



ASPLEY HORNETS FOOTBALL CLUB

**SPONSORSHIP  
PROSPECTUS**

**2024**

***Hornets***



# ABOUT OUR CLUB

JUST SOME OF THE KEY INDICATORS  
THAT SET OUR CLUB APART INCLUDE:

**9** SENIOR  
TEAMS

**43** JUNIOR  
TEAMS

**60** YEARS IN  
OPERATION

**643** JUNIOR  
PLAYERS

**111** PREMIERSHIPS.  
(93 JUNIOR & 18 SENIOR)

**21** PLAYERS DRAFTED TO AFL INCLUDING  
HARRIS ANDREWS & TAYLA HARRIS

**1000** PLAYERS ACROSS  
ALL AGES

ELITE SENIOR MENS & WOMENS TEAMS PLAYING  
STATE LEAGUE QAFL & QAFLW COMPETITIONS

Based in the Northern Suburbs of Brisbane, the Aspley Hornets are one of the largest community sporting clubs in the country.

## We also have an Award Winning Social Club which includes;

- 20,000 Members
- Bistro
- Café (6 Points Café)
- Sports Bar (Premiers Bar)
- 3 Function rooms
- Large outdoor deck
- Gaming room
- Second Facility located at Brendale with 2 additional full sized fields
- Sponsorship Network consisting of 50 different businesses



With Junior numbers that continue to grow and continued investment in our football programs, now is the ideal time for your business to get involved with the Aspley Hornets. As a Sponsor you will help us as we continue to grow the great game of AFL here in Queensland.

**SO DON'T WAIT ANY LONGER, THE TIME IS NOW TO JOIN OUR MIGHTY CLUB!**

# PACKAGES AVAILABLE



Over the following pages you will find our Sponsorship Packages that are currently available for the 2024 Season. Listed with each package are the key benefits that are included. These are only a starting point, we are here to help tailor a package to suit your needs, to ensure your Sponsorship with our Club is as successful as possible.

Below is a price list for the packages that you will find on the following pages. (prices do not include gst)

**Gold Level Sponsorships**

**\$10,000**

**Silver Level Sponsorships**

**\$7,500**

**Bronze Level Sponsorships**

**\$3,000**

**Package Add Ons**

Starting from **\$1,000**

**Event Sponsorships**

Starting from **\$1,000**

# GOLD SPONSOR PACKAGE

STARTING FROM

**\$10,000**

EXCLUDES GST



This Sponsorship is perfect if you are looking to support a local sporting team whilst still receiving great brand exposure for your business through our entire club.

In our Gold Level Sponsorship package we are offering a club wide promotion which includes sponsorship of one of our other senior teams.

Listed below are the key inclusions as part of this sponsorship. If this is a level of sponsorship that may interest you, we can further outline other benefits that can be offered as part of this package.

## KEY INCLUSIONS

- On field apparel logo placement opportunities
- Logo placement in the Gold Sponsor position on 1000 club polo shirts issued to all Juniors, Seniors, Coaches and Managers at the club
- Logo placement on all Senior teams training singlets and warm up tops
- 15 meters of fence signage at both Zupps Aspley Oval (Graham Road) and Brendale ovals
- 2 Tickets to selected football corporate events & functions
- \$500 Hornets Club Voucher so you can enjoy our club facilities with clients and friends.
- 15 second Advertisement on the big screen/ scoreboard at Senior Home Games
- Advertising on in house display screens throughout the club
- Inclusions in club marketing distributed to over 12,000 members
- Social media marketing opportunities
- 2 x Sponsor Merchandise Packs – includes Polo, Hat and Stubby Cooler
- 2 x Social Club Memberships
- Business listing on Hornets Website

# SILVER SPONSOR PACKAGE

STARTING FROM

**\$7,500**  
EXCLUDES GST

The Silver Level of Sponsorship is a great way to support the football club and it comes with its own unique branding opportunities whilst getting exposure to our membership base of 20,000.

Listed below are the some of the key inclusions that may form part of your sponsorship. If this is a level of sponsorship that may interest you, we can further outline other benefits that can be offered as part of this package.

