



Partnership
Opportunities
with



Mackay Wanderers Football Club
2024 Sponsorship Package



Who are we?

Mackay Wanderers Football Club is one of the largest football clubs and sports organisations in Mackay with teams spanning from under 5s through to senior mens and womens with teams in all competitions from premiers through to social leagues.

Since our club was founded in 1923, we have had over 100 years of involvement in the Mackay football community, with our Centenary celebrated in 2023. Mackay Wanderers has continued to grow its registration numbers with over 390 players donning the red and white jersey in 2023.

Mackay Wanderers strives to be the most successful club in Mackay across all competitions and across our hundred year life have gathered our fair share of trophies. And whilst we strive for success on the field, we are a family oriented club with a strong supporter base and a great sense of community.

Wanderers home ground at Ben Nevis Street, Beaconsfield is one of the premier facilities for viewing football matches in Mackay, with elevated viewing along the sideline and a large covered deck area. Due to the viewing experience we host some of the largest crowds at our regular Friday and Saturday night fixtures, and our Junior carnival is one of the largest sporting events in Mackay. We also have some exciting upcoming plans to improve our facilities and make the experience even better.

A core focus of our club is junior to senior pathways and we invest heavily in skills development, upskilling our coaches and providing opportunities for our junior players to experience senior football with the aim of training the next generation of senior champions.



Why Sponsor Mackay Wanderers?

When you partner with Mackay Wanderers, you partner with the greater Mackay community. Between people in the community, players, coaches, referees, administrators, parents and volunteers, you'll impact over 25,000 people in-person and many more online.

Mackay Wanderers is a long standing reputable community based organisation

- Our website and Facebook page has a combined yearly reach of over 120,000 people and we offer great opportunities for brand exposure
- Our home fields are attended by hundreds of people per week offering great opportunity for brand exposure
- Mackay Wanderers pride ourselves in being a family friendly club and the on and off-field behaviour of our players and organisation reflect this
- Sponsorship is a great way for your organisation to support grassroots football, encourage physical activity in children, and enrich the community as a whole
- Football is on track to become Australia's biggest and most popular sport and the women's game is growing rapidly
- Mackay Wanderers share our home fields with Norths Cricket Club & Northern Suburbs Junior Rugby League, providing year-round exposure
- We are one of the largest sporting organisations in the Mackay Region and our Junior Carnival is one of the biggest annual sporting events in Mackay, attracting over 500 players and their families from Mackay, Proserpine, Whitsundays & Moranbah

www.mackaywanderersfc.com.au





● Sponsorship Packages

All packages have an initial commitment and an annual fee to maintain for up to three years

Major Sponsorship - \$8,000+ initial & \$5000 subsequent two years

Sponsorship includes:

- Logo in background on every facebook post and club-wide email for the year (estimated exposure >120,000 people).
- 2x social media 'message from our sponsor' posts (write a message to the community about why your company is sponsoring community sport and what your company does and we'll post it for you)
- Naming rights to the fields: 'Your Brand' Park eg. 'Suncorp Park'
- Two signs at halfway on the main field
- Signage on the bridge entering the fields
- Logo on the front senior training shirts
- Logo on sign board at club canteen
- Logo prominently displayed on website
- 4 Free tickets to our Annual Sponsors Day & Club Presentation Night
- 2 page spread in Wanderer's business directory





Gold - \$4,000 initial year + \$2000 per subsequent year

Three-year sponsorship includes:

- 2 Sponsor signs around the main field
- Logo on the senior training/warm up shirts
- Logo behind player of the week photos (posted to social media)
- Junior carnival field sponsorship
- Logo on sign board at club canteen
- 1 home game per year sponsorship
- Individual social media shout out
- Logo on website
- 2 Free tickets to our Annual Sponsors Day & Club Presentation Night
- 1 Page Wanderer's business directory

Silver - \$2,000 initial year + \$1000 per subsequent year

Three-year sponsorship includes:

- Logo behind player of the week photos (posted to social media)
- 1 Sponsor signs around the main field
- Logo on sign board at club canteen
- Social media shout out
- Logo on website
- Invitation to Annual Sponsors Day
- Half Page in Wanderer's business directory



Bronze - \$500

Yearly sponsorship includes:

- Logo behind player of the week photos (posted to social media)
- Logo on sign board at club canteen
- Logo on website
- Invitation to Annual Sponsors Day
- Inclusion in Wanderer's business directory

Maintain an existing sign at the field - \$1000 per sign per year

Custom

- Talk to us and we'll be happy to tailor a package to suit your budget and requirements

Stand Alone Event Sponsorship Opportunities

Junior Carnival Sponsor - \$1,200

- Company logo on all event material (application, draw, promo flyer, etc.)
- Company logo on front of website for duration of event.
- Field Sponsorship for the day
- Banner as on location during of event (banner supplied by sponsor).
- Distribution of company's promotional items.
- (ie. Flyer, Coupon, Brochure supplied by sponsor).
- Sponsor certificate of appreciation.



Our Community Involvement

Sporting Hearts Inc.

Mackay Wanderers are proud supporters of Sporting Hearts Inc. Sporting Hearts promotes awareness and prevention of 'sudden cardiac arrest in the young'.

In 2012 & again in 2013, Mackay Wanderers members Keith McAree and Matty Breen rode 170km to raise over \$5,000 for Sporting Hearts.

The funds were used to purchase two AED units (Automated External Defibrillator) through an organisation called Defib Your Club for Life. DFYCFL defibrillators have already saved lives.

Sporting Hearts kindly donated one of these units to Mackay Wanderers & the other to Virgin Australia Stadium. A donation for which we are most grateful.



Mackay Marina Run & Mackay River to Reef Ride

Mackay Wanderers also proudly support a ctive participation in the annual Mackay Marina Run and Mackay River to Reef Ride. The local events help raise funds for charities such as the Leukaemia Foundation and promote active lifestyles. We encourage all of our members to participate in the events and to support a great cause.



Mackay Wanderers Football Club Inc.

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