



TAROONA FC SPONSORSHIP PACKAGES

2025



[taroonafcc](https://www.facebook.com/taroonafcc)



[taroonafc](https://www.instagram.com/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 450 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.

OUR 2024 SEASON

Our Men's Championship team had a particularly successful year in 2024, winning the Empire Couriers Summer Cup and narrowly finishing the Kappa Southern Championship league as runners-up.

Sam James, won both the Kappa Southern Men's Championship 'Best & Fairest' Award, and the 'Golden Boot' for most goals scored throughout the season. The Kappa Southern Men's Championship 'Coach of the Year' was won by Riley Pitchford, and Tayla Thomas won Southern Women's Championship 'Coach of the Year'.

Our WSL goalkeeper, Izzy Ottavi, finished 3rd in 'Best and Fairest' for the State-wide WSL competition, also winning the 'Save of the Year' award. Our U16 Girls team finished the year on a high note too, winning the Launceston Cup. Our Technical Director, Holly-Lace Ayton, is the Equipment Manager for the CommBank Matildas. It is evident that Taroona FC is a Club which is highly respected for its good values, quality players & coaching staff at all levels.



2024 U16 Girls Launceston Cup Champions



2024 Empire Couriers Cup Champions

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 Tascon Constructions, 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 450 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) 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 (last 28 days: 9.7K Reach, 58.9K Views & 1K Content Interactions) and an Instagram following of 862 (last 28 days: 3.5K Reach, 22.7K Views, & 1.2K Content Interactions).
- A **weekly 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).



Our WSL Squad prior to a recent pre-season match against Geelong Galaxy FC

SPONSORSHIP OPTIONS

We have a huge number of sponsorship options available, ranging from in-kind or product sponsorships, to team or individual player 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.

- Page 4: Minor Sponsorship Packages
- Page 5: Individual Player Sponsorship
- Page 6: Senior Team Sponsorship
- Page 7: Youth Team Sponsorship
- Page 8: Ground Naming Rights

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 (Senior teams and Youth/Junior teams)
- Volunteer of the Month

Our Annual social events, which include our Quiz night and End of Season Dinner, are also great opportunities for partnership.

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

CONTACT US:

Izzy Ottavi (they/them)
Social Media + Marketing
newsletter@taroonafc.org / 0437 365 894

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

CHECK US OUT:

-  www.taroonafc.org
-  [@taroonafcc](https://www.facebook.com/taroonafcc)
-  [@taroonafc](https://www.instagram.com/taroonafc)



Kelvedon Park, 34 Nubeena Cres, Taroon TAS 7053

MINOR SPONSORSHIPS

WHITE SPONSOR - \$1,000 PER YEAR

Taroona FC's 'White Sponsor' level includes a vibrant, custom printed banner that surrounds the picturesque Kelvedon Park on Home Game days.

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.

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)

BLACK SPONSOR - \$2,000 PER YEAR

Taroona FC's 'Black Sponsor' level includes everything mentioned above, as well as:

- One home match day dedicated to your business with promotional opportunities available
- Cross promotional opportunities throughout the season via Taroona FC social media and online platforms
- Taroona FC Bumper Sticker and one item of Taroona FC Merchandise (cap, beanie, or scarf)



BANNER SIZE
2.4 x 0.8 m

Banners surround Kelvedon Park on Taroona FC Home Game days



INDIVIDUAL PLAYER SPONSORSHIPS

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 Taroon 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.

SENIOR PLAYER SPONSORSHIP PACKAGE - \$1,000 PER YEAR

- A branded social media announcement featuring your sponsored player, plus additional social media exposure throughout the year
- Partnership with Taroon FC advertised at taroonafc.org
- 5 x complimentary beverages at Home games (includes alcoholic beverages, cans of fizzy drinks, or barista style hot drinks)
- Taroon FC bumper sticker and 1 x Merchandise item (beanie, cap, or scarf)

YOUTH PLAYER SPONSORSHIP PACKAGE - \$600 PER YEAR

- A branded social media announcement featuring your sponsored player
- Partnership with Taroon FC advertised at taroonafc.org
- Your business logo on the sleeve of sponsored player's playing shirt (business must provide the logo, Taroon FC will organise application of logo - max size 7cm x 5cm)
- Taroon FC bumper sticker and 1 x Merchandise item (beanie, cap, or scarf)



One of last year's Player Sponsors: Hobart Mitsubishi

SENIOR TEAM SPONSORSHIP

\$5,000 PER YEAR - MINIMUM 2 YEARS

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 and training 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)

Our current Major Sponsors include:

- Men's Championship team: Shadforth Financial Group
- Women's Super League: Tassal



YOUTH TEAM SPONSORSHIP

\$2,000 PER YEAR - MINIMUM 2 YEARS

Taroona FC fielded 6 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 front of front of Youth 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)

We currently do not have any Major Sponsors for our Youth teams.



GROUND NAMING RIGHTS - \$10,000

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.



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