2027



SPONSORSHIP PROSPECTUS

Building Community *Growing Footy* *Flying high together*

Ferny Grove Falcons
Australian Football Club

2027



ABOUT THE FALCONS

The Ferny Grove Falcons Australian Football Club is a proud community club based in the north-west suburbs of Brisbane, Queensland.

Established in 1994 to promote participation and passion for Aussie Rules across all ages, the Ferny Grove Falcons have become a cornerstone of the local sporting landscape.

In 2026, the club fielded Junior, Youth, Senior and Masters teams, representing over 300 registered players and hundreds more family members, volunteers and supporters.

As we prepare for the 2027 season, we are looking to build strong, long-term partnerships with local and regional businesses that share our commitment to community, health, and grassroots sport.

2027 Club Vision

In 2027, the Ferny Grove Falcons are focused on:

- Expanding our junior development program
- Enhancing Girls and Women's participation across all levels
- Upgrading training and club facilities
- Growing community involvement and membership

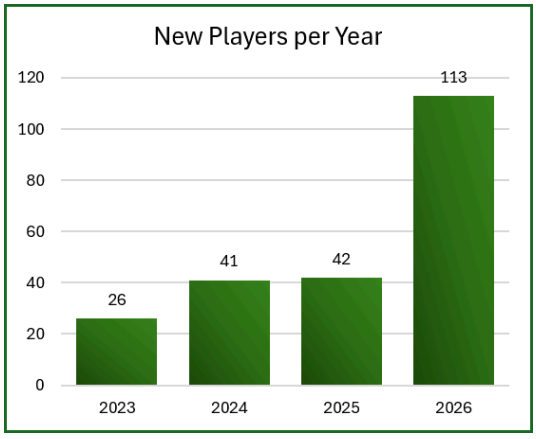
Your support directly funds coaching resources, uniforms, equipment and local players developing their skills in a safe and supportive environment

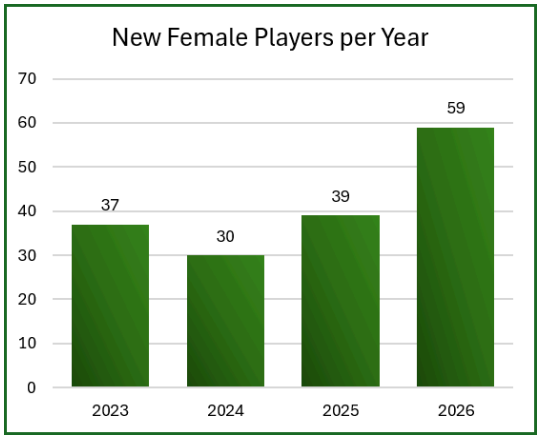
2027

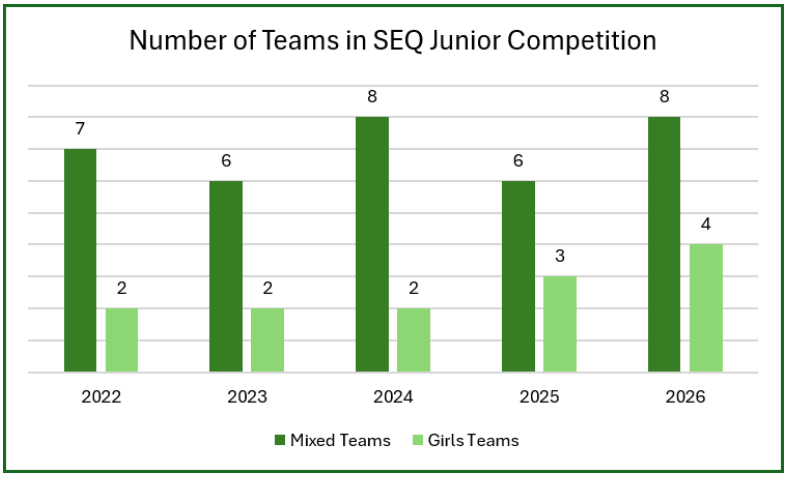


THE NUMBERS TELL THE STORY

- Number of registered players has been increasing every year since 2023
- New player registrations in 2026 increased by 217% from previous year (2025: 42 new, 2026: 113 new)
- Female player registrations have been increasing each year since 2024, increased by 51% from previous year (2025: 39 girls, 2026: 59 girls).



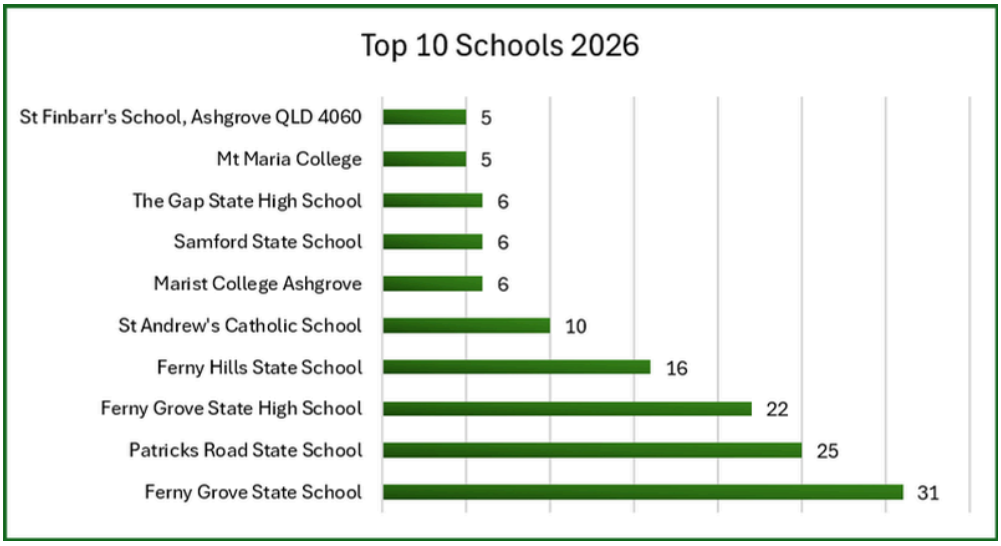


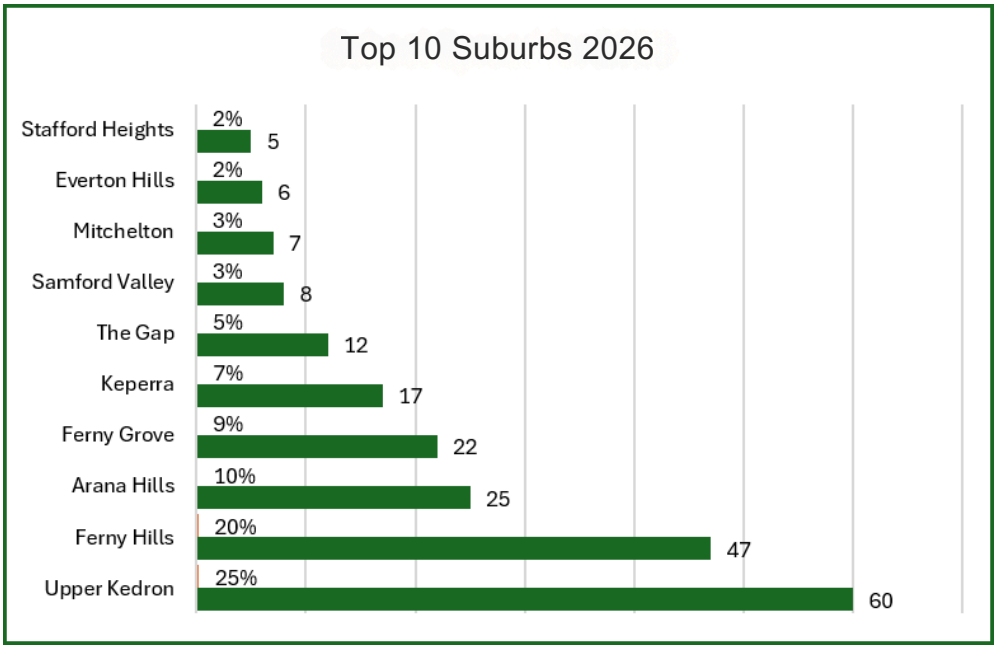


2027



- In 2026, the reach into various schools in the local area increased and registered players attended a broader range of schools
- In 2026, 25% of registered players lived in Upper Kedron, 47% Ferny Hills, 22% Ferny Grove, and 17% in Keperra.





2027



SUCCESS IN 2026

- Over 150 registered for the **Auskick program**
- Fielded our first ever girls-only Auskick-Play team, for a total of 8 teams
- Fielded our first full Under 13 Girls team, who went on to win the **2026 Premiership** for their division
- Our Under 13 Boys team made it to the **Preliminary Finals** in their division
- Two of our Youth players were named **SEQ Best & Fairest** for their divisions
- Became an Queensland AFL **"Girls Chartered Club"**

Why Partner with the Falcons?

Sponsoring the Ferny Grove Falcons connects your brand with:

- A large and loyal local audience - families, players and supporters from the Ferny Grove, Upper Kedron, Samford and greater northwest Brisbane area
- Regular exposure through game days, club events, digital platforms, and branded apparel
- A positive community image - supporting youth development, positive physical and mental health, community and inclusion
- Networking opportunities with other local business partners and stakeholders
- Broad reach through the club's social media platforms including over 1.5k followers on Facebook

Our partnerships are more than just signage; they are community collaborations that deliver measurable brand value and genuine social impact.

2027



SPONSORSHIP OPPORTUNITIES

Platinum Partner - 3 Years

- Naming rights to a senior team (E.g. Ferny Grove Falcons Seniors proudly sponsored by [Your Business]
- Prominent logo placement on back of player training shirts and player apparel; supporter and club apparel
- Ground signage in prime position - two large boundary signs
- Business logo featured on website, club communications, social media and digital newsletters
- Speaking opportunity and display at major club events inc. presentations and awards
- Dedicated sponsor spotlight on social media throughout the season
- Option to host a business activation with club members
- Four club supporter packs including a range of Falcons merchandise

$5,000+ per year

Gold Partner - 3 Years

- Logo placement on back or sleeve of training shirts and support apparel
- Prominent ground signage
- Business logo featured on website and promotional materials
- Regular recognition on social media throughout the season
- Invitation to sponsor networking events
- Two club supporter pack including a range of Falcons merchandise

$2,500+ per year

2027



Silver Partner - 1 Year

- Logo placement on back or sleeve of training shirts
- Boundary fence signage
- Business logo featured on website and promotional materials
- Regular recognition on social media throughout the season
- Invitation to include business offers on social media
- One club supporter pack including a range of Falcons merchandise

$1,250+ per year

Community Sponsor

- Acknowledgment on club website and social media
- Certificate of appreciation
- Invitation to major club events

$500

Custom Packages

We are happy to tailor a custom sponsorship package to suit your business goals - from sponsoring specific teams, events, trophies or player awards, to in-kind partnerships for equipment, services, or catering support.



2027



FERNY GROVE FALCONS

SPONSORSHIP PROSPECTUS 2027

JOIN THE FALCONS FAMILY

Be part of something bigger –

help us to build the next generation of footy players and strengthen community spirit in Brisbane's north-west.

Contact: Sponsorship Coordinator - Ferny Grove Falcons AFC

Phone
0428397366

Email
partnerships@fernygrovefalcons.org.au

Website
http://fernygrovefalcons.org.au

Address
Tramway St, Ferny Grove QLD 4055