- Sponsors and Game Day Invitations
- Logos & Hashtag Included for Media Releases
- Exposure to National League Social Media
- Logo's Included for Media Releases
- Framed Photo Of Teams
- Certificate of Sponsorship
- Other inclusions as requested

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# **SPONSOR AFL MASTERS SA OVER 50 COMPETITION PREMIUM PACKAGE 2024-2025 \$7,500**

Exposure on Social Media Pages and Website  
Sponsors and Game Day Invitations  
Logos & Hashtag Included for Media Releases  
Secondary Business Logo placement on apparel  
Exposure to National League Social Media  
Logo's Included for Media Releases  
Framed Photo Of Teams  
Certificate of Sponsorship  
Other inclusions as requested

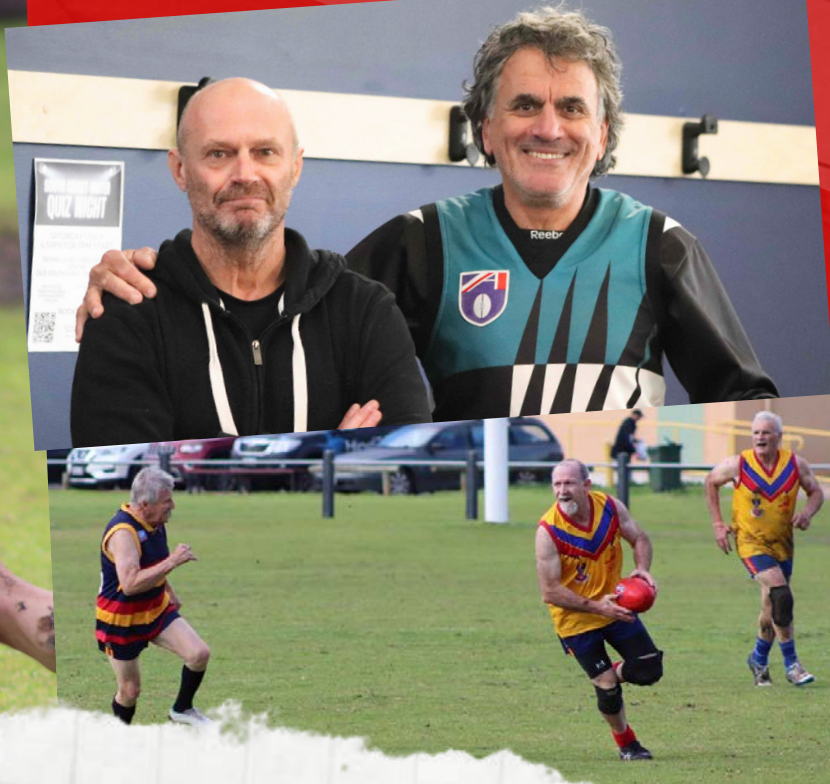
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# SPONSOR AFL MASTERS SA OVER 50 COMPETITION PACKAGE 2024 \$2,500



- Exposure on Social Media Pages and Website
  - Sponsors and Game Day Invitations
  - Logos & Hashtag Included for Media Releases
  - Business Logo placement on apparel
  - Exposure to National League Social Media
  - Logo's Included for Media Releases
  - Framed Photo Of Teams
  - Certificate of Sponsorship
  - Other inclusions as requested
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# **AFL MASTERS SA PLAYER SPONSOR PACKAGE 2024**

## **\$3,500**

This package is to assist a specific player to attend the National Carnival to help cover their expenses

- Exposure on Social Media and Website
- Sponsors and Game Day Invitations
- Logos & Hashtag Included for Media Releases
- Certificate of Sponsorship
- Player Photo
- Other inclusions as requested

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# **AFL MASTERS SA TRAINERS SPONSOR PACKAGE 2024/2025 \$7,500 PER SEASON**

Assistance Package for Trainers to Attend the National Carnival

Our package is designed to aid trainers in attending the National Carnival by covering their expenses.

- Prime Exposure on Trainers Clothing and Apparel
- Exposure on Social Media and Website
- Sponsors and Game Day Invitations
- Logos & Hashtag Included for Media Releases
- Logos or Name Included for Media Releases
- Certificate of Sponsorship
- Additional inclusions available upon request

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# **AFL MASTERS SA LEAGUE 2024**

## **TRAINERS SPONSORSHIP**

### **\$3,500**



Assistance Package for Trainers to Attend the National Carnival

Our package is designed to aid trainers in attending the National Carnival by covering their expenses.

