



2026 SPONSORSHIP INFORMATION



ABOUT KEW FC

Established in 1876, **Kew Football Club** is the second oldest club in the VAFA and one of the oldest football clubs in Victoria. At 150 years old we are steeped in a formidable history of success; a true community club driven by a strong desire to be the best.

In 2026, Kew are the definition of a 'Community Club', with a wide-ranging and diverse playing group and supporter base, with roots not only in the wider Kew area, but all over Victoria and Australia. 2026 will see the club celebrate it's 150th Year, and we are as motivated as ever to achieve on-field success in a year where we celebrate a historical achievement!

In 2026 we will field three senior men's teams, two senior women's teams as well as a men's and women's under 19's team in the VAFA, the largest senior football competition on Victoria, based out of our home ground at Victoria Park, Kew. Our senior men 's side compete in Division 1, and our senior women's side compete in Premier Division - the highest level of women's football below VFLW. Kew has a strong connection with the Kew Comets Junior Football Club, our co-tenants at Victoria Park, as well as the Kew Rovers Junior Football Club.

Kew has a far-reaching community footprint, with over 200 members and registered players. Home games are held at Victoria Park every week, giving exposure opportunities to businesses through gameday signage in our clubrooms and electronic scoreboard, as well as gameday functions and post-match presentations. Further exposure opportunities are available at our two marquee in-season events; Danny Delbridge Memorial Charity Day, and the Annual Kew FC Business Lunch. There is more information on these events later in this document. In addition to these annual fixtures, 2026 presents another massive exposure opportunity at our 150th year Gala, to be held in June 2026.

In addition to gameday and function opportunities, Kew has built a significant online presence via our website and social media channels. We currently have in excess of 2.2k Facebook followers and 1.7k Instagram followers with regular posts all year round and high levels of engagement, prominent sponsor branding opportunities are available on our official club website homepage, and our weekly newsletter reaches a database of over 1000 current & former players and supporters!

Active sponsors and members are essential to enable the Kew Football Club to thrive, and we are excited to partner with you for the next season, and beyond, and deliver your business the results you are seeking, through a prosperous long-term relationship.



MAJOR SPONSORSHIP

BRANDING

Name / Logo on match-worn apparel*
Name / Logo on selected off-field apparel

SOCIAL MEDIA & COMMUNICATIONS

Name / Logo on front page of website – sponsor banner
Name / Logo and business information on sponsors directory page of website
Unlimited dedicated social media posts promoting your business
Name / Logo on weekly newsletter

GAMEDAY

Name / Logo to appear on VAFA live stream video coverage of Kew games**
Name / Logo on banner in the Victoria Park social clubrooms all year
Name / Logo on television slideshow in the Victoria Park social clubrooms at all home games
Name / Logo on signage in the Victoria Park home changerooms at home games
Dedicated promotion during post-match award presentations and announcements
Name / Logo on permanent banner on the fence of Victoria Park main oval
Name / Logo on electronic scoreboard at all home games

FUNCTIONS

Business Lunch signage / advertising
Charity Day signage / advertising
150th Year Gala signage / advertising
2 x Complimentary Charity Day tickets
2 x Complimentary Best & Fairest night tickets
4 x Complimentary Club 400 tickets

PACKAGE VALUE

\$10,000+

Our 2026 package prices exclude GST. We are happy to discuss your business needs and partnership objectives to create a package that suits you.

**Logos on match-worn apparel are subject to limited availability and may be subject to existing agreements*

***Subject to number of games live streamed and all VAFA media branding guidelines and requirements*



GOLD SPONSORSHIP

BRANDING

Name / Logo on selected off-field apparel

SOCIAL MEDIA & COMMUNICATIONS

Name / Logo on front page of website – sponsor banner

Name / Logo and business information on sponsors directory page of website

5 x dedicated social media posts promoting your business

Name / Logo on weekly newsletter

GAMEDAY

Name / Logo on television slideshow in the Victoria Park social clubrooms at all home games

Name / Logo on signage in the Victoria Park home changerooms at home games

Name / Logo on electronic scoreboard at all home games

FUNCTIONS

Business Lunch signage / advertising

Charity Day signage / advertising

150th Year Gala signage / advertising

1 x Complimentary Charity Day tickets

1 x Complimentary Best & Fairest night tickets

2 x Complimentary Club 400 tickets

PACKAGE VALUE

\$7,000

Our 2026 package prices exclude GST. We are happy to discuss your business needs and partnership objectives to create a package that suits you.



