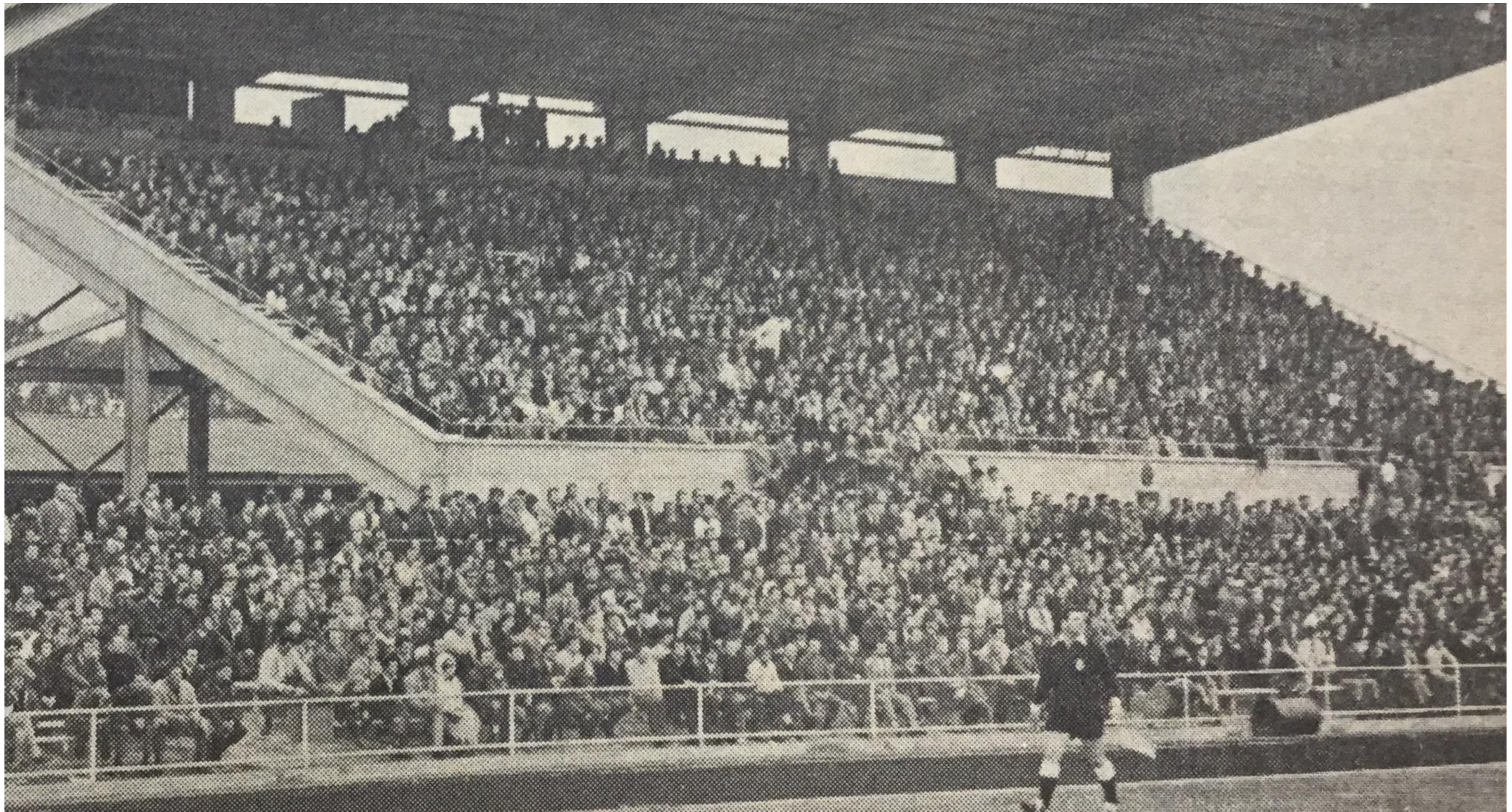




2024



HISTORY

Things you love to see!
A packed out Olympic Park during a cup game between Juventus and Hellas in 1969!

Formed in 1946, Adelaide City Football Club has a proud history of success and a reputation of playing an attractive brand of football. The club has won a remarkable 18 state championships, 17 state federation cup titles, and three national league titles, making the Zebras the most successful South Australian club in history.





WOMENS

Campione!
Our girls celebrating their 4-1 victory against rivals West Adelaide
in the 2017 Grand Final!

Since the commencement of the Women's National Premier League in 2014, Adelaide City's Women have had continued success, winning four championships and four cup titles. The club has the most successful South Australian Women's program in recent history.

Adelaide City's Women have had two players, Dylan Holmes and Matilda McNamara, that have represented the Matildas in the past 12 months with Alex Chidiac being a part of the 2023 Women's World Cup squad.





MENS

Campione!

Our mens celebrating their treble winning season in the 2022 Grand Final!

In 2021, our Senior Men won the National Premier League SA title. Captain Matthew Halliday, Lachlan Barr, and Asad Kasumovic were named in the Team of the Year, and Paul Pezos was named Coach of the Year. The championship was the club's first in 11 years.

Adelaide City continue to lead the way in SA winning a treble of NPL championship, premiership and SA Cup. By reaching the final of that competition, Adelaide City has once again secured a spot in the Australia Cup Round of 32.





JUNIORS

The main focus of our juniors program is the individual development of players, on and off the field, through a high-performance coaching program delivered by a dedicated team of qualified coaches. Adelaide City juniors is currently comprised of over 450 junior boys and girls, and spans over 40 teams that play at every age group from under 6 upwards.