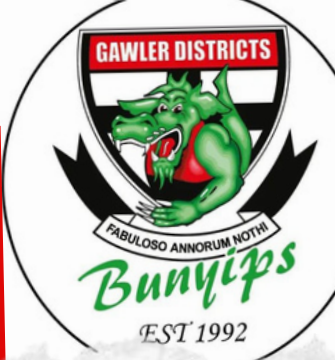
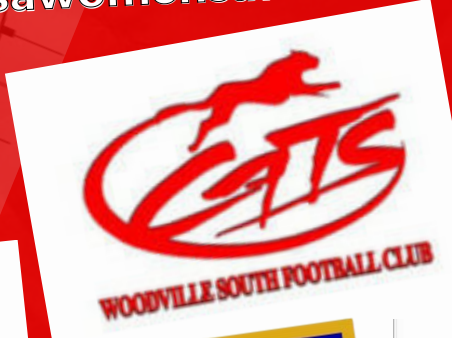
- Exposure on Social Media and Website
  - Sponsors and Game Day Invitations
  - Logos & Hashtag Included for Media Releases
  - Logos or Name Included for Media Releases
  - Certificate of Sponsorship
  - Additional inclusions available upon request
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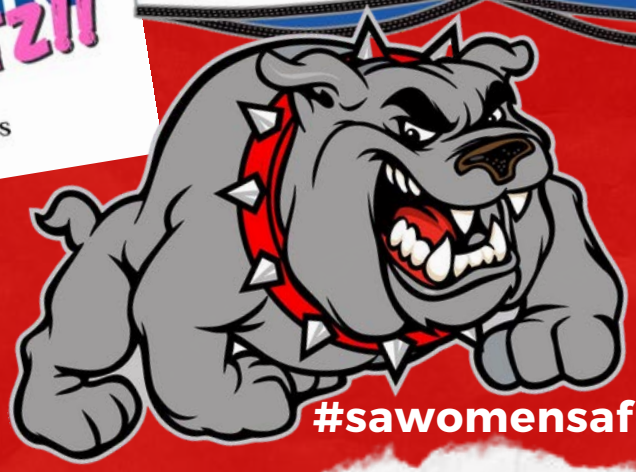
# AFL MASTERS SA TEAMS 2024



**SA 50s  
OVER**



**MASTERS  
BUNG FRITZ!!**  
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**MASTERS  
SA WOMEN**

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**AFL Masters SA – Sponsorship Over 35's Competition 2024/2025 – State League Representatives**

Category	Platinum	Major	Gold	Silver	Sponsor	Player	Donation	
Cost	\$50,000	\$15,000	\$10,000	\$5,000	\$2,500	\$3,500	\$Unlimited	
<b>Signage</b>								
Prime Branding League Clothing, Apparel, Merchandise, Official Signage Carnival Training, Naming Rights to O35s Competition-Material Documents	✓							
Secondary Branding League Clothing, Apparel, Merchandise Carnival Training		✓						
Limited Branding League Clothing, Apparel, Merchandise Carnival Training			✓					
<b>Communications</b>								
Acknowledgement as Platinum sponsor events, website & key exposure on socials including Hashtags	✓							
Acknowledgement as Major sponsor at events secondary on Web/Socials inc #		✓						
Acknowledgement as Gold sponsor at events & limited on Web/Socials inc #			✓					
Acknowledgement as Silver sponsor for some Web/Socials including hashtag				✓				
Acknowledgement as Sponsors on Web/Socials w/hashtag					✓	✓	✓	
<b>Certificate of Sponsorship</b>								
League Framed Guernsey with State Team Photo and Certificate	✓	✓						
Framed State Photo (or player) and Certificate			✓	✓	✓	✓	✓	
Sponsor logo on League website and social media platforms	✓	✓	✓	✓	✓	✓	✓	
<b>Events</b>								
Sponsors Day Invitation Mini Carnivals and National Carnival (In Home State)	✓	✓	✓	✓	✓	✓	✓	
VIP Sponsors Day Invitation Mini Carnivals and National Carnival (In Home State)	✓	✓	✓					
Official State Ball Tickets	✓	✓	✓	✓				
<b>Naming Rights</b>								
Super Coach	✓							
Footy Tipping	✓							
Mini Carnivals	✓							

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**AFL Masters SA – Sponsorship Women’s and Over 50’s Competition**