## KEY INCLUSIONS

- Logo placement in the Silver Sponsor position on 1000 club polo shirts issued to all Juniors, Seniors, Coaches and Managers at the club
- 10 meters of fence signage at both Zupps Aspley Oval (Graham Road) and Brendale ovals
- 2 Tickets to selected football corporate events & functions
- \$500 Hornets Club Voucher so you can enjoy our club facilities with clients and friends
- 15 second advertisement on the big screen/ scoreboard at Senior Home Games
- Advertising on in house display screens throughout the club
- Inclusions in club marketing distributed to over 12,000 members
- Social media marketing opportunities
- 2 x Sponsor Merchandise Packs – includes Polo, Hat and Stubby Cooler
- 2 x Social Club Memberships
- Business listing on Hornets Website



# BRONZE SPONSOR PACKAGE

STARTING FROM

**\$3,000**

EXCLUDES GST



Our Bronze Sponsorship is a great way to align your business with the Aspley Hornets and give back to the local sporting community.

Listed below are the some of the key inclusions that may form part of your sponsorship. If this is a level of sponsorship that may interest you, we can further outline other benefits that can be offered as part of this package.

## KEY INCLUSIONS

- 5 meters of fence signage at both Zupps Aspley Oval (Graham Road) and Brendale ovals
- Invitation to Senior Home Game Sponsor Functions and other Networking Events
- \$250 Hornets Club voucher so you can enjoy our club facilities with clients and friends
- Advertising on in house display screens throughout the club
- Inclusions in club marketing distributed to over 12,000 members
- Social media marketing opportunities
- 2 x Sponsor Merchandise Packs – includes Polo, Hat and Stubby Cooler
- 2 x Social Club Memberships
- Business listing on Hornets Website

# PACKAGE ADD ONS

STARTING FROM

**\$1,000**  
EXCLUDES GST



8

HORNETS 2024 SPONSORSHIP PROSPECTUS

These are some exciting packages that can be added onto our existing Gold, Silver & Bronze options.

## CLUB COACHES SPONSOR

### KEY INCLUSIONS

- Sponsorship of the Aspley Hornets Junior, Youth & Senior Coaches
- Each Coach at the club will receive a training tee with your company logo prominently displayed on the front.
- Logo on all teams photos (given to every player at club)

### ADDING TO A PACKAGE

- Major - \$2,500
- Gold - \$3,000
- Silver - \$3,500
- Bronze - \$5,000

## SOCIAL CLUB SPONSOR OF THE MONTH

### KEY INCLUSIONS

- Branded take away coffee cups for selected month
- Branded drink coasters used for selected month
- Promotional business card displayed at prominent locations around club
- Opportunity to set up display stall/promote business in club foyer/reception for month

### ADDING TO A PACKAGE

- Major - \$1,000
- Gold - \$2,000
- Silver - \$3,000
- Bronze - \$4,000

ONLY 12 AVAILABLE

## CORPORATE ENTERTAINER PACKAGE

### KEY INCLUSIONS

- 4 x Tickets to Sportsmans Luncheon, Senior Presentation Night, and Game Day Hospitality area for selected Senior home games
- Sponsored hole and team in the Hornets Golf Day

### ADDING TO A PACKAGE

- Major – Included (excluding Golf Day)
- Gold - \$1,500
- Silver - \$2,000
- Bronze - \$2,500
- Stand Alone - \$4,000



# PACKAGE ADD ONS CONT.

STARTING FROM

**\$1,000**  
EXCLUDES GST



These are some exciting packages that can be added onto our existing Gold, Silver & Bronze options.

## PERIMETER BILLBOARD SIGNAGE

### KEY INCLUSIONS

3m x 2m Billboard Field Signage located on far wing at Zupps Aspley Oval (limited number available)

\*Minimum 2 year package

### ADDING TO A PACKAGE

- Major - \$3,000
- Gold - \$4,000
- Silver - \$5,000
- Bronze- \$7,000

## JUNIOR & YOUTH AGE GROUP

### KEY INCLUSIONS

- Sponsorship of an Entire Aspley Hornets Junior our Youth Age Group (60 – 100 players per age)
- Each player in that age group will receive a customised training tee with your company logo prominently displayed on the front.
- Logo on all team photos for age group

### ADDING TO A PACKAGE

- Major - \$2,500
- Gold - \$3,000
- Silver - \$3,500
- Bronze - \$4,000
- Stand Alone - \$4,000