A vast number of current professional footballers have come through the program at Adelaide City juniors. Such names include Stefan Mauk, Ben Garuccio, James Troisi, Carlo Armiento, Taras Gomulka, Bruce Kamau, Alex Chidiac, Dylan Holmes, Isabel Hodgson, and Chelsie Dawber, to name a few.





PURPOSE OF SPONSORSHIP

Adelaide City is not-for-profit and relies on sponsorship to fund Senior Men's and Women's teams and support the development of youth and junior footballers.

SOCIAL MEDIA REACH



Figures as of October 5th, 2023

Facebook:

Followers: 8,900+ (Highest out of all NPL clubs)

Likes: 8000+

Reaches over 17,000 consumers monthly

Instagram:

Followers: 5,600+ (Second highest out of all NPL clubs)

Reaches 7,500+ consumers monthly

Twitter:

Followers: 2,900+ (Highest out of all NPL clubs)

Over 150,000 tweet impressions monthly

SPONSORSHIP PACKAGES 2024



PLATINUM MAJOR

MEN	\$30,000 + GST
WOMEN	\$15,000 + GST
JUNIORS	\$20,000 + GST

Includes:

- Logo on front of Playing Shirt
- 10x Season passes to NPL/WNPL Home Matches
- 4x Corporate Hospitality Passes at each NPL home match
- Match Day Signage
- Full Page advertisement in all matchday programs
- Framed NPL or WNPL Signed Shirt
- Signed NPL or WNPL Ball
- Social Media & website announcement as Platinum Major Sponsor
- Logo on all matchday social media posts
- Logo & link on homepage of club website
- Invites to Season Launch
- Promotional Opportunity at Senior Presentation Event including 2x Complimentary tickets (Seniors)
- Promotional Opportunities at Junior Events & Presentation Events (Juniors)

GOLD – BACK OF SHIRT

MEN	\$20,000 + GST
WOMEN	\$8,000 + GST
JUNIORS	\$10,000 + GST

Includes:

- Logo on Middle Back of Playing Shirt
- 6x Season passes to NPL/WNPL Home Matches
- 2x Corporate Hospitality Passes at each home NPL match
- Match Day Signage
- Half Page advertisement in all matchday programs
- Framed NPL or WNPL Signed Shirt
- Signed NPL or WNPL Ball
- Social Media & website announcement as Gold Sponsor
- Logo & link on homepage of club website
- Invites to Season Launch
- Promotional Opportunity at Senior Presentation Event, including 2x Complimentary tickets (seniors)
- Promotional Opportunities at Junior Events & Presentation Events (Juniors)

SILVER – FRONT OF SHORT

MEN	\$10,000 + GST
WOMEN	\$5,000 + GST
JUNIORS	\$7,000 + GST

Includes:

- Logo on front of shorts
- 4x Season passes to NPL/WNPL Home Matches
- Advertisement in all match day programs
- Match Day Signage
- Signed NPL or WNPL Shirt
- Signed NPL or WNPL Ball
- Social Media & website announcement as Silver Sponsor
- Logo & link on homepage of club website
- Newsletter advertisement and weblink
- Invites to Season Launch
- Promotional Opportunity at Senior or Junior Presentation Events

BRONZE – SENIOR SLEEVE

MEN	\$5,000 + GST
WOMEN	\$3,500 + GST

Includes:

- Logo on shirt sleeve
- 2x Season passes to NPL/WNPL Home Matches
- Match Day Signage
- Logo Advertisement in all match day programs
- Signed NPL or WNPL Jersey
- Social Media & website announcement as Bronze Sponsor
- Logo & link on homepage of club website
- Newsletter advertisement and weblink
- Invites to Season Launch
- Promotional Opportunity at Senior Presentation Dinner

BRONZE – JUNIOR

JUNIORS \$4,000 + GST

Includes:

- Logo on shirt sleeve
- 2x Season passes to NPL/WNPL Home Matches
- Match Day Signage
- Logo Advertisement in all match day programs
- Signed NPL Jersey
- Social Media & website announcement as Bronze Junior Sponsor
- Logo & link on homepage of club website
- Newsletter advertisement and weblink
- Invites to Season Launch
- Promotional Opportunity at Junior Presentations and 2 complimentary tickets (juniors)

OTHER OPPORTUNITIES

MEN \$4,500 + GST

WOMEN \$2,500 + GST

JUNIORS \$3,500 + GST

Includes:

- Logo on back of shorts
- 2x Season passes to NPL/WNPL Home Matches
- Logo advertisement in all match day programs
- Social Media & website announcement as Back of Short Sponsor
- Logo & link on homepage of club website
- Invites to Season Launch
- Promotional Opportunity at Senior or Junior Presentation Event

JUNIOR TEAM SPONSOR

JUNIORS ONLY \$2,000 + GST

Includes:

- Logo on top back of shirt for your selected team
- 2 x Season passes to NPL/WNPL Home Matches
- Acknowledgement of your sponsorship in the Unley Clubrooms
- Framed Team Photo
- Logo and weblinks on club website and in newsletters
- Promotional Opportunity at Junior Presentation Night

ASSOCIATE SPONSOR

SENIORS ONLY \$2,200 + GST

Includes:

- Match Day Ground Signage
- 2 x Season passes to NPL/WNPL Home Matches
- Logo advertisement in all match day programs
- Logo and weblinks on club website and in newsletters
- Invitation to 2023 Season Launch

PLAYER SPONSOR

MEN \$1,500 + GST

WOMEN \$1,000 + GST

Includes:

- Framed Certificate of Sponsorship
- 2 x Season passes to NPL/WNPL Home Matches
- Invitation to 2023 Season Launch
- Matchday Program Listing
- Personal Appearance by 'your' player at your organisation.

Additional: \$1,000 + GST

- Match Day Ground Signage



2024