



# TAROONA FC SPONSORSHIP PACKAGES

# 2026



[taroonafotballclub](#)



[taroonafc](#)



## ABOUT US

## SPONSORSHIP OPPORTUNITIES

Taroona FC is a proud, community-based football club located in Southern Tasmania, operating within the Kingborough municipality. Established with a vision to promote football at all levels, we field teams in Women's, Men's, Youth, & Junior divisions with over 460 players in total. Our club is built on values of inclusivity, sportsmanship, and excellence both on and off the pitch. We take pride in our:

- **Statewide presence:** A leading Southern Men's Championship team and a Women's Super League (statewide league) team setting benchmarks in inclusivity and female-first sporting environments.
- **Commitment to development:** Offering programs for over 280 youth & junior players to grow their skills and love of football. 5 of our coaches have attained an AFC B-Diploma, and are actively supported in progressing their knowledge and coaching skills.
- **Recognition:** We are a Football Australia 2-Star Club Changer organization, demonstrating our commitment to club development and positive cultural change in football.

Taroona FC isn't just a football club—it's a community hub that brings together volunteers, players, families, and local businesses to foster connection, development, and pride.

Season 2025 was a memorable and energising year for our Club. We returned to Kelvedon Park following a \$200k ground upgrade delivered by Kingborough Council, and we were fortunate to be supported by outstanding local businesses throughout the year. We established a strong, collaborative committee, celebrated silverware with our social teams, saw our Men's Championship side finish runners-up, welcomed three imports, had players proudly represent Tasmania, and watched our U18s make their WSL debuts.

Season 2026 is shaping up to be just as exciting. Key coaching appointments are now in place, and \$250k has been invested in new lighting thanks to the State Government, Kingborough Council, and a contribution from the Club. Additional infrastructure projects are underway, including expanded storage and the development of a live-streaming platform, and we are working towards opening our facilities to the broader community. Our commitment to football development remains central, ensuring we continue to nurture and grow our own talent.

We will continue to deliver programs that keep people active, connected, and engaged — our Academy, Kick On for Women, Holiday Programs, Mini-Tilli Kick Off for Girls, and the Pirate Cup. The support of local businesses makes all of this possible. Without their contribution, we would not be able to deliver these programs or invest in the infrastructure that strengthens our Club and community.



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## WHAT DO WE HAVE TO OFFER?

Taroona FC is a sporting club that values diversity, community, integrity, sustainability, and health & wellbeing. We are proud to partner with a range of businesses that support our mission. Our Charity Sponsors (organisations that our senior teams have chosen to highlight, by displaying their logo on their playing jerseys at no cost) include SASS and Headspace. Current sponsors include: Peterswalds - Pheobe Nothling, Shadforth Financial Group, TasmaNet, AllCare Physiotherapists, and AKA Architects.

We'd love for your business to join this growing list!

Our reach and impact includes:

- **Players and Families:** Over 460 players, with many families deeply involved in the club's activities.
- **Events and Social Media:** Thousands of interactions through our online platforms & in-person events every season.
- **Community Engagement:** A strong network of volunteers and supporters who value businesses that support local initiatives.

Our club has a strong online presence, with:

- A **user-friendly website** ([taroonaafc.org](http://taroonaafc.org)) regularly updated with news, fixtures, and information.
- An **engaged social media community**, amplifying sponsor recognition across the greater Hobart region. We have a Facebook following of 1.7K (stats over last 28 days: 11.4K Reach, 83.8K Views & 2.1K Content Interactions) and an Instagram following of 874 (stats over last 28 days: 4.3K Reach, 39.6K Views, & 1.8K Content Interactions).
- A **fortnightly email newsletter** distributed to over 700 members and supporters, offering another avenue for sponsor promotion (last 30 days of newsletters have averaged a 44.3% Open Rate and a 3.57% Click Through Rate).



Youth & junior presentation day 2025

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## SPONSORSHIPS GOALS AND GUIDELINES

Community sport is so valuable to individuals, providing physical and mental health benefits as well as social connections. The problem is – it can get expensive for our players to purchase playing and training gear each season, on top of rising registration fees.

Our goal at Taroona FC is to benefit our players through community support, offering quality training and playing conditions while keeping their fees as low as possible. By sponsoring a player, your business or organisation will cover the yearly registration fees of that player, and will also partly contribute to Club-wide investments that enhance our whole community.

Our wonderful community is run by many hard-working volunteers, and your sponsorship would directly support our passionate football community, from our Youth Development programs to statewide league-level competition. Our Club fosters talent and promotes healthy, active lifestyles. We are seeking mutually beneficial partnerships that will allow us to achieve our community goals and promote businesses that are committed to supporting sports in Taroona and the greater Hobart area.

We have a huge number of sponsorship options available, ranging from in-kind or product sponsorships, to club, team or facility sponsorships. Whether you'd like to tailor one of our existing packages, donate goods for events, or explore other creative opportunities, we're ready to work with you to achieve your goals and reach a mutually beneficial partnership.

We also have regular awards throughout the season, which requires product sponsorship from businesses – so that we can award individuals who are contributing excellence to the Club.

These regular awards include:

- Player of the Match
  - POTM: Senior teams and Youth teams – previously sponsored by Pizzarazzi and Fish Frenzy
- Volunteer of the Month

Our Annual social events, which include our Quiz night and End of Season Dinner, are also great opportunities for partnership along with the various raffles we organise throughout the season.

For any more information or to arrange a meeting, please get in touch!

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### CONTACT US:

**Jon Burridge (he/him)**  
**Sponsorship**  
sponsorship@taroonafc.org

**Sam Johnson (he/him)**  
**President, Taroona FC**  
president@taroonafc.org

### CHECK US OUT:

 [www.taroonafc.org](http://www.taroonafc.org)

 @taroonafotballclub

 @taroonafc

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## SPONSORSHIPS

### IN KIND SPONSOR

Whilst financial contributions are great, Taroon FC also has great opportunities to showcase product or interact with our members.

Things like raffle prizes or player of the match vouchers are great ways to show your support whilst getting providing some product placement.

Opportunities in this area are not limited to the above and can be as creative as desired, Taroon FC is about creating long lasting relationships with those that help provide towards a prosperous future at the club.

Sponsor benefits include:

- Social Media opportunities
- Partnership with Taroon FC advertised on our Website or at events
- Invitation to events where in kind support being showcased
- Outside the square ideas
- Function space and kiosk requirements
- Interaction with teams utilising in kind support

Ideas worth consideration:

- Coffee cup signage and supply
- Bar / Kiosk supply
- Raffle prize or silent auction items
- Player of the match vouchers
- Volunteer of the month
- Accommodation vouchers



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## SPONSORSHIPS

### GROUND SIGNAGE SPONSOR \$1,000 PER YEAR

Taroona FC's ground signage sponsorship includes a vibrant, custom printed banner that surrounds the picturesque Kelvedon Park on home game days, viewed by players spectators and media for selected games.

Approximately 60 to 70 game days occur at Kelvedon Park with a broad demographic from juniors accompanied with parents all the way up to our senior men's & women's teams along with our social teams.

Sponsor benefits include:

- Social Media tile announcing sponsorship
- Ground signage consisting of one 2.4 x 0.8 m banner (examples pictured below)
- Partnership with Taroona FC advertised on our Website
- Invitation and ticket to Taroona FC social events (Annual Quiz night & Sponsors Day)



**BANNER SIZE**  
**2.4 x 0.8 m**

*Banners surround Kelvedon Park on Taroona FC Home Game days*



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## SPONSORSHIPS

### PLAYER SPONSORSHIP FROM \$1,000 PER YEAR

Community sport is so valuable to individuals, providing physical and mental health benefits as well as social connections. The problem is – it can get expensive for our players to purchase playing and training gear each season, on top of rising registration fees.

Our goal at Taroom FC is to benefit our players through community support, offering quality training and playing conditions while keeping their fees as low as possible. By sponsoring a player, your business or organisation will cover the yearly registration fees of that player, and will also partly contribute to Club-wide investments that enhance our whole community.

This is the most effective way to support one of our Senior or Youth players, while also contributing to general Club operations throughout the year.

Sponsor benefits include:

- A branded social media announcement featuring your sponsored player, plus option for additional social media exposure throughout the year
- Partnership with Taroom FC advertised on our Website
- Invitation and ticket to Taroom FC social events (Annual Quiz night & Sponsors Day)
- Partnership with Taroom FC advertised at taroomafc.org
- Taroom FC bumper sticker and 1 x Merchandise item (beanie, cap, or scarf)
- Option for logo on sleeve, shorts or training kit of player at extra cost
- Option for sponsored jersey at extra cost



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## TEAM SPONSOR

**\$5,000 to \$10,000 PER YEAR - MINIMUM 3 YEARS (SUPER & CHAMP)**  
**\$2,000 PER YEAR - MINIMUM 2 YEARS (ALL OTHER TEAMS)**

Taroona FC currently fields 7 Senior teams: Women's Super League (Statewide League), Women's Championship, Men's Championship, Men's Championship 1, Women's Social League 1, Women's Social League 2, and Men's Social League 3.

The following benefits are available for our WSL and Men's Championship Major Sponsors:

- Exposure through live streaming of WSL matches via Football Tasmania's live streaming (this applies to WSL Major Sponsors ONLY)
- Logo on front of playing shirts
- Ground signage consisting of one 2.4 x 0.8m banner on Home match days
- One Home Match Day dedicated to your business with promotional opportunities available
- Partnership with Taroona FC advertised at taroonafc.org
- Cross promotional opportunities via Taroona FC social media platforms
- Brand promoted with weekly fixture and results listings on social media
- 2 tickets to Taroona FC social events (End of Season Presentation Dinner, Annual Quiz night & Sponsors Day)
- Option for framed team jersey at extra cost



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## TEAM SUPPORTING SPONSOR

**\$2,000 to \$5,000 PER YEAR - MINIMUM 3 YEARS (SUPER & CHAMP)**  
**\$1,000 PER YEAR - MINIMUM 2 YEARS (ALL OTHER TEAMS)**

Taroona FC currently fields 7 Senior teams: Women's Super League (Statewide League), Women's Championship, Men's Championship, Men's Championship 1, Women's Social League 1, Women's Social League 2, and Men's Social League 3.

The following benefits are available for our Team Supporting Sponsors:

- Logo on back or sleeve of Y playing shirts
- Ground signage consisting of one 2.4 x 0.8m banners on Home match days
- Cross promotional opportunities via Taroona FC social media platforms
- Invitation and ticket to Taroona FC social events (Annual Quiz night & Sponsors Day)
- Partnership with Taroona FC advertised at taroonafc.org
- Taroona FC bumper sticker and 1 x Merchandise item (beanie, cap, or scarf)

Opportunities to sponsor teams is currently available



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## JUNIOR AND YOUTH SPONSOR

### \$5,000 PER YEAR - MINIMUM 3 YEARS

Taroona FC fielded 12 teams in the Youth Boys/Mixed and Youth Girls divisions in the 2024 Southern Tasmanian competition.

The following benefits are available for our Junior and Youth Sponsor:

- Logo on front of front of youth, junior and TFC Skills playing shirts
- Ground signage consisting of one 2.4 x 0.8m banners on Kelvedon Park match days
- Secondary teardrop signage at Taroona High School for junior games
- Cross promotional opportunities via Taroona FC social media platforms
- Invitation and ticket to Taroona FC social events (Annual Quiz night & Sponsors Day)
- Partnership with Taroona FC advertised at taroonafc.org
- Taroona FC bumper sticker and 1 x Merchandise item (beanie, cap, or scarf)



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## **JUNIOR AND YOUTH SUPPORTING SPONSOR**

### **\$3,000 PER YEAR - MINIMUM 3 YEARS**

Taroona FC fielded 12 teams in the Youth Boys/Mixed and Youth Girls divisions in the 2024 Southern Tasmanian competition.

The following benefits are available for our Youth Team Major Sponsors:

- Logo on back or sleeve of youth, junior and TFC Skills playing shirts
- Cross promotional opportunities via Taroona FC social media platforms
- Invitation and ticket to Taroona FC social events (Annual Quiz night & Sponsors Day)
- Partnership with Taroona FC advertised at taroonafc.org
- Taroona FC bumper sticker and 1 x Merchandise item (beanie, cap, or scarf)



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## **GROUND NAMING RIGHTS - \$8,000 PER YEAR MINIMUM 3 YEARS**

Would you like your business or organisation to own the naming rights to Kelvedon Park? It is one of the biggest exposure opportunities Taroona FC has on offer.

Naming rights for Kelvedon Park is a year-long advertisement for your business, and provides the opportunity for your business name to be mentioned weekly on both internal and external platforms within the Tasmanian football community.

Currently a blank canvas with opportunity for a local business.



The picturesque, award-winning clubrooms were designed by AKA Architects  
Photos courtesy of AKA Architects

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## OTHER SPONSORSHIP OPPORTUNITIES

### FROM \$1,000 PER YEAR

Taroona FC is a great community club, full of enthusiasm and embraced by the community, we also have many creative ways to help promote your business, or you may have some of your own, either way our flexibility around sponsorship is endless.

The following benefits and ideas could be possible:

- Logo on back or sleeve of youth, junior and TFC Skills training uniform
- Ball Sponsor - logo displayed on every game ball
- Shorts Sponsor - logo displayed on the black shorts of either a team or the entire club
- Interactive workshops at the club rooms
- New storage container and media platform signage (coming 2026)
- Bench warmer sponsor, logo on spectator benches around the ground
- Event & function centre, soon to be available for hire and extended trading hours (coming 2026)
- Coffee van at junior games (Hopefully coming 2026)
- Major sponsor of outdoor cinema or live entertainment nights