Category	Gold W	Silver W	Bronze W	Ultimate 50	Premium 50	Sponsor O50's	Donation
Cost	\$15,000	\$7,500	\$2,500	\$15,000	\$7,500	\$2,500	\$Unlimited
<b>Signage</b>							
Prime Branding League Clothing, Apparel, Merchandise, Official Signage, Naming Rights Women/O50s Competition	✓			✓			
Secondary Branding League Clothing, Apparel		✓			✓		
<b>Communications</b>							
Acknowledgement as GoldW/Ultimate sponsor events, website & key exposure on socials including Hashtags	✓			✓			
Acknowledgement SilverW/Premium sponsor at events secondary on Web/Socials inc #		✓			✓		
Acknowledgement Bronze W/Sponsor at events & limited on Web/Socials inc #			✓			✓	✓
<b>Certificate of Sponsorship</b>							
League Framed Guernsey with Team Photo and Certificate	✓			✓			
Framed Team Photo and Certificate		✓	✓		✓	✓	✓
Sponsor logo on League/Competition website and social media platforms	✓	✓	✓	✓	✓	✓	✓
<b>Events</b>							
Sponsors Day Invitation Mini Carnivals and National Carnival (In Home State)	✓	✓	✓	✓	✓	✓	✓
VIP Sponsors Day Invitation Mini Carnival or W/O50 Comp (TBC)	✓			✓			
Official State Ball Tickets	✓	✓		✓	✓		
Competition Naming Rights	✓			✓			

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**AFL Masters SA – Umpires and Trainers 2024**

Category	Umpire	Umpire Silver	Trainer	Trainer			Donation
Cost	\$7,500	\$2,500	\$5,000	\$2,500	\$	\$	\$Unlimited
<b>Signage</b>							
Prime Branding Umpire/Trainer Clothing, Apparel, Merchandise, Official Signage, Naming Rights Umpires for all State Comps	✓		✓				
Secondary Branding Umpire/Trainer Clothing, Apparel		✓		✓			
<b>Communications</b>							
Acknowledgement as Umpire sponsor, website & key exposure on socials including Hashtags	✓		✓				
Acknowledgement Silver Umpire sponsor secondary Web/Socials inc#		✓		✓			✓
<b>Certificate of Sponsorship</b>							
League Framed Umpire Top with Umpire Photo and Certificate	✓						
Framed Team Photo and Certificate		✓	✓	✓			✓
Sponsor logo on League/Competition website and social media platforms	✓	✓	✓	✓			✓
<b>Events</b>							
Sponsors Day Invitation Mini Carnivals and National Carnival (In Home State)		✓		✓			✓
VIP Sponsors Day Invitation Mini Carnival or W/O50 Comp (TBC)	✓		✓				
Official State Ball Tickets	✓	✓	✓	✓			✓

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## Sponsorship Nomination Form 2024

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Platinum Sponsor | <input type="checkbox"/> Gold W Sponsor      | <input type="checkbox"/> Umpire Sponsor     |
| <input type="checkbox"/> Major Sponsor    | <input type="checkbox"/> Silver W Sponsor    | <input type="checkbox"/> Umpire 2 Sponsor   |
| <input type="checkbox"/> Gold Sponsor     | <input type="checkbox"/> Bronze W Sponsor    | <input type="checkbox"/> Trainers Sponsor   |
| <input type="checkbox"/> Silver Sponsor   | <input type="checkbox"/> Ultimate 50 Sponsor | <input type="checkbox"/> Trainers 2 Sponsor |
| <input type="checkbox"/> Over 35s Sponsor | <input type="checkbox"/> Premium 50 Sponsor  |   |
| <input type="checkbox"/> Player Sponsor   | <input type="checkbox"/> 50's Sponsor        |   |
| <input type="checkbox"/>                  | <input type="checkbox"/> Donation            |   |

Sponsorship Category: \_\_\_\_\_

Sponsorship Value: \$ \_\_\_\_\_

Organization / Business Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Contact Name: \_\_\_\_\_ Position Title: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: ( ) \_\_\_\_\_ Mob: ( ) \_\_\_\_\_

E-mail: \_\_\_\_\_

Please complete all fields and return to:

Upon receipt of your nomination, a member of the club committee will be in contact to confirm your sponsorship and finalize payment. We gratefully thank you for your support.

The League Representatives and I look forward to working with you over the coming year.

Sincerely,

Tim Heath

President - AFL Masters SA

[president@aflmasterssa.com.au](mailto:president@aflmasterssa.com.au)

Mobile: 0422 411 780

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

Pete Spencer

Marketing Manager - AFL Masters SA

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