



YERONGA

JUNIOR AUSTRALIAN FOOTBALL CLUB



**PARTNERSHIP
PROSPECTUS**



OUR VISION, MISSION & VALUES.

OUR VISION:

To be the club of choice, with regards to promoting, encouraging and fostering the game of Australian Football amongst the local junior sector within the community.

OUR MISSION:

Our primary objective is the development of junior AFL football and footballers. To this end, we will provide within the local area, a junior football program that prepares young footballers both physically and mentally for senior football and their journey through life.

Our principal philosophy is the provision of a safe and supportive community-based environment, which encourages skill development, fitness, fair play and teamwork.

OUR VALUES:

The Club is run for the benefit of local children.

The physical and emotional safety of our players is paramount in all that we do.

While success on the field is important, we place more importance on the concepts of fair play, teamwork and team spirit.

We will care for the environment in which we play, both home and away.

We will be part of the community in which we play and, to this end, will cooperate, support and respect the boundaries of other sporting clubs, where possible.

We believe in fair and equal treatment for all persons involved with the club and operations.

The administration of the Club will be professional, transparent and fair; all duties will be carried out honestly and with integrity.



LEYSHON PARK PRESENCE & EXPOSURE.

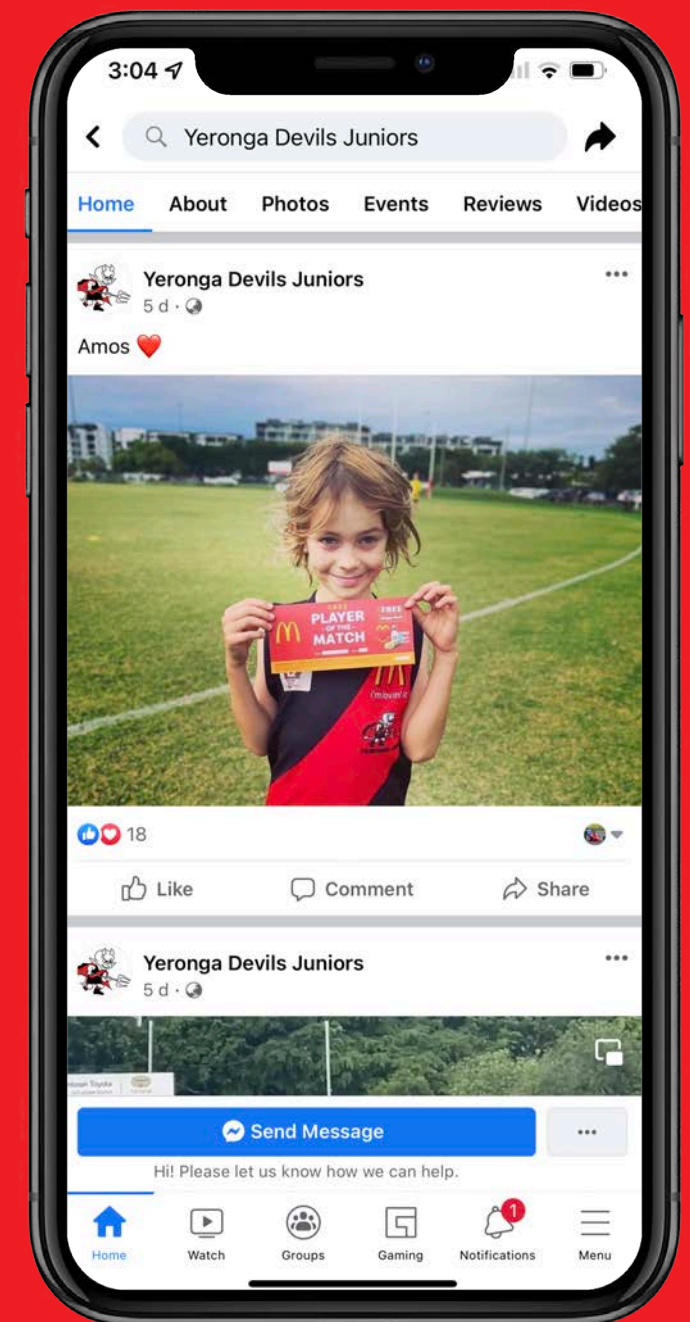
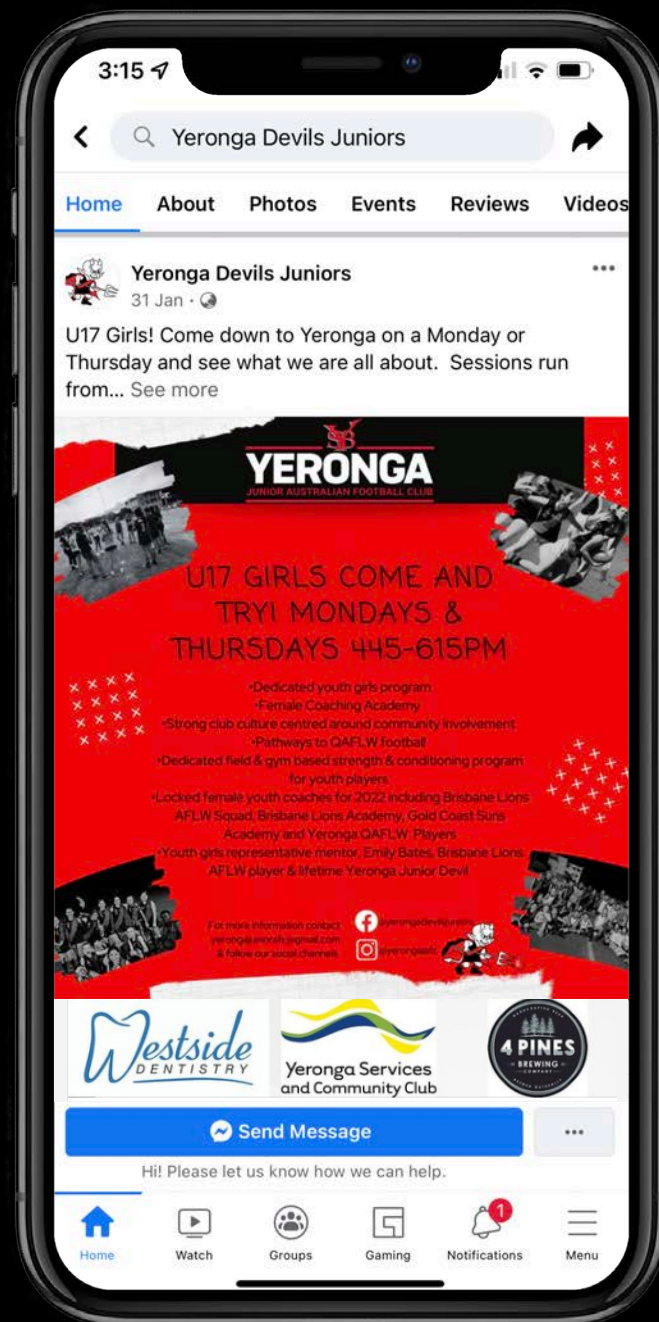
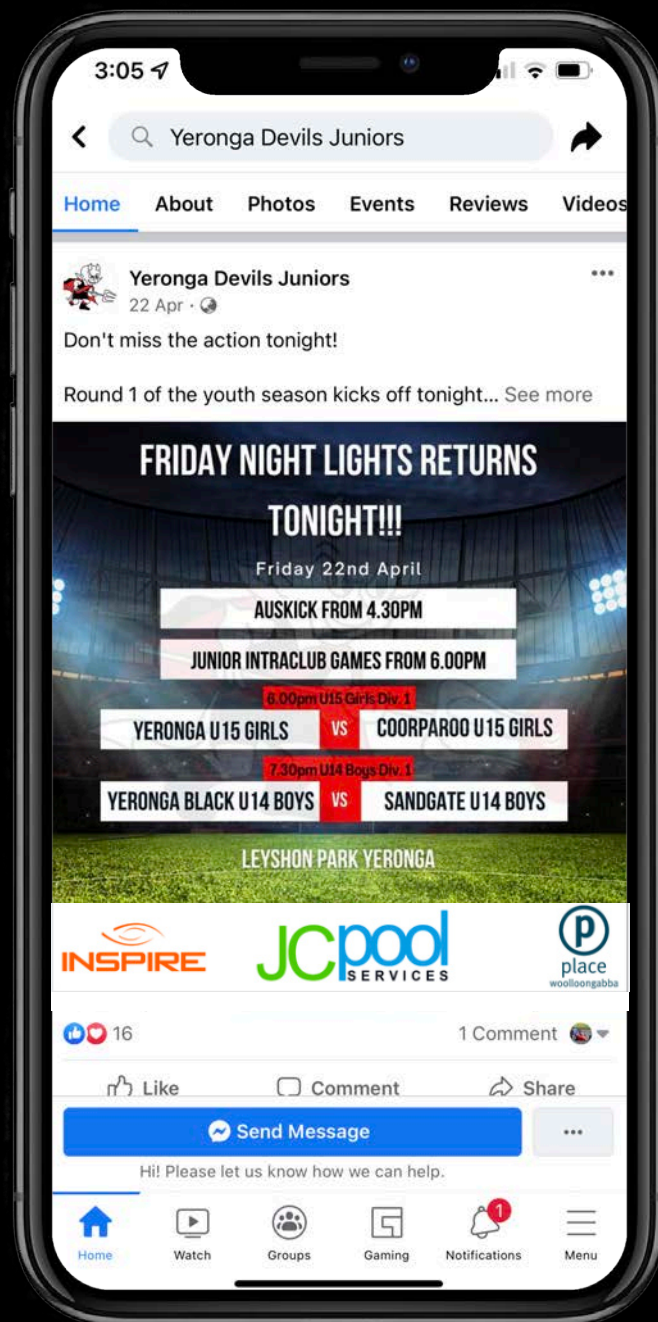
**EVERY YEAR, IN EXCESS OF 34,000 PEOPLE
COME THROUGH THE GATES OF LEYSHON PARK,
THE HOME OF THE DEVILS.**