SILVER SPONSORSHIP

BRANDING

Name / Logo on selected off-field apparel**

SOCIAL MEDIA & COMMUNICATIONS

Name / Logo on front page of website – sponsor banner

Name / Logo and business information on sponsors directory page of website

2 x dedicated social media posts promoting your business

Name / Logo on weekly newsletter

GAMEDAY

Name / Logo on television slideshow in the Victoria Park social clubrooms at all home games

Name / Logo on signage in the Victoria Park home changerooms at home games

Name / Logo on electronic scoreboard at all home games

FUNCTIONS

Business Lunch signage / advertising

Charity Day signage / advertising

150th Year Gala signage / advertising

2 x Complimentary Club 400 tickets

PACKAGE VALUE

\$5,000

Our 2026 package prices exclude GST. We are happy to discuss your business needs and partnership objectives to create a package that suits you.

***Subject to additional cost and subject to limited availability*



BRONZE SPONSORSHIP

BRANDING

Name / Logo on selected off-field apparel**

SOCIAL MEDIA & COMMUNICATIONS

Name / Logo on front page of website – sponsor banner

Name / Logo and business information on sponsors directory page of website

2 x dedicated social media posts promoting your business

Name / Logo on weekly newsletter

GAMEDAY

Name / Logo on television slideshow in the Victoria Park social clubrooms at all home games

FUNCTIONS

1 x Complimentary Club 400 ticket

PACKAGE VALUE

\$3,000

Our 2026 package prices exclude GST. We are happy to discuss your business needs and partnership objectives to create a package that suits you.

***Subject to additional cost and subject to limited availability*



PLAYER SPONSORSHIP

A Player Sponsorship allows your business to directly support one of our players while gaining tailored exposure throughout the season. Your contribution covers the player's registration fees and provides your business with exclusive, personalised promotion linked to your sponsored player.

This package is a great way to connect with the club community, build brand visibility, and form a meaningful partnership with an individual player who represents your business on and off the field.

INCLUSIONS

- 1 x dedicated social media posts promoting your business
- 1 x item of Kew apparel*
- Name / Logo on player headshot in the Victoria Park social clubrooms
- Name / Logo player sponsors page of website
- Player 'subs' covered for your sponsored player

PACKAGE VALUE

\$600

Price includes GST

**Available apparel items include club scarf, beanie, hat, polo and t-shirt*



BEAR FRIENDLY BUSINESS

Our Bear Friendly Businesses program is designed to celebrate and promote the local businesses that make Kew and Kew East (3101) such a vibrant community. As the suburb's representative community football club, we're proud to partner with organisations that call this postcode home.

This initiative provides a simple pathway for local businesses to support the club while gaining exposure to our players, members, and wider supporter base. It's a great way to demonstrate community spirit, strengthen local connections, and align your brand with a club that represents the heart of Kew.

INCLUSIONS

- 1 x Kew FC poster for your shopfront
- Social media recognition
- Name / Logo sponsors directory page of website

PACKAGE VALUE

\$300

This package is currently only available to local business in the suburbs of Kew and Kew East

SUPPLEMENTARY
BRANDING OPPORTUNITIES



RYPLANT



ANNUAL KEW FC BUSINESS LUNCH

The annual Kew Football Club Business Lunch is one of the premier events on the VAFA calendar. Held in the iconic MCC Members' Dining Room overlooking the MCG, it has become a must-attend social and networking occasion for Kew FC partners and supporters.

Each year, around 250 guests from a diverse range of distinguished local businesses – including law, accounting, finance, banking, logistics, trades, and more – come together alongside current and past players, supporters, members, and friends of the club. The event provides a unique networking environment and a powerful platform for promoting your brand to influential business leaders and their clients, as well as an exceptional opportunity for hosting your own high-value clients.

