



# SPONSORSHIP PROPOSAL

Season 2026

**Dear Prospective Sponsor,**

The Eastern Devils Football Club (EDFC) is a community-based local football club with a 26-year history in women's football. We are the longest-standing female-only football club in the state and are one of very few dedicated to women in the sport.

We strive to provide a healthy, safe, and inclusive environment for women and gender-diverse community members to play football. By creating a fun, family-orientated atmosphere, we aim to offer opportunities regardless of sporting or fitness ability. Our goal is to create a football club that makes the Eastern Devils the obvious choice for any young girl moving into senior football, any woman wanting to progress their football or anyone new to the sport.

Located at Mulgrave Reserve off Garnett Road in Mulgrave, EDFC has enjoyed a prominent history. Most recently, since its inception into the highly esteemed EFNL competition in 2022, the club has collectively celebrated five grand final births, three minor premierships, and two flags.

This success is a by-product of our hard work and strong culture, which is practised and respected by all members and is underpinned by our core values of Respect, Diversity, and Inclusion. We pride ourselves on being a club that is connected and involved with its local people, community and businesses.

To ensure we continue to move to new heights for 2026, the Eastern Devils continues to champion the Women & Girls Community Football Charter. This charter assists us in empowering women and girls and making our club environment even more welcoming, safe, and inclusive.

The club is managed by dedicated volunteer staff who tirelessly provide their skills, time, and assistance to ensure its effective operation each year. As a local community sports club, our primary revenue sources are membership fees and donations from generous individuals and businesses. These funds are reinvested in the club for the benefit of all members.

## **Sponsorship Proposal**

The Eastern Devils Football Club understands that organisations require value for any sponsorship money in today's economic climate. Thus, the committee has put together various sponsorship packages to provide local businesses and organisations with a flexible opportunity to support their community.

The Eastern Devils endeavour to create an environment that puts family values to the forefront and prides itself on acting with integrity, innovation, and teamwork and welcome others to join us.

As a sponsor of Eastern Devils, we guarantee to promote your brand/product/service throughout the club and broader community at every opportunity.

The opportunities that the Eastern Devils can offer to an interested party are as follows:



@easterndevilsfc



admin@easterndevils.com



<https://easterndevils.com>



136 Garnett Road, Wheelers Hill

# SPONSORSHIP PACKAGES

## MAJOR SPONSORSHIP PACKAGE - EXCLUSIVE TO 1 MAJOR SPONSOR 3 YEAR COMMITMENT, CONTACT FOR DETAILS

Signage	<ul style="list-style-type: none"><li>• 1 x Sponsor signage on ground boundary fence at Mulgrave Reserve</li><li>• Sponsor logo featured on digital scoreboard for home games</li><li>• Business cards / flyers displayed in clubrooms</li><li>• Teardrop banner with sponsor logo displayed at home games</li><li>• Logo on training tops to be worn at training, and all season games</li></ul>
Communications	<ul style="list-style-type: none"><li>• Sponsor logo on club website</li><li>• Content to be featured on social media (Instagram, Facebook, TikTok)</li></ul>
Events	<ul style="list-style-type: none"><li>• Major event named after sponsor. Details to be negotiated.</li><li>• Opportunity for your business to do an information session post training or hold a stall at a home game</li><li>• Double pass to annual major function (x2)</li></ul>
Membership	<ul style="list-style-type: none"><li>• 2026 Standard Season Pass (x4)</li></ul>

## PREMIUM SPONSORSHIP PACKAGE \$ AMOUNT NEGOTIABLE, CONTACT FOR DETAILS

Signage	<ul style="list-style-type: none"><li>• 1 x Sponsor signage on ground boundary fence at Mulgrave Reserve</li><li>• Sponsor logo featured on digital scoreboard for home games</li><li>• Business cards / flyers displayed in clubrooms</li></ul>
Communications	<ul style="list-style-type: none"><li>• Sponsor logo on club website</li><li>• Content to be featured on social media (Instagram, Facebook, TikTok)</li></ul>
Events	<ul style="list-style-type: none"><li>• Opportunity for your business to do an information session post-training or hold a stall at a home game</li><li>• Double pass to annual major function (x2)</li></ul>
Membership	<ul style="list-style-type: none"><li>• 2026 Standard Season Pass (x4)</li></ul>

## STANDARD SPONSORSHIP PACKAGE \$ AMOUNT NEGOTIABLE, CONTACT FOR DETAILS

Signage	<ul style="list-style-type: none"><li>• Sponsor logo featured on digital scoreboard for home games</li><li>• Business cards / flyers displayed in clubrooms</li></ul>
Communications	<ul style="list-style-type: none"><li>• Sponsor logo on club website</li><li>• Content to be featured on social media (Instagram, Facebook, TikTok)</li></ul>
Events	<ul style="list-style-type: none"><li>• Double pass to annual major function (x1)</li></ul>
Membership	<ul style="list-style-type: none"><li>• 2026 Standard Season Pass (x2)</li></ul>

## IN-KIND SPONSORSHIPS \$ AMOUNT NEGOTIABLE

	<ul style="list-style-type: none"><li>• Goods / Services</li><li>• Club Apparel / Club Gear</li></ul>
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Please note that the Eastern Devils is flexible and open to any IN-KIND SPONSORSHIP and will endeavour to offer options for all interested parties. Additionally, we are open to customising any package to suit your business's needs and invite further discussion to reach a mutual agreement.

### **Donation**

If you would like to donate to the Eastern Devils Football Club but cannot commit to any of the sponsorship categories listed in this proposal, please feel free to contact the club to discuss ways that you or your business can assist.

For further information about any of the sponsorship packages listed in this proposal, please contact:

Taylah O'Hagan

Phone: 0477 208 777

Email: [taylahohagan@gmail.com](mailto:taylahohagan@gmail.com)

Rachel Baker

Club President

Phone: 0417 587 822

Email: [admin@easterndevils.com.au](mailto:admin@easterndevils.com.au)

# SPONSORSHIP ACCEPTANCE FORM

## SPONSORSHIP CATEGORIES:

- Exclusive Major Sponsor Package
- Premium Sponsor Package
- Standard Sponsor Package
- In-Kind Sponsorship (Please state type of sponsorship/donation)
- Private Donation

I commit to providing sponsorship to the Eastern Devils Football Club for the 2026 Season for the following:

Sponsorship Category: \_\_\_\_\_

Sponsorship Value: \$ \_\_\_\_\_

Organisation / Business Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Contact Name: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: ( \_\_\_\_ ) \_\_\_\_\_ Fax ( \_\_\_\_ ): \_\_\_\_\_

Email: \_\_\_\_\_

**Please note:** Payment is requested within 2 weeks of acceptance – however, if this isn't feasible, please reach out so we can discuss alternative arrangements.

### Electronic Funds Transfer:

Eastern Devils FC

BSB: 633-000

Account Number: 133849307

### Cheques Should be Made Payable To:

Eastern Devils Football Club

Mulgrave Reserve,

136 Garnett Road

Wheelers Hill, 3150



<https://easterndevils.com>



[admin@easterndevils.com](mailto:admin@easterndevils.com)