- The home of community football in SEQ, thanks to its world-class pitch and the location of AFL Queensland's Administration & Training Centre.
- Matches played across Friday nights, Saturdays and Sundays
- Regularly plays host for grand final series for Brisbane junior competition as well as senior men's and women's competitions.
- Brisbane Lions AFLW training ground, along with a host of talent and academy teams.
- Brisbane Lions men's Summer training facility.



ONLINE PRESENCE & EXPOSURE.

- Dedicated digital marketing specialist
- The Devils are active on social media:
- Facebook: ~800 followers; reach – 42,5771
- Instagram: ~500 followers; reach - 15,4881
- Our followers keep up to date through regular posts.
- Regular e-newsletters to a database of 430 players (681 contacts) with an average open rate of 52.6%1
- Exposure on the Yeronga Devils' website.





DEVILS IN THE COMMUNITY.

- Bringing together 430 children and their families, plus a further 70 NAB Auskick participants. In 2021, 29 teams from under 6s (Superstars Footy) to Under 16s took to the fields,
- We are an inclusive and diverse club with strong community values. Often partnering with our affiliate senior club, we use football and community to connect with others, ensure access to football and a to build a sense of belongingB





PARTNERING WITH THE YERONGA DEVILS JUNIOR AFC.

- Partnering with the Yeronga Devils Junior AFC is a fantastic way to not just support our local community, but a great way to connect with our growing community.
- Through our club partnership program, you will be provided with numerous unique benefits exclusively provided to the club's family of members, players and supporters with a fabulous opportunity to promote your respective products and services, as well as highlighting your community support.
- Our philosophy is to provide tangible value for each partner investment and for partner to be a key member of the Devils Family. To maximise this investment, Yeronga Devils Juniors is dedicated in attending to all facets of the partnership agreement, facilitate open lines of communication and ensure that partner expectations are exceeded.



PARTNERSHIP OPPORTUNITY GOLD PARTNER.

SIGNAGE & MATCH DAY PRESENCE

- Leyshon Park presence and exposure for 12 months
- Fence wrap (10m) on internal oval fence behind goals, centre square or other location on request
- Additional high traffic/visibility precinct signage opportunity (at cost)
- External oval fence sign (1) – 3m x 0.9m (at cost)
- Off-field presence - marquees, displays and other activation opportunities during home matches and training nights
- VIP match day exposure (e.g., Sponsors Days)

ADVERTISING & ONLINE PRESENCE

- Gold partner acknowledgement on Yeronga Devils home page; sign-on news article; logo, company bio and link to website on Partners page
- Club-generated social media posts (min.4) plus sign-on post; other social media opportunities including sponsor activation on demand (min.4)
- Sign-on news article in e-newsletter, linked logo in all regular e-newsletters; additional newsletter opportunities including sponsor activation on demand (min.4)
- Exclusive Partner's round (2 of) promotional opportunity where your company will be exclusively recognized in all social media posts
- Additional company recognition on ad hoc digital collateral throughout season.

ACKNOWLEDGEMENT

- Exclusive partnership in industry/professional section / supply rights
- Framed club jersey for display at company premises
- Club polo shirt
- Personal acknowledgement by host when present at official club functions
- 4 x VIP invitations to the annual Devil of a Lunch and annual Ladies Day events plus early access to purchase additional tickets.
- 4 x seats including hospitality to a Brisbane Lions match throughout the season (date TBC) in the Yeronga Devils corporate box.collateral throughout season.

INVESTMENT:
\$5,000 (INC. GST);
MINIMUM TERM
OF 2 YEARS



PARTNERSHIP OPPORTUNITY SILVER PARTNER.

SIGNAGE & MATCH DAY PRESENCE

- Leyshon Park presence and exposure for 12 months
- External oval fence sign (1) – 3m x 0.9m (at cost)
- Off-field presence - marquees, displays and other activation opportunities during home matches and training nights
- VIP match day exposure (e.g., Sponsors Days)

ADVERTISING & ONLINE PRESENCE

- Silver partner acknowledgement (logo, company bio and link to website) on website Partners page
- Club-generated social media posts (min. 2) plus initial welcome post; other social media opportunities including sponsor activation on demand (min. 4)
- Sign-on news article in e-newsletter, linked logo in all regular e-newsletters; additional newsletter opportunities including sponsor activation on demand (min. 4)
- Exclusive Partner's round (1) promotional opportunity where your company will be exclusively recognized in all social media posts for the week of that round
- Additional company recognition on ad hoc digital collateral throughout season.

ACKNOWLEDGEMENT

- Exclusive partnership in industry/professional section / supply rights
- Framed club jersey for display at company premises
- Club polo shirt
- Personal acknowledgement by host when present at official club functions
- 2 x VIP invitations to the annual Devil of a Lunch and Ladies Day events plus early access to purchase additional tickets.
- 2 x seats including hospitality to a Brisbane Lions match throughout the season (date TBC) in the Yeronga Devils corporate box.

**INVESTMENT:
\$3,300 (INC. GST)
MINIMUM TERM
OF 2 YEARS**



PARTNERSHIP OPPORTUNITY BRONZE PARTNER.

SIGNAGE & MATCH DAY PRESENCE

- Leyshon Park presence and exposure for 12 months
- External oval fence sign (1) – 3m x 0.9m (at cost)
- Off-field presence - marquees, displays and other activation opportunities during home matches and training nights
- VIP match day exposure (e.g., Sponsors Days)

ADVERTISING & ONLINE PRESENCE

- Bronze partner acknowledgement (logo, company bio and link to website) on website Partners page
- Initial welcome post on social media and sign-on news article in e-newsletter, linked logo in all regular e-newsletters

ACKNOWLEDGEMENT

- Exclusive partnership in industry/professional section / supply rights
- Personal acknowledgement by host when present at official club functions
- Early access to purchase VIP tickets to Devils; major club events

INVESTMENT:

**\$1,650 (INC. GST)
MINIMUM TERM
OF 2 YEARS**



FOR MORE INFORMATION.

THE YERONGA JUNIOR DEVILS AFC

We would be happy to tailor a bespoke partnership package to suit your needs and objectives and ensure that everyone in our community associates your brand with the Yeronga Devils Juniors.

FOR MORE INFORMATION

Contact our Partnership Delivery Coordinator, Darren Cosgrove, on 0468 641 246 and dc@eplace.com.au

FOLLOW US ON

Facebook ([@yerongadevilsjuniors](#))

Instagram ([@yerongajafc](#))

YERONGADEVILS.COM.AU

