

AFL MASTERS SA

Sponsorship Proposal

'The team I never knew I needed'





AFL Masters was founded in 1982 when four teams North (now Pooraka), South, East and West came together to create a welcoming football community for players over 35, focused on enjoyment, family involvement and strong social connections. From the beginning, the aim was to keep people playing football beyond traditional playing years, where mateship, fitness and fun are just as important as the game itself.

What began with four teams has grown into a thriving community of more than 1,000 participants across the state. Today, AFL Masters includes a 20-team Over 35 competition, an Over 50s competition with North, South, East and West divisions, and a rapidly growing Women's competition.

Club Snapshot

20 Clubs in the Men's Masters competition

Women's teams are **established** and **growing**

4 Independent over 50s teams

Sponsor Impact

With a playing community of more than **1,000** participants and ongoing representation at the national level, AFL Masters SA provides valuable community reach, strong participant engagement, and consistent brand exposure across South Australia and on the national stage.

Partnerships

By working with R U OK?, we're helping build a stronger, more connected community where looking out for your mates and starting a conversation can make a real difference.



RUOK?[®]

A conversation could change a life.

Sponsorship Packages

Category	Naming	Major	Gold	Sponsor
Naming Rights - AFL Masters SA	✓			
League Framed Guernsey with State Team Photo and Certificate	✓			
Branding on Carnival Training Guernsey	✓			
Acknowledgement of Naming Sponsor at all Events	✓			
Acknowledgment of Major Sponsor at all Events		✓		
Acknowledge of Gold Sponsor at all Events			✓	
Invitation to all AFL Masters Events	✓	✓	✓	
Logo on Video Content	✓	✓	✓	
Feature on Social Media	✓	✓	✓	✓
Sponsor Logo and Information on Website	✓	✓	✓	✓
Investment	\$20,000 Annually 2-3 Years	\$10,000 Annually 2-3 Years	\$5,000 Annually 2-3 Years	\$1,000 Annually

SPONSORSHIP AGREEMENT

Sponsorship Package _____

Company Sponsoring: _____

Please ensure correct spelling as this name will appear on all published materials

Contact Details of Sponsor:

Company Name	
Contact Person	
Address	
Email	
Website	
Phone Number	

**Please sign this form and return to
marketing@aflmasterssa.com.au**

**An invoice for the sponsorship will then be sent to your
specified email with the relevant payment details.**

AFL MASTERS SA



**We look forward to
partnering with you.**



#AFLMASTERSA #SAWOMENSAFLMASTERS