## JUNIOR & YOUTH INDIVIDUAL TEAM

### KEY INCLUSIONS

- Sponsorship of an Aspley Hornets Junior our Youth Team
- Each player, coach & manager in that team will receive a customised training tee with your company logo prominently displayed on the front.
- Logo on team photo
- Invitation to selected Sponsor Events

### COSTS

- Junior - \$1,000
- Youth - \$1,500

# EVENT SPONSOR PACKAGE

STARTING FROM

**\$1,000**

EXCLUDES GST



The Hornets host a number of exciting events each year. Sponsorship of these events would provide great exposure along with entertainment opportunities for staff and clients.

## SPORTSMAN LUNCHEON SPONSORSHIP

### KEY INCLUSIONS

- Sponsorship of the Aspley Hornets Annual Sportsmans Luncheon attended by 140 people.
- Acknowledgment as Event sponsor in all marketing in the lead up to event and at the event.
- Logo displayed as Event sponsor on all marketing in the lead up to the event and at the event.
- Table of 10 at the Event - front and centre to stage.
- Opportunity to display promotional material on tables at the event.

**\$5,000 STAND ALONE**

### ADDING TO A PACKAGE

- Major - \$2,500
- Gold - \$3,000
- Silver - \$3,500
- Bronze - \$5,000

## SENIOR BEST & FAIREST SPONSORSHIP

### KEY INCLUSIONS

- Sponsorship of the Aspley Hornets Senior Best & Fairest Event (Black Tie Gala Event).
- Acknowledgment as Event sponsor in all marketing in the lead up to event and at the event.
- Logo displayed as Event sponsor on all marketing in the lead up to the event and at the event.
- Table of 10 at the Event - front and centre to stage.
- Opportunity to display promotional material on tables at the event.

**\$5,000 STAND ALONE**

### ADDING TO A PACKAGE

- Major - \$2,000
- Gold - \$3,000
- Silver - \$3,500
- Bronze - \$5,000

# EVENT SPONSOR PACKAGE CONT.

STARTING FROM

**\$1,000**  
EXCLUDES GST

The Hornets host a number of exciting events each year. Sponsorship of these events would provide great exposure along with entertainment opportunities for staff and clients.

## ASPLEY HORNETS GOLF DAY SPONSORSHIP

### KEY INCLUSIONS

- Sponsorship of the Aspley Hornets Golf Day
- Acknowledgment as Event sponsor in all marketing in the lead up to event and at the event.
- Logo displayed as Event sponsor on all marketing in the lead up to the event and at the event.
- 2 x Teams of 4 for the event.
- Opportunity to display promotional material in welcome packs for golfers.

**\$5,000 STAND ALONE**

### ADDING TO A PACKAGE

- Major - \$2,500
- Gold - \$3,000
- Silver - \$3,500
- Bronze - \$5,000

## SENIOR GAME DAY CORPORATE AREA

### KEY INCLUSIONS

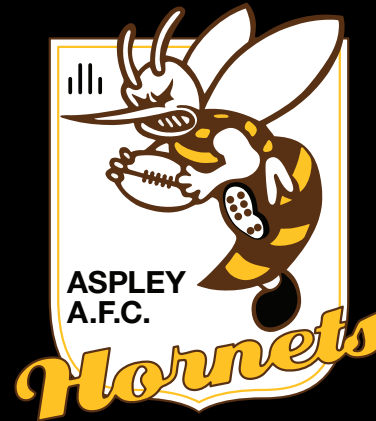
- Sponsorship of the Corporate Area for selected Senior Home games
- Acknowledgment as Event sponsor in all marketing in the lead up to event and at the event
- Logo displayed as Event sponsor on all marketing in the lead up to the event and at the event
- 4x Tickets to each event, with up to 10 guests to be used at 1 event only
- Opportunity to display promotional material on tables at event
- Branded Stubby Coolers used at event

**\$3,000 STAND ALONE**

### ADDING TO A PACKAGE

- Major - \$1,000
- Gold - \$1,500
- Silver - \$2,000
- Bronze - \$2,500





**FOR MORE INFORMATION ON ANY OF THE PACKAGES LISTED  
IN THIS DOCUMENT PLEASE CONTACT**

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***Hornets***