PEARCEDALE BAXTER J.F.C

Panther Pride: Powered by Community

2027 SPONSORSHIP OPPORTUNITIES





BUILDING GENUINE PARTNERSHIPS DELIVERING MEANINFUL VALUE

Strengthening our Committment to Sponsors

Our sponsors are an essential part of Pearcedale Baxter Junior Football Club. Put simply, our Club could not operate or provide the opportunities we do for our players without their support. We greatly value the businesses and organisations that choose to support our Club and recognise that, in return, we have a responsibility to deliver genuine value, meaningful recognition and a strong connection with our community.

We have listened to the feedback from our sponsors throughout 2026. In particular, we acknowledge that our website and social media presence have not consistently delivered the exposure and engagement our sponsors should reasonably expect. We recognise that we have fallen short in these areas and are committed to making meaningful improvements in 2027.

We have already commenced updating our website, exploring ways to increase public engagement across our social media platforms and developing more meaningful sponsor content. We want to move beyond simply displaying a logo. Our aim is to introduce the businesses behind our sponsorships, showcase their products and services, and encourage our members and wider community to support those who support the Dales.

A More Focused Approach to Sponsorship

As part of our review, we have deliberately streamlined our sponsorship packages for 2027. Rather than offering an extensive range of benefits that may be difficult to consistently deliver, we have focused on a smaller number of clearly defined opportunities that we are confident we can fulfil.

This approach reflects our commitment to setting realistic expectations, delivering on our promises and ensuring that every sponsor receives the recognition and value associated with their contribution.

However, we recognise that sponsorship is not one size fits all. Our packages provide a starting point, not a limitation on how businesses can support our Club. We welcome conversations about alternative or tailored arrangements that better suit individual businesses, including different combinations of benefits, support for specific development programs or initiative or the contribution of products and services in lieu of some or all of a financial sponsorship.

Ultimately, our goal is simple: we want our sponsors to be more than a logo at our Club. We want to build genuine, mutually beneficial partnerships where businesses feel valued, our community knows who supports the Dales, and our members are encouraged to return that support.

Above all, every sponsorship helps us deliver what matters most — more opportunities, better experiences and a stronger Club for our kids.

We look forward to working with you - PBJFC Committee

OUR CLUB
YOUR REACH

350+	PLAYERS REGISTERED	100+	AUSKICKERS REGISTERED
129	HOME GAMES	137	AWAY GAMES
19	TEAMS	47	AWAY VENUES
29	REGISTERED PARTICIPANT SUBURBS	31	2026 SPONSORS
300	MINIMUM GAME DAY ATTENDEES	42	SENIOR HOME GAMES
1000+	FACEBOOK FOLLOWERS	500+	PARENTS REGISTERED



Wherever we go,
we take our Sponsors with us.

PEARCEDALE BAXTER JUNIOR FOOTBALL CLUB

PACKAGES

GOLD

$1650 (INCL GST) PER YEAR
TERM: 1 YEAR

- 1 Large Double Sided Advertising sign displayed on Front Oval
- Logo displayed on digital score board (front & rear oval) during all matches
- 2 Dedicated social media posts per season, detailing your business and acknowledging your support
- Up to 2 social media posts sharing sponsor promotional campaigns per season
- Main Club Rooms Digital Logo Display
- Logo displayed on our website homepage and sponsorship page with clickable link to your business page
- $100 Apparel Voucher
- 2 Tickets to Club Sponsor Appreciation Event

SILVER

$1,375 (INCL GST)PER YEAR
TERM: 1 YEAR

- 1 Large Double Sided Advertising sign displayed on Front or Rear Oval
- Logo displayed on digital score board (front & rear oval) during all matches
- 1 Dedicated social media posts per season, detailing your business and acknowledging your support
- 1 social media posts sharing sponsor promotional campaigns per season
- Main Club Rooms Digital Logo Display
- Logo displayed on our website homepage and sponsorship page with clickable link to your business page
- $50 Apparel Voucher
- 2 Tickets to Club Sponsor Appreciation Event

BRONZE

$550 (INCL GST) PER YEAR
TERM: 1 YEAR

- 1 Dedicated social media posts per season, detailing your business and acknowledging your support
- Main Club Rooms Digital Logo Display
- Logo displayed on our website homepage and sponsorship page with clickable link to your business page
- 1 Ticket to Club Sponsor Appreciation Event

TEAM

$750 (INCL GST) PER YEAR
TERM: 1 YEAR (FIRST OPTION TO RENEW*)

- 1 Medium Advertising sign displayed on Front or Rear Oval
- 1 Dedicated social media post per season, detailing your business and acknowledging your support
- Main Club Rooms Digital Logo Display
- Logo displayed on our website homepage and sponsorship page with clickable link to your business page
- 1 Ticket to Club Sponsor Appreciation Event
- Framed Team Photo

GAME DAY AWARDS

MINIMUM OF 14 AWARDS

Each season we provide a number of awards to players to celebrate their contribution to the game. We are grateful for any assistance in supporting this through the donation of specific prizes, or a donation to the club to allow us to purchase prizes.

We welcome business merchandise (who doesn't love a free beanie!), vouchers, treats and everything in between!

OTHER OPPORTUNITIES

PRICE, TERM & INCLUSIONS BY AGREEMENT

We understand that sponsorship isn't one size fits all.
We're always happy to discuss different ways you can support our Club and find an arrangement that works for everyone. At the end of the day, our focus is on providing the best possible opportunities and experiences for our players.

Every contribution—big or small helps us do just that.

What can this look like?

As we said, one size does not fit all, the following is some examples, however, we would love to hear your ideas: Good and Services, Discount Opportunities for Club families, items or financial contributions to raffles or other fundraising events.

Agreements, such as the provision of a service to the club, may be used to offset part or all of the cost of the sponsorship package, subject to agreement.

* TEAM SPONSORS WHO HAVE AN OUTSTANDING INVOICE AT THE CONCLUSION OF THE SEASON WILL NOT BE PERMITTTED TO REMAIN AS TEAM SPONSOR IN THE FOLLOWING YEAR.

VALUE LEDGER

	OVAL SIGNAGE	LOGO DISPLAY DIGITAL SCOREBOARD	LOGO DISPLAY DIGITAL CLUBROOMS	SOCIAL MEDIA SPONSOR POSTS	SOCIAL MEDIA PROMOTION SHARES	APPAREL VOUCHER	BUMPER STICKER	SPONSORS EVENT TICKETS	WEBSITE LOGO DISPLAY AND LINK	TEAM PHOTO
Gold	✓	✓	✓	✓	✓	✓	✓	✓	✓	-
Silver	✓	✓	✓	✓	-	✓	✓	✓	✓	-
Bronze	-	-	✓	-	-	-	✓	✓	✓	-
Team	✓	-	✓	✓	-	-	✓	✓	✓	✓

As noted above - we acknowledge that one size does not fit all - if you would like to discuss specific items included in sponsor packages, or additions to your package please contact our Sponsorship Coordinator to discuss.

YOUR BRAND FRONT & CENTRE

HERE ARE JUST SOME EXAMPLES OF BRAND EXPOSURE. THE CLUB IS WORKING HARD TO EXPAND OUR REACH AND ARE ALWAYS LOOKING FOR NEW WAYS TO PROMOTE THE CLUB AND ITS SPONSORS - WATCH THIS SPACE!



CELEBRATING OUR TEAMS & INDIVIDUALS FOR THEIR MILESTONES & KEY ACHIEVEMENTS



OVAL SIGNAGE IN PLACE FOR THE SEASON



SPONSORED AWARDS



OUR UPDATED WEBSITE INCLUDES YOUR LOGO & LINKS TO YOUR WEBSITE/SOCIAL MEDIA





REFRESHED SOCIAL MEDIA POSTS ENSURE THE COMMUNITY NOT ONLY KNOWS YOUR LOGO, BUT KNOWS YOUR BUSINESS.

SPONSORS ARE WELCOME TO PROVIDE BRANDED MERCHANDISE TO COACHES, TEAM OFFICIALS, PLAYERS ETC FOR FURTHER BRAND EXPOSURE. PBJFC CAN ASSIST IN THIS PROCESS IF NEEDED.

CONTACT

If you would like to contact us to discuss sponsorship please contact:

Rod Stone
Sponsorship Coordinator

sponsorship@pbjfc.au

Thank you for considering sponsorship with our Club!