







WHYALLA WANDERERS' SOCCER & SOCIAL CLUB

SPONSORSHIP OPPORTUNITIES

2026

SIMPLE BENEFIT TO TIER MATRIX

	 PLATINUM SPONSOR	 GOLD SPONSOR	 SILVER SPONSOR	 BRONZE SPONSOR	DONORS
Sponsorship Benefits	\$5,0000	\$2,500	\$1,000	\$500	\$\$
1) Digital Billboard Advertising	●	○	○		
2) Social Media Exposure	●	○	○		
3) Fence Signage	●	○	○	○	
4) Club TV Advertisement	●	○	○	○	
5) Playing Kit Sponsor	●	○			
6) Website Presence	●	○	○	○	○
7) Event Invitations	●	○	○		
2) Junior Sponsorship		●			
8) Certificates/Membership	●	●	○	○	○

● Premium & All Benefits

○ Most Benefits

○ Some Benefits

1. Digital Billboard Advertising (Display Face is 8m × 2.2m)

What It Includes:

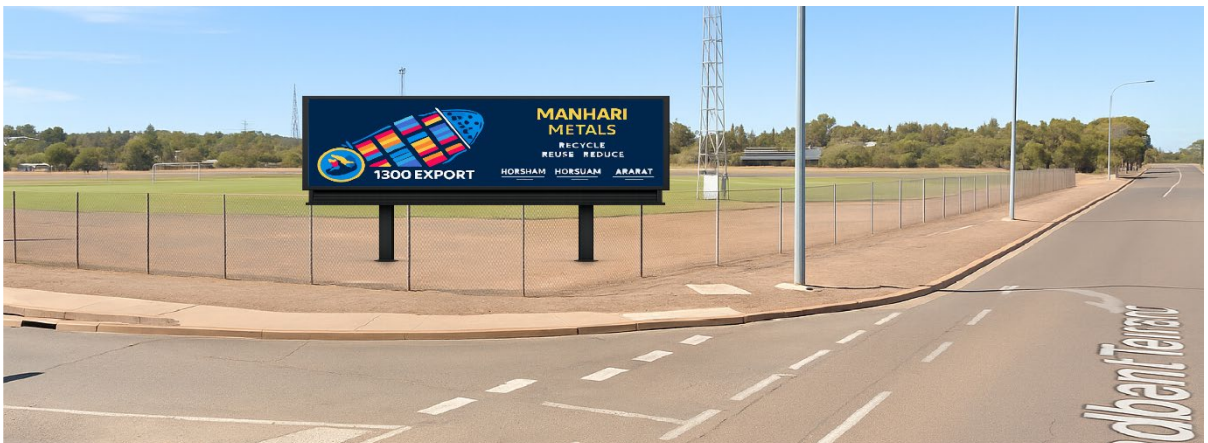
The digital billboard rotates **advertisers**, with each receiving a **30-second full-screen display** once every **5-minute cycle**. Your slot runs **24 hours a day, 7 days a week**, ensuring consistent, repeated visibility.

With **2,016 weekly rotations** and an estimated **30,000 weekly vehicle impressions** (Department of Infrastructure and Transport Data), your advertisement benefits from clear, unobstructed visibility and high night-time visibility. Using an industry CPM benchmark of **\$15–\$20**, the digital billboard delivers premium-quality exposure and measurable marketing value.

TIER	DURATION	EST VALUE
Platinum	8 weeks	\$3,600 - \$4,800
Gold	4 weeks	\$1,800 - \$2,400
Silver	2 weeks	\$900 - \$1,200
Bronze	-	-
Donor	-	-

Featuring a generous **8.3m × 2.2m (18.26m²)** display area, the billboard is elevated **2.95m above ground level**, ensuring it sits prominently above the fence line and remains clearly visible from long distances. **Location:** Corner of Broadbent Tce & Playford Ave

Concept Artwork Below.



2. Social Media Exposure (Posts, Threads & Highlights)

Club Facebook Insights:

- 1,500 followers (68% Whyalla, 22% Adelaide, 10% Other)
- 500,000 annual organic views (posts/reels/stories)
- 32,000 annual visits to page
- 5,000+ annual post engagements
- Average thread reach: **2.5K–7K views**
- CPM benchmark: **\$10 per 1,000 views**

Dedicated Business Promotional Posts

A targeted promotional post created to amplify your business visibility and highlight your services to our engaged audience.

TIER	POSTS	EST VALUE
Platinum	6 posts	\$150 - \$420
Gold	3 posts	\$175-\$210
Silver	1 post	\$25 - \$70
Bronze	-	-
Donor	-	-

Platinum Package Includes:

Naming rights to one of the two major assets

Post for highlight, voting process & winner reveal. 7x posts per season

Goal of the Month	10k-15k views	\$700-\$1,050
Player of the Month	10k-15k views	\$700-\$1,050

Social Media Package

One of the two Packages below. Posted for each game round/final. 17-20 games

League Match Highlight	5k-7k views	\$850-\$1,400
League Result Post	2.5k-5k views	\$425-\$850
Reserves Result Post	2.5k-5k views	\$425-\$850

OR

Reserves Match Highlight	5k-7k views	\$850-\$1,400
Upcoming Matchday Post	2.5k-5k views	\$425-\$850
Matchday Post	2.5k-5k views	\$425-\$850

Gold Package Includes:

Social Media Package

Major Sponsor for one of the following social media gameday post threads. 17-20 games.

Starting XI - League	2.5k-5k views	\$425-\$850
POTM - League	2.5k-5k views	\$425-\$850
POTM – Reserves	2.5k-5k views	\$425-\$850
Jnr Pitch Map & Results	2.5k-5k views	\$425-\$850

Junior Grade Sponsorship

Major sponsor for one of the following sets of junior grades (Awards, Photos, Mentions)

U5's & U11's	U7's & U13's	U9's & U15's	U17s (Senior Night)
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Silver, Bronze & Donor Package Includes:

No naming rights or major sponsorship

3. Fence Signage (Large Fence Signboards)

- Premium crowd-facing fence signboards
- High visibility during all matches and events
- Year-round exposure

Platinum	4x Large Boards
Gold	2x Large Boards
Silver	1x Large Boards
Bronze	Name only shared board
Donor	-

4. Club TV Advertising (Internal Digital Screens)

As the home venue for Wanderers SC, Ravens NC, the Whyalla Darts Association, women's darts and two men's eightball competitions, our clubrooms see daily year-round activity. This ensures your advertising receives consistent exposure across all internal digital screens.

Platinum	Highest Rotation + Solo Features + Optional 30s Video
Gold	Highest Rotation + Solo Features
Silver	Standard Rotation
Bronze	Basic Group Slide
Donor	-

5. Playing Kit Branding

Platinum	Major kit sponsor. One of the Two options: Front of Seniors & Back of Juniors Front of Juniors & Back of Seniors
Gold	Minor kit sponsor. One of the Four options: Left Sleeve, Right Sleeve, Left Shorts Leg, Right Shorts Leg.
Silver, Bronze & Donor	-

6. Website Presence (Club Website / Facebook)

Platinum	Permanent Logo Placement
Gold	Logo on sponsors page
Silver	Logo on sponsors page
Bronze	Text-only name listing
Donor	Listed under supporter section

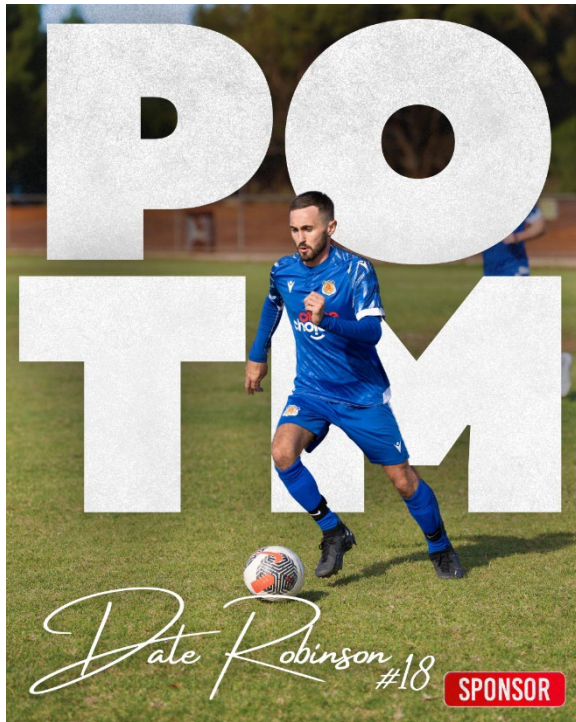
7. Event Invitations (VIP Access)

Tickets to each event: Sponsors Evening, Cocktail Night, Trophy Night, & Team Photo

Platinum	4x Tickets per event
Gold	2x Tickets per event
Silver	1x Ticket per event
Bronze	-
Donor	-

8. Certificates & Membership

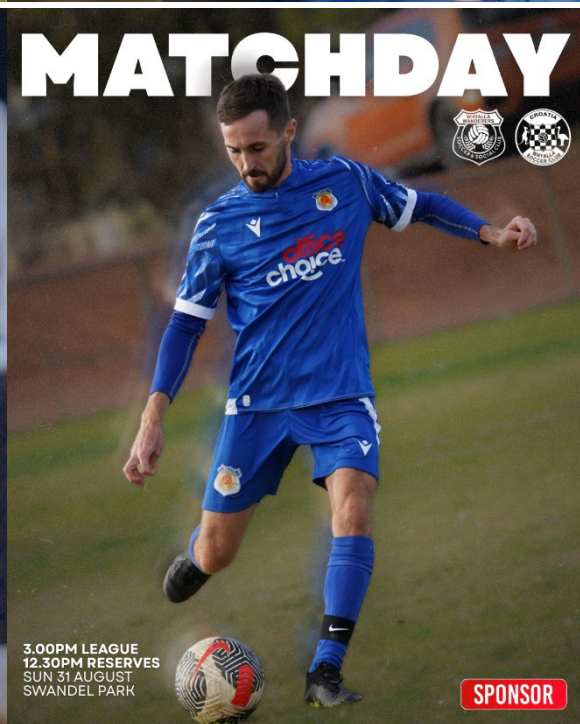
Platinum & Gold Complimentary Memberships. All tiers receive a framed certificate.

A graphic featuring a close-up of a player in a blue kit with 'office choice' on the front. The title 'Starting XI' is at the top, with the 'XI' in a large, outlined font. Below the title is a list of players with their jersey numbers. A red 'SPONSOR' button is at the bottom right.

Starting XI

- 1 Marinkovich
- 3 Maysey
- 4 Kerr
- 6 B. Robinson
- 7 Jones
- 15 Mikic
- 18 D. Robinson
- 25 J. Collins
- 29 Clark
- 35 Al-Jahdhami
- 38 Hillman

Substitutes
Armstrong / Livo
Dawson / Cobb



Example Video:

