



ANU Women's Football Club



2025 SPONSORSHIP PROSPECTUS



Who are we?

The Australian National University Women's Football Club (ANUWFC) is a community based, all inclusive, amateur and semi-professional football (soccer) club for women (cis and trans) and non-binary people.

We were established in 1978 by a bunch of ANU staff who wanted to create their own football club, and not play second fiddle to the men of a traditional football club. Until 2021, we were the only women's football club in Canberra, and we're still the largest and oldest! As a club, we have been playing in Canberra's capital league senior competitions for 47 years.

Over the years, we've seen more than 3,500 players at the club, and we've provided a friendly and inclusive environment in which they can participate in football.

Our main areas of focus for 2025 are attracting more female (cis and trans) and non-binary coaches and referees; improving our governance; closing the gender disparity in positions of power; reducing player injury; and fostering productive relationships with local businesses who share our vision of supporting our players – helping them to develop into strong members of our Canberra community.

We provide people from across Canberra with a safe, supportive, and friendly environment. Whether they're a first-time player, a highly skilled semi-professional, or a member of our alumni community, there's a place for everyone at ANUWFC.

Our vision

To be recognised as the leader in female football in the ACT, helping our players thrive both on and off the field.

Our mission

To provide a safe, supportive, friendly, and inclusive environment for players to develop and hone their football skills, enabling them to thrive on and off the field. We take this mission seriously and partner with the Migrant and Refugee Settlement Service (MARSS) to offer regular Come and Try sessions. These sessions provide a safe environment for young women who now call Australia home to work on some football basics, refine their techniques, practice some drills, and play a friendly game.

Our values

- Inclusivity
- Sportspersonship
- Community focus
- Support for our players and coaches



NPLW

The National Premier League (NPLW) is a semi-professional division of football, and the highest-level competition in the ACT. Our promotion to this division in 2023 demonstrated the success and strength of our ANUWFC community – a community that has supported players from grassroots all the way to top tier football. NPLW games are streamed live and are available for replay on Bar.TV, meaning even further reach for partner logos!

Getting statistical

In the 2024 season, we fielded a whopping 12 teams – two in every division of women’s football that Capital Football hosts.

Due to massive interest in joining ANUWFC each year, it is necessary for us to hold trials for all divisions - even for our lowest and most social divisions!

Our players range in age from 16 to nearly 60, made up of a mix of students, alumni, and those who just recognise ANUWFC as the best place to play football.

We have a wide-reaching current and alumni player network, with:

- 1,000+ people on our mailing list
- 1,300+ people following us on Facebook
- 500+ people following us on Instagram

We also have 12 coaches, a heap of assistant coaches, and a host of partners, friends, and family members who support our players!

There are roughly 18 game days per season, 36 training nights, pre- and post-season activities, and social events throughout, providing many opportunities for your business.



Of course, a team can't play without an opposition, so sponsorship of ANUWFC means your exposure will reach to teams and supporters from other clubs who come from across Canberra (and even Yass, Cooma, and Wagga in some divisions!).

ANUWFC is located on the ANU campus, in the heart of the inner north of Canberra. According to the Australian Bureau of Statistics, north Canberra – encompassing the suburbs of O'Connor, Lyneham, Watson, Downer, Hackett, Dickson, Ainslie, Turner, Braddon, Reid, the City, Campbell, and Russell – has:

- 53,002 people with a median age of 31. Just over half of these people are women.
- 26,272 people working either part time or full time (that's a lot of people with money to spend at your business!).
- Nearly 15,000 residents with a gross weekly income of more than \$3,000 (that's a fair chunk of disposable income!).

Following the massive success of the FIFA Women's World Cup in 2023, football is in the hearts and minds of the whole country. We saw an unprecedented level of interest in women's football in 2024 and are expecting the same in 2025. Now is the time for your business to be part of it!

We want to work with you!

Our community club can't survive on player registrations alone. ANUWFC is committed to being an inclusive and accessible club and, as such, our registration fees are some of the lowest in Canberra. Sponsorship from the business community ensures the equal supply of equipment and resources, including fields, coaches, and referees. It also allows ANUWFC to invest in the leadership, growth, health, and representation of our players.

We are seeking sponsorships from local businesses who share our mission and vision. These sponsorships play a vital role in the operation and survival of our club, and they really are a partnership. We want to give you as many opportunities to promote and grow your business as possible, while giving back to our community.

Our sponsors enjoy strong relationships with our players, building high exposure and brand awareness on the field and off. Our aim is to provide value to our sponsors, making our partnership mutually beneficial. Supporting a community club is a rewarding experience, and one we hope you will enjoy in the 2025 season. We have sponsorships available to suit every budget, or you can talk to us about tailoring a sponsorship package to suit your needs.



Did you know: sponsoring community sports clubs can provide unique opportunities for businesses that general advertising can't, and sports fans have a more positive perception of the sponsors of their team.

Our players and supporters know that sponsors contribute to the club we all love, and actively preference these businesses at every opportunity.

Sponsoring ANUWFC can help create loyalty towards your business and increase brand awareness amongst a broad cohort. Sponsoring community clubs can also grow community support and a positive view of your business.

Overarching benefits of sponsoring ANUWFC:

- Unique access to the oldest and largest women's football club in the ACT
- 220+ current players and coaches within a setting of more 20,000 students and academics at the ANU
- Active social media channels
- Direct marketing database of 1000+
- Huge geographic and demographic reach on game days
- Active support of cis and trans women's and non-binary people's participation in football locally, in what will be its biggest year yet
- Support a local community club with the benefit of both grassroots and semi-professional playing options.



Getting your brand out there

We want to ensure you get the most out of sponsorship of our club. To do this, we have a pick 'n' mix approach to sponsorship. Below are some options you might like to consider or have a chat with our friendly team to create your own bespoke package made up of the benefits listed on page 7.

- **NPLW Season Sponsor | \$25,000 (one only)**
Having a team in the National Premier League is prestigious – and expensive! We are committed to offering the full breadth of pathways for women (cis and trans) and non-binary people to play football in the ACT. NPLW is a training ground for the A-League Women and as such requires resources in the form of equipment, access to facilities, medical support, equipment and analysis. Becoming the NPLW Season Sponsor also supports the rest of ANUWFC by strengthening a pathway for players to develop and challenge themselves.
- **Coaching Endowment | \$9,500**
Help us attract and develop coaching talent and excellence within ANUWFC. Coaching pathways can be expensive, and we want to help provide as many people as possible from within our community access to them. Help our future coaches reach their goals!
- **Equipment Sponsor | \$2,500**
By providing essential equipment, your brand not only supports the athletic journeys of these dedicated players but also gains exposure to a passionate and diverse fan base. Your sponsorship will be used to help purchase the equipment we'll use throughout the season – making sure our players have access to what they need to succeed.
- **Club Companion | \$1,500**
Want a quick and easy connection to our club? Why not become a Club Companion! Your sponsorship will be used across the club to help with costs such as field hire, referee payments, and new equipment.
- **Social Partner | \$1,000**
We're not just about football, we create a supportive and social environment for our players, their friends, and their families. Our social events are well attended and with only 1 Social Partner per event, you'll be top of mind for those attending!
- **Capital League Team Partner | \$950**
Want to make your partnership really targeted? Why not partner with just one team? In the 2025 season we're aiming to again field teams in all divisions, all of whom live and breathe football. Want to Partner with all of our Capital League teams? Don't pay \$11,400 for all 12 teams – sponsor all our Capital League teams for the bargain rate of \$10,000!



Advertising options

Want to get your business's name in front of the people in our community? Why not advertise in our club emails, through our social media channels, or in our end of season Full Time Magazine.

*Club email advert = \$250 | Facebook advert = \$350 | Instagram advert = \$150
Full Time Magazine full page = \$400, ½ page = \$250, ¼ page = \$200*

Sponsor benefits

We have so many options for getting your brand in front of the right people. Pick the ones you want, and we can whip up a package for you!

- Logo on NPLW match day and/or training kits
- Capital League team naming rights
- Logo on Bar.TV banner during NPLW matches
- Advertisements in club emails
- Logo on social media posts and banners
- Standalone advertisements on social media
- Logo on key pages of our website
- Logo on the Sponsorship page of our website
- Opportunity to attend training sessions and distribute promotional materials
- Verbal recognition at events
- Tickets to ANUWFC events
- Logo on ticketing page and tickets for events
- Advertisement in our end of season Full Time Magazine
- Discounts on ANUWFC merchandise
- Logo on ANUWFC merchandise
- Opportunity to distribute promotional materials at club events

Terms and conditions

- ANUWFC reserves the right to:
 - amend the partnership packages to benefit Partners and the club.
 - review and refuse all adverts, promotional materials, and collateral provided by Sponsors, within reason.
- All Partners must comply with the principles that their promotional materials submitted for club use must:
 - withstand professional and public scrutiny;
 - conform to professional and community standards of ethics and good taste; and
 - not bring ANUWFC and/or the football community into disrepute.
- Provision of a logo is taken to be permission for ANUWFC to use that intellectual property to advertise and promote the club.
- Partnership will only be reserved upon receipt of in-writing confirmation and provision of a tax invoice. The full amount is due and payable within 7 days of receiving the tax invoice, unless otherwise negotiated with ANUWFC.
- The delivery of Partnership entitlements will be provided subject to the Partner's confirmation meeting season timelines.
- No Partner shall assign, sublet, or apportion the whole or any part of their Partnership Package except upon written consent of ANUWFC.
- Should, for any reason outside the control of ANUWFC, the season length change or the season be cancelled, ANUWFC will work with the Partner to negotiate in-kind benefits equivalent to a full season, or a pro-rata refund. In such an instance, the Partner will indemnify and hold ANUWFC harmless from and against any and all costs, damages, and expenses. ANUWFC does not accept responsibility for, and the Partner indemnifies ANUWFC against, any costs, charges, or fines incurred by the Partner in the process of partnering with ANUWFC. This agreement is subject to the laws of the Australian Capital Territory and agreement to these terms and conditions indicates acceptance of this indemnity.
- Neither party shall be liable in damages, or have the right to terminate this Agreement, for any delay or default in performing hereunder is such delay or default is caused by conditions beyond its control including, but not limited to:
 - Acts of God
 - Disease
 - Government restrictions (including the denial or cancellation of any export of or other necessary licence)
 - Wars
 - Insurrections; and/or
 - Any other cause beyond the reasonable control of the party whose performance is affected.