Hosted by prominent AFL media personality Sam McClure, guests enjoy a two-course meal and drinks package while being entertained by leading keynote speakers such as Matthew Lloyd, Neil Balme, Gary Lyon, Nathan Buckley, and Peter Daicos. The program is rounded out with raffles and auctions featuring a range of outstanding prizes and exclusive experiences.

The Kew FC Business Lunch is a premium opportunity that few local sporting organisations can offer their partners. We are always seeking like-minded businesses to join us in supporting – and benefiting from – this standout event.

OPPORTUNITIES

Name / Logo on Business Lunch advertising material on Social Media and Club Website*

Name / Logo on Kew FC banners at the event*

Name / Logo on television screens at the event*

Business cards / advertising material on all tables at the event*

**Available to all Silver level sponsors and above*



DANNY DELBRIDGE MEMORIAL CHARITY DAY

The Danny Delbridge Memorial Charity Day is one of the most meaningful events on the Kew FC calendar. Named in honour of the late Danny Delbridge – a beloved supporter, long-time volunteer, and father of former players Jack and Will Delbridge – this annual event has been a proud club tradition for well over a decade.

Each year, Kew FC partners with a worthy charity and hosts a luncheon for up to 80 guests in our Victoria Park clubrooms, including a quality food and drinks package and inspiring guest speakers. Attendees enjoy raffles featuring outstanding prizes, **with all proceeds donated directly to the selected charity**. Guests typically include current and former players and their families, club supporters, VAFA executives, and local community and political representatives.

On-field, our Senior Men's and Women's teams both play at home wearing specially designed charity jumpers that incorporate the colours of that year's charity partner – a visual highlight that reinforces the significance of the day.

Charity Day also provides strong brand exposure for our partners, with sponsor logos prominently displayed throughout the clubrooms on banners, the electronic scoreboard, and across event-day communications. Additional partnership opportunities are available for sponsors wishing to align themselves more closely with this important and highly respected community event.

OPPORTUNITIES

- Name / Logo on advertising material on Social Media and Club Website*
- Dedicated promotion by the MC during the event*
- Name / Logo on Kew FC banners at the event
- Name / Logo on television screens at the event
- Business cards / advertising material on all tables at the event

**Available for purchase, subject to availability, and limited to one Primary Partner per year*



MATCH-WORN & OFF-FIELD APPAREL BRANDING

Our apparel branding offers premium brand visibility across both match-worn and off-field club gear. Sponsors have the opportunity to feature their logo in designated positions on playing jumpers, shorts, training wear, and club merchandise worn throughout the season.

These placements provide consistent exposure on game day, at training, in media coverage, and across social channels – ensuring your brand is seen by our members, supporters, opposition clubs, and the wider community.

MATCH-WORN

Playing Jumpers - All teams

~~1x Front Logo and 1x Back Logo~~

Home & Away Shorts - All teams

~~1x Front Logo and 1x Back Logo~~

OFF-FIELD

Warm Up Tops

1 x Primary Logo - Front

Up to 10 x Secondary Logos - Back*

Training Singlets

~~1x Primary Logo - Front~~

Up to 10 x Secondary Logos - Back*

Club Polo

~~1x Primary Logo - Front~~

Up to 6 x Secondary Logos - Back*

Up to 2 x Secondary Logos - Sleeves

\$ Subject to sponsorship level

**Included in Major and Gold Sponsorship. Subject to cost and availability for all other Sponsorship Levels
Items ~~crossed through~~ indicate an existing agreement is already in place for Season 2026*



SOCIAL MEDIA BRANDING

In season, the club delivers a suite of regular social media content – including weekly results, upcoming fixtures, team announcements, player highlights, and more. By securing the naming rights to this content series, your business becomes the presenting partner of some of our most-viewed digital posts.

Your brand will be featured prominently on each sponsored post, ensuring consistent visibility to our players, members, supporters, and the broader local community. This partnership offers strong digital reach, reinforces brand recognition, and aligns your business with the club's most engaging weekly updates.

This is in addition to any dedicated Social Media promotion that is included in your sponsorship package

CONTENT

- 1 x Weekly Upcoming 'Fixture' Post
- ~~1 x Weekly Weekend 'Results' Post~~
- 1 x Weekly Men's 'Player' of the Week
- 1 x Weekly Women's 'Player' of the Week

\$500

Cost is for 1 x selection of weekly content for the entire 2026 season

1 x Weekly post results in minimum 18x (1 per every senior home & away game) social media posts per season

If you have an idea for another item of social media content branded for your company, please do not hesitate to reach out

Items ~~crossed through~~ indicate an existing agreement is already in place for Season 2026



2026 BUSINESS SPONSORSHIP PACKAGES SUMMARY TABLE

MAJOR SPONSORSHIP \$10,000 + GST	GOLD SPONSORSHIP \$7,000 + GST	SILVER SPONSORSHIP \$5,000 + GST	BRONZE SPONSORSHIP \$3,000 + GST
<ul style="list-style-type: none"> Name / Logo on match-worn apparel* Name / Logo on selected off-field apparel Name / Logo on front page of website – sponsor banner Name / Logo and business information on sponsors directory page of website Unlimited dedicated social media posts promoting your business Name / Logo on weekly newsletter Name / Logo to appear on VAFA live stream video coverage of Kew games** Name / Logo on banner in the Victoria Park social clubrooms all year Name / Logo on television slideshow in the Victoria Park social clubrooms at all home games Name / Logo on signage in the Victoria Park home changerooms at home games Dedicated promotion during post-match award presentations and announcements Name / Logo on permanent banner on the fence of Victoria Park main oval Name / Logo on electronic scoreboard at all home games Business Lunch signage / advertising Charity Day signage / advertising 150th Year Gala signage / advertising 2 x Complimentary Charity Day tickets 2 x Complimentary Best & Fairest night tickets 4 x Complimentary Club 400 tickets 	<ul style="list-style-type: none"> Name / Logo on selected off-field apparel Name / Logo on front page of website – sponsor banner Name / Logo and business information on sponsors directory page of website 5 x dedicated social media posts promoting your business Name / Logo on weekly newsletter Name / Logo on television slideshow in the Victoria Park social clubrooms at all home games Name / Logo on signage in the Victoria Park home changerooms at home games Name / Logo on electronic scoreboard at all home games Business Lunch signage / advertising Charity Day signage / advertising 150th Year Gala signage / advertising 1 x Complimentary Charity Day tickets 1 x Complimentary Best & Fairest night tickets 2 x Complimentary Club 400 tickets 	<ul style="list-style-type: none"> Name / Logo on selected off-field apparel** Name / Logo on front page of website – sponsor banner Name / Logo and business information on sponsors directory page of website 2 x dedicated social media posts promoting your business Name / Logo on weekly newsletter Name / Logo on television slideshow in the Victoria Park social clubrooms at all home games Name / Logo on signage in the Victoria Park home changerooms at home games Name / Logo on electronic scoreboard at all home games Business Lunch signage / advertising Charity Day signage / advertising 150th Year Gala signage / advertising 2 x Complimentary Club 400 tickets 	<ul style="list-style-type: none"> Name / Logo on selected off-field apparel** Name / Logo on front page of website – sponsor banner Name / Logo and business information on sponsors directory page of website 2 x dedicated social media posts promoting your business Name / Logo on weekly newsletter Name / Logo on television slideshow in the Victoria Park social clubrooms at all home games 1 x Complimentary Club 400 ticket
		PLAYER SPONSORSHIP \$600	BEAR FRIENDLY BUSINESS \$300
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We are happy to discuss your business needs and partnership objectives to create a package that suits you.

Get in touch with Sponsorship Manager **Ty Voss** (0457 278 140), Vice Presidents **Max Waters** (0412 496 193) and **Taylah Cupples** (0422 338 450) or email contact@kewfc.com



We'd love to hear from you!

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