MACKAY WANDERERS FOOTBALL CLUB

2026

SPONSORSHIP PROPOSAL

SPONSORSHIP PROPOSAL

ABOUT US

PHILOSOPHY

At the heart of Mackay Wanderers Football Club are the four core values that define how we play, train, and represent ourselves both on and off the field. Enjoyment, Teamwork, Professionalism, and Integrity.
Established in 1923, MWFC embraces these values as pillars of a sustainable club, adapting and innovating for an ever-changing football environment, that extends well beyond just winning games.
We strive to develop individual players and people who carry these values into all aspects of life, ensuring that MWFC leaves a positive impact on all the lives we experience throughout our football journey.

VALUES

Instilling the core values of

- Enjoyment
- Teamwork
- Professionalism
- Integrity.

At Mackay Wanderers Football Club, we are all about the joy of the game of football. Teamwork and professionalism underpin our brand of football, which is enjoyable to play and watch. Across our community, from our players, our volunteers and to our supporters, we act with integrity and wear our colours with pride.

VISION

To sustain Mackay Wanderers Football Club as the destination club in the area due to our unrivalled local reputation. This reputation is based on quality programs, development, and a clear pathway through MWFC ranks and to higher competitions. MWFC aims to preserve efficient management and a strong family-based culture, enabling it to remain steadfast during times of innovation in the evolving game.

MISSION

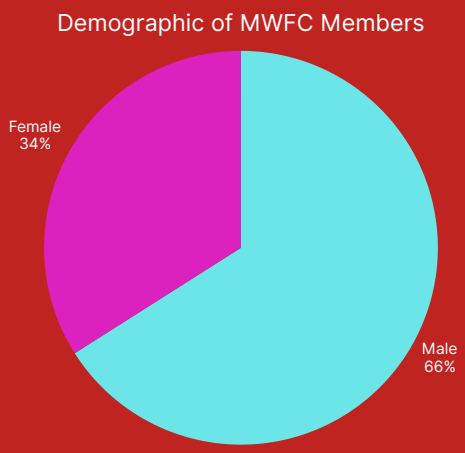
We are focused on building a safe, community-centered environment around football for all. MWFC continues to increase the growth of football in all ages, genders, and abilities to ensure we capture as many players as we can, for as long as we can. MWFC is committed to providing pathways for our players to reach their full potential. We ensure our players are learning and developing skills that will keep them engaged, healthy, and active. This creates better players and assists Mackay Wanderers Football Club in achieving their mission of creating better people.

FOOTBALL PHILOSOPHY

Mackay Wanderers Football Club prides itself on providing opportunities to develop our players in a holistic environment. We aim to play an assertive, possession-based game while maintaining discipline in buildup. We dominate with purposeful passing, creating opportunities to break down the opposition. While defending, we maintain a cohesive defensive shape to frustrate the opponent. Mackay Wanderers FC prioritises team unity while understanding individual brilliance, ensuring every player knows their role and responsibilities while also feeling comfortable exploring a solution. Mackay Wanderers are driven by a passion for the game, emphasising creativity, enjoyment, and respect for the sport.

THE CLUB

- Established 1923
- Volunteer driven organisation
- MWFC Junior & Senior teams are based at Wanderers Sports Park, Beaconsfield
- Club has all teams in Senior Men's & Women's (FQPL & Divisional), Junior Competitive & Miniroos (Mixed & Girls Only). The Club has 450 registered members and is expected to grow in 2026.
- Up to 800 family members attend the grounds weekly
- MWFC Annual Junior Carnival attracts 3000+ people to the venue
- MWFC are committed to Football Queensland's Club Development process and are the first & only club in Mackay to have been awarded Tier 2 status for 2026



SOCIAL MEDIA EXPOSURE

2.6k followers

296 followers

WHAT WE CAN PROMISE YOU

- Marketing Sponsor products and/or services to members of the club and the community through press releases, club website, social media channels, game days and newsletter.
- Ensure our sponsors are well marketed to our players, members and all the 800+ people that attend Football matches at our ground every week.
- Encourage all our players, members and supporters to utilise and promote our sponsors products and services whenever possible.

HOW YOU CAN BENEFIT FROM US

- Increase Branding with local market
- Generate awareness and goodwill within the defined target audience
- Provide a cost effective and efficient alternative to mainstream advertising exposure
- Assist the club to ensure sport remains affordable for all players
- Business Networking Opportunities
- Exposure of brand name on fields

MACKAY WANDERERS F.C. 1949

MACKAY
WANDERERS
F.C.
1923

The Mackay Wanderers Football Club understands that in the current economic climate, organisations require value for any sponsorship money. Thus the committee has put together a variety of sponsorship packages to provide local businesses and organisations a flexible opportunity to support their community.

As a sponsor of Mackay Wanderers FC, we guarantee to promote your brand/product/service throughout the club and wider community at every opportunity.

Mackay Wanderers FC endeavours to create an environment that puts family values to the forefront and prides itself on acting with integrity, innovation, and teamwork.

The opportunities that Mackay Wanderers FC can offer to an interested party are included as follows:

SPONSORSHIP PACKAGES

ALL SPONSORSHIP PACKAGE AMOUNTS INCLUDE GST

DIAMOND Sponsorship Package

(exclusive to one major sponsor 3 year commitment)

- Logo placement with link to business page on the club website & signature of club email
- Logo placement on front of all Senior playing jerseys (both home & away)
- Logo placement on back of junior playing jerseys & all club attire for the length of the sponsorship
- Weekly sponsor posts on social media
- Invitation to Sponsor's day includes $200 food/drink package
- Sponsor Logo in clubroom & permanent logo on scoreboard
- Option to offer & share promotions to club member database
- Naming rights & signage of main field
- Signage at entry
- 4 x club polos & 4 tickets to Senior Presentation Night

$20 000

PLATINUM Sponsorship Package

- Logo placement with link to business page on the club website & signature of club email
- Logo placement on back of all Senior playing jerseys (both home & away) & sleeve of all junior playing jerseys & all club attire
- Weekly sponsor posts on social media
- Invitation to Sponsor's day includes $100 food/drink package
- Sponsor Logo in clubroom & spot on electronic scoreboard at all club days
- Option to offer & share promotions to club member database
- Signage on main field
- Free entry to all Home games
- 2 x club polos & 2 tickets to Senior Presentation Night

$15 000

GOLD Sponsorship Package

- Logo placement with link to business page on the club website & signature of club email
- Logo placement on sleeve of all Senior playing jerseys (both home & away)
- 10 sponsor posts on social media
- Invitation to Sponsor's day includes $100 food/drink package
- Sponsor Logo in clubroom
- Option to offer & share promotions to club member database
- Signage on main field
- Free entry to all Home games
- 2 x club polos & 2 tickets to Senior Presentation Night

$5 000

SPONSORSHIP PACKAGES

ALL SPONSORSHIP PACKAGE AMOUNTS INCLUDE GST

SILVER Sponsorship Package

- Logo placement with link to business page on the club website & signature of club email
- Sponsor name on one Junior age group playing jersey
- 10 sponsor posts on social media
- Invitation to Sponsor's Day includes $100 food/drink
- Sponsor logo in clubroom
- 1 x club polo

$2 500

EVENT Sponsorship Package

- Logo placement on all official event promotion material
- Sponsor name mentioned in the event opening and closing ceremony
- 10 sponsor posts on event social media
- Sponsor tent during the event

$1 500

GAME DAY Sponsorship Package

- Logo placement electronic scoreboard
- Sponsor name mentioned in announcements during games
- 3 sponsor posts social media
- Sponsor tent on the game day
- $50 food/drink voucher

$500

IN KIND Sponsorship Package

The purchase of an In Kind sponsorship can be made in the following ways:

- Training Jersey sponsor
- Player bag sponsor
- Club Apparel sponsor
- Goods &/or services
- Warm up tops
- Academy training kits
- Academy travel assistance
- Grounds

to be negotiated

CONTACT US

0418 423 820

sponsorship@mackaywanderersfc.com.au

www.mackaywanderersfc.com

Thank You

Thank you for considering a partnership with Mackay Wanderers Football Club. Your support helps us foster & develop local talent, promote healthy lifestyles, and create a welcoming environment for players and families of all ages.

With your help, we can continue growing junior development programs, upgrading facilities, and supporting participation in regional competitions. We truly appreciate your interest and look forward to the opportunity to work together in 2026 and beyond.

MACKAY WANDERERS FC
2026
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SPONSORSHIP FORM

Thank you for your interest in supporting Mackay Wanderers FC. Please fill out the form below.

Mackay Wanderers Football Club Inc.

17 Ben Nevis St., Beaconsfield 4740

www.mackaywanderersfc.com

Date

SPONSOR INFORMATION

Company Name

Phone

Contact Person

Address

Email

Social Media - Facebook

Website -

Instagram

Permission to link website to MWFC website YES/NO

SPONSORSHIP LEVEL *(Please select one)*

☐ Diamond - $20,000 ☐ Platinum - $15,000 ☐ Gold - $5,000 ☐ Silver - $2,500

☐ Game Day - $500 ☐ Event - $1,500 ☐ In-Kind - to be negotiated

Benefits Received *(Platinum, Gold, etc. benefits listed separately on a detailed sheet/brochure)*

PAYMENT OPTION & METHOD*(Please circle)*

Part Payment / FULL Payment

Make payable to:

Account Name : Mackay Wanderers FC
Bank : Commonwealth Bank
BSB : 064 724
Account number : 1056 7953

Name

Signature

Date

MACKAY WANDERERS FOOTBALL CLUB

SPONSORSHIP AGREEMENT – TERMS AND CONDITIONS (2026)

Securing Your Sponsorship Package

To confirm your sponsorship for the 2026 season, a signed order form must be submitted. Payment is required as per the part payment terms outlined below. Sponsorship benefits are guaranteed only upon full payment. If full payment is not received by 28 February 2026, Mackay Wanderers Football Club reserves the right to withhold any remaining benefits.

Transfer of Benefits

Benefits associated with this agreement are not transferable to other events or fixtures. If you are unable to attend a scheduled event, you may transfer the benefit to another individual with prior notice.

Privacy Acknowledgement

Mackay Wanderers Football Club ensures all company and personal details are securely maintained. As part of our marketing efforts, you may receive information from club sponsors or affiliated organisations. Distribution of any sponsor or third-party material is strictly controlled by the club, and member contact details are never shared externally. By becoming a sponsor, you agree to this arrangement.

Part Payment Terms

If opting for part payments, the following schedule applies: - Deposit (30%) due upon receipt of booking form (non-refundable) - Second instalment (30%) due within 30 days of signing - If the second instalment is not received, Mackay Wanderers Football Club reserves the right to return the inventory to market - Final instalment (40%) due by 28 February 2026

Acceptance of Agreement

By signing below, you confirm that you have read and agree to all terms and conditions outlined in this agreement. Once signed by an authorised club representative, this agreement becomes legally binding. You confirm that you are 18 years of age or older and acknowledge receipt of a copy of this agreement.

☐ I have read and agree to the terms and conditions set out above.

Signature: _____ Date: _____