



WILLASTON F.C.



1889

**Willaston Football Club
2023
Business Partnership
Prospectus**

A MESSAGE FROM THE PRESIDENT

Our club is one of the most iconic sporting clubs in Gawler, South Australia. We founded in 1889 by the working-class hands of those in North Para River clay pits.

Our club still holds strong working-class values through its supporter and membership base. Many volunteers, sponsors and members of the community provide time, effort and support to make Willaston Football Club a successful community organisation.

Now a part of the Barossa, Light and Gawler Football Association (BLGFA), Willaston Football Club has experienced premiership success throughout its history, including 22 senior premierships, the last being in 1999.

We value our junior development and Women's Football program as we have had recent success in this area. Our U17.5 teams won premierships in 2014, 2016, 2018 & 2022 and U15 won in 2017 & 2022. Our Senior Women's having played in four Grand Finals in a row winning 2020 & 2022. Our club has also seen many of its players establish successful football careers as we have had a strong number of players experience SANFL football as well as some lucky enough to make careers in the AFL system.

In 2023, we look to grow upon our success. Particularly, the club looks to increase playing membership, right through from U9s to the senior teams. The growth of women's football will see us field increased team sizes for U10, U13, U16 and senior team. We also aim to foster and grow its successful partnership with our affiliate clubs – Willaston Netball Club (WNC), Willaston Cricket Club (WCC) and the Willaston Country Music Club (WCMC).

This year has been a very successful year in all areas of our football club as we have maintained our good club structure which enable us to set achievable goals moving forward. Our goals are:

- Willaston Football Club to win our 23rd Senior A Grade Premiership within 3 years.
- To continue to grow and develop our junior grades from U9s to U17.5 including women's football.
- Infrastructure improvements, e.g. We have completed one of our many goals, New LED Oval Lights, now we are focusing on a brand new precinct which include new unisex changerooms and new netball courts through government grants.

These are just some of many goals which we have set and are continuing to achieve through our journey as a club. With your generous support and our club structures in place I'm very confident that us Donnybrooks will achieve the goals we set out for the future moving forward.

Thankyou for your generosity & support for season 2023.



Aldo Pasin

COMMENTS FROM OUR HEAD COACH

Firstly, let me thank the Willaston Football Club committee , sponsors , members and supporters for the opportunity to coach this great football club. I have been involved on and off with the BLG competition for 30 years and have always admired the club from a distance .

I was lucky enough to work with Andrew Jarman in 2021 and this gave me a good insight into the club both on and off the field. I'm excited that with a little direction and guidance we can have the sustainable success that the club is looking for.

I would like to congratulate the Women's program at the club headed by the very talented and enthusiastic Megan Boers – Veen . Their consistent success and willingness to play the game the right way with the right attitude is to be admired and certainly something the Men's Senior program will strive to achieve.

Moving forward in 2023 I am extremely lucky to have put together a very experienced coaching group to help move the men forward as quickly as we can . Craig Dawe will be my senior assistant and the U17.5's coach along with Rhys McIntee and Peter Cameron.

Our Reserves will be led by Bill Fuller who coached the U17.5's in 2022 and has proved how well he can communicate and teach our younger group, winning the flag in season 2022. We have also added a fitness / tackling coach in Brodie Ward who has a rugby background and is already making an impression on the boys.

I feel the club is in a great position now with a well-structured committee lead by President Aldo Pasin. I'm very much looking forward to what 2023 will bring but more than that I am so excited for the club's future and beyond.

Once again thanks for the opportunity and I look forward to meeting you all and chatting footy in 2023. Go the Donnies!



Damien Herzick

COMMENTS FROM OUR SENIOR WOMEN'S COACH

After an unbelievably successful year in 2022 we're super excited to see what 2023 will hold for our women. Year after year we are the epitome of women's footy in the BLGW having played in the last 4 grand finals. We are the first team to win 2 flags and the first to do it with a female coach at the helm. Some unbelievable achievements, none which would be possible without the support of our club and its sponsors.

We have such an exciting women's program right now with all the right people in the right places. We pride ourselves on the love and care we put into not only our roles but our players, as people first. This attitude is what brings girls back, it makes families feel welcomed and supported and makes us the best destination club in the league.

There are exciting times ahead not only for our team but for some of our young aspiring athletes, many of whom are currently undertaking their preseasons in the SANFLW at various clubs. For some of those girls it will be a year to showcase their talent and perhaps get picked up by an AFLW team and we'll be here to support those girls in any way we can.

With your support we can continue to deliver the best women's program in the BLGW, and as we look towards 2023....we wonder what our next achievement could be? Can we be the first team to win back to back flags? You'll have to join us to find out.



Megan Boers-Veen

PARTNERSHIP BENEFITS AND OPPORTUNITIES

A Business Partnership with Willaston Football Club provides access to a number of effective ways to leverage your relationship with members, supporters and other stakeholders, whilst enjoying the hospitality that comes with being involved with a community organisation.



Our focus for our relationship are:

Networking

Access to our growing business partnership portfolio including both small and large businesses across local and state wide areas.

Brand Exposure

A variety of signage opportunities including physical and digital platforms.

Engagement

Engage with a target audience to activate your brand at home matches and at the Willaston Football Clubroom.

Entertainment

Opportunity to mingle at home games, social events and luncheons with supporters, players and business partners.

A few key points for your assurance:

- We have over 70 individual business partners – one of the most in the BLGFA.
- Each year, we have over 90% retention of our business partners
- We aim to create long term relationships with all partners
- We will work with you to tailor a package for your business to add value

WHO WILL YOU SUPPORT?

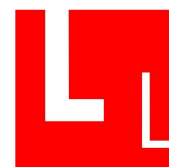


Willaston Football Club is a huge part of local community. We have many teams, players, coaches, volunteers and supporters that appreciate your partnership including:

- Senior Football: A Grade Reserves
- Colts Football: U17.5 U15
- Junior Football: U13 2 x U11 2 x U9
- Women's Football: Senior U16 U13 U10



MAJOR SPONSORS



Lumond Lawyers



Thank you to our dual Major Sponsors Lumond Lawyers and PMD Australia for their contribution to the Willaston Football Club in 2023.

DIAMOND PARTNER

An outstanding range of benefits with premium hospitality and entertainment options.

Value: \$3,850 Inc GST



Advertising

- Digital signage in members room
- Digital signage on club website
- 2400 x 900cm Signage on oval (primary location)
- Exposure on social media forums
- Digital signage on livestreamed matches via YouTube – SA Footballer

Recognition

- Certificate of Sponsorship
- Gift pack

Hospitality

- Club membership for 4 people
- 4 gate passes to every home game
- 4 complimentary tickets to the annual Sponsor's Day Luncheon
- 4 complimentary tickets to the annual Presentation Dinner
- 1 complimentary ticket to Donnybrook's Day Luncheon
- Free admission to all club functions
- Invitation to President's lunch at every home game

Contact Sponsorship coordinators:

Grant Hemmerling 0448 050 099

Scott Cross 0407 791 741

PLATINUM PARTNER

An exceptional package with great advertisement opportunities and hospitality benefits.

Value: \$2,310 Inc GST



Advertising

- Digital signage in members room
- Digