



# 2026 SPONSORSHIP PROSPECTUS

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# GEELONG WEST GIANTS

## CLUB PARTNERSHIP PROSPECTUS 2026

**BUILT ON HISTORY. DRIVEN BY COMMUNITY. FOCUSED ON THE FUTURE.**

### WHO WE ARE — One Club · Two Leagues · Unmatched Opportunities

The Geelong West Giants are a proud community-driven football & netball club with a combined 250+ years of history, offering genuine pathways from Auskick and Net-Set-Go, through junior football and netball, to Senior Men's and Women's teams competing at the highest levels of regional sport.

We are the only club in the region with teams across both the Geelong Football & Netball League (GFNL) and the Geelong & District Football & Netball League (GDFNL) — creating unmatched reach, visibility, and engagement for our partners across multiple competitions, audiences, and communities.

Based in the heart of Geelong West, the Giants operate from two key home grounds — West Oval (corner of Weddell Road and Church Street) and our Junior Hub at Baker's Oval (Shannon Avenue) — which host games every weekend from April to September, connecting players, families, volunteers, supporters, and sponsors throughout Geelong West and the wider region.

### PARTNERING WITH THE GIANTS

Partnering with the Giants is more than sponsorship — it's joining a community with heart and ambition.

We offer:

- Consistent visibility: Two grounds hosting games every weekend from April to September.
- Digital presence: Brand new website launching February 2026 - an online experience that is truly in a league of its own.
- Engaged social media accounts with reach in excess of 700,000+ in the past 90 days.
- Digital marketing, newsletters and up to date blogs.
- Broad reach: Teams across two major Geelong leagues, engaging players, families, volunteers, and supporters of all ages.
- Community impact: Your brand becomes part of a trusted, connected, and inclusive organisation.
- Diverse engagement: From juniors to seniors, male and female teams, creating multiple touchpoints for connection and activation.
- Shared ambition: Be part of a club driven by growth, excellence, and community contribution.

A partnership with the Giants is a chance to support success, participation, development, inclusion, and impact, while aligning your brand with a club that inspires, connects, and grows together.

**ONE CLUB · TWO LEAGUES · UNMATCHED OPPORTUNITIES**



# SPONSORSHIP PACKAGES

## GROUND NAMING RIGHTS PARTNER from \$10,000 plus GST

(Minimum 2-year agreement)

Our premier partnership, delivering unmatched exposure across Senior Men's GFNL & GDFNL teams, Women's Football, Juniors and All Abilities.

### > INCLUSIONS

- Exclusive naming rights to West Oval OR Bakers Oval
- → "Your Business Oval"
- Ground-wide branding: entrances, perimeter fencing, scoreboards and clubrooms
- Branding across Senior Men's (GFNL & GDFNL), Senior Women's, Juniors and All Abilities
- Inclusion in fixture posters, newsletters, website and match-day materials
- Media references including K Rock Footy and Geelong Addy Footy
- Premium match-day graphics and digital content integration
- Prominent website logo with hyperlink
- VIP access to club events and corporate experiences
- Option for sponsor-funded premium signage installations



**"Your business name will be spoken, shared and seen thousands of times across the season — on fixtures, social media, match reports, media coverage and by families attending games every weekend."**

## MAJOR PARTNER \$10,000 plus GST

Limited Opportunities | Flagship Partnership

For businesses seeking category leadership, maximum visibility and deep alignment with the Giants brand. Businesses wanting year-round brand exposure, premium association and meaningful community impact.

### > INCLUSIONS

- Prominent logo placement on Senior Men's, Women's or Junior game day apparel
- Premium signage presence at West Oval and Bakers Oval (location and size prioritised)
- Dominant branding across club digital channels (website, social media, newsletters)
- Dedicated Sponsor Spotlight Reel (digital content)
- Two website feature articles highlighting your business and partnership
- Regular social media features across the season
- Corporate Match Day Experience for up to 10 guests
- VIP access to major club events and sponsor functions
- Six Social Memberships
- Opportunity to co-brand community programs, themed rounds or key initiatives
- Game-day activation and clubroom table marketing opportunities

## GOLD PARTNER \$5,000 plus GST

Strong Local Exposure | Balanced On & Off Field Presence

For businesses wanting consistent brand recognition and digital reach. Businesses wanting solid exposure across the season without premium-level investment.

### > INCLUSIONS

- One fence sign at West Oval or Bakers Oval
- Website logo listing with hyperlink
- Digital scoreboard rotation
- Minimum of 6 social media posts
- Dedicated website feature article
- Sponsor Loop inclusion in clubrooms
- Branding across fixtures and selected club materials
- Four Social Memberships
- Invitation to Sponsor Day



## SILVER PARTNER

\$2,500 plus GST

Digital-First Sponsorship | Community Connection

For businesses focused on digital visibility and community support. Wanting effective brand exposure through digital channels.

### > INCLUSIONS

- Website logo listing with hyperlink
- Sponsor Loop inclusion in clubrooms
- Minimum of 4 social media features
- Inclusion in club newsletters
- Recognition as a supporter of Seniors, Juniors, Women's and All Abilities programs
- Two Social Memberships
- Invitation to Sponsor Day and selected club events

## BRONZE PARTNER

\$1,500 plus GST

Community Supporter | Entry-Level Partnership

For businesses and sole traders wanting to support the Giants and gain visibility with a highly respected club.

### > INCLUSIONS

- Website business listing
- Sponsor Loop inclusion in clubrooms
- Minimum of 2 social media mentions
- Public recognition as a community supporter
- Two Social Memberships
- Invitation to Sponsor Day



## WOMEN'S FOOTBALL GROWTH PARTNER

\$2,500 - \$7,500 plus GST

Supporting the continued growth, development and visibility of women in sport businesses who are passionate about gender equity, participation and leadership in sport.

### > INCLUSIONS

- Branding on Women's Football game day apparel
- Recognition across Women's Football initiatives and events
- Inclusion in Women in Sport themed content and campaigns
- Targeted digital and social media promotion
- Website feature article highlighting your commitment to women's sport

## ALL ABILITIES PROGRAM PARTNER

\$5,000 - \$10,000 plus GST

A values-led partnership supporting inclusion, participation and community impact, wanting strong community alignment, purpose-driven branding and positive social impact.

### > INCLUSIONS

- Naming rights to the All Abilities Program and/or All Abilities Round
- Co-branded apparel and program materials (where applicable)
- Dedicated website feature article highlighting your support and impact
- Targeted social media campaign celebrating inclusion and participation
- Game-day banner placement and match-day recognition
- Media and community engagement opportunities
- Alignment with one of the club's most meaningful and visible programs

## JUNIOR FOOTBALL & NETBALL PARTNER

\$10,000 - \$15,000 plus GST

Supporting the next generation of Giants across football and netball.

This partnership delivers meaningful exposure while directly supporting junior participation, development and wellbeing across three major competitions:

- Junior Football
- GFNL Junior Netball
- GDFNL Junior Netball

### > INCLUSIONS

- Branding on selected Junior Football and Netball apparel
- (training wear, warm-up tops or designated junior apparel – placement dependent on tier)
- Recognition across Junior Football, GFNL Junior Netball and GDFL Junior Netball competitions
- Naming rights to a Junior Round or Junior Program initiative
- Dedicated website feature article highlighting your support of grassroots sport
- Targeted social media campaign promoting junior participation, development and pathways
- Branding inclusion on junior fixtures, team communications or newsletters (where applicable)
- Game-day signage or banner placement at junior venues
- Public recognition at junior events, presentations and junior communications
- Alignment with one of the club's most visible and family-focused programs



# OPTIONAL EXTRAS

## DIGITAL BOOST PACK \$800 plus GST

High-impact digital exposure with fast, measurable reach. A great option for new sponsors, small businesses or campaign-based promotions seeking quick digital exposure.

### > INCLUSIONS

- 6 professionally branded social media posts
- Dedicated website feature article
- Business highlight in club email marketing
- Mailchimp newsletter footer advertisement (x2)
- Organic Sponsor Spotlight social media video story/reel

## EVENT PARTNER Price on application.

Align your brand with key club events and high-engagement moments wanting face-to-face engagement and memorable brand experiences.

### > INCLUSIONS

- Naming rights to a major club event, themed round or function
- Branding across event tickets, promotions and digital assets
- Match-day activation opportunities
- Social media promotion and event coverage
- On-ground acknowledgements and MC mentions (where applicable)
- Clubroom table marketing opportunities

## GROUND AND COURT SIGNAGE

Sponsors wanting consistent, high-visibility branding across 18+ home games.

### > INCLUSIONS

- Outdoor signage available at West Oval or Bakers Oval
  - • 3m x 1m panel — \$400 per annum
  - • Initial signage setup — \$350 once-off
  - • 6m x 1m double panel — Double rate
- ✓ Includes Golden Giant Social Membership

## HAVEN'T FOUND WHAT YOU'RE LOOKING FOR? Custom Sponsorship Available

> Not every business fits a standard package. We work closely with partners to design bespoke sponsorships aligned to:

- Business objectives
- Target audiences
- Budget
- Activation ideas
- In Kind Sponsorship
- Great value Player Sponsorship

Let's create a partnership that delivers real value — for your business and our club.



# Digital Reach That Delivers

The Geelong West Giants offer sponsors powerful, year-round digital exposure across a fast-growing and highly engaged audience.

Our content performs at scale, recording 290,000 monthly views across December-January (off - season)

With 70% of our audience aged 18-34, Giants sponsors gain direct access to a young, active and community-driven demographic.

Delivering consistent visibility, genuine engagement and strong brand alignment.



**1000+**

### Email subscribers

A strong email marketing list providing direct access to an engaged Giants audience. With built in advertising options.



### State of the art Website

A modern, high-performing website delivering sponsor visibility, blog features and year-round digital exposure.



**9865+**

### Social Media Followers

Engaged followers driving sponsor exposure across social platforms.

**300,000+**

### Monthly Views

Connecting sponsors with the Giants community year-round.



## SPONSORSHIP CONTACTS

Interested in partnering with the Geelong West Giants?

Our sponsorship team would love to connect and explore how we can create a meaningful partnership that delivers value for your business while supporting our players, programs and community.

Get in touch today – we'd love to start the conversation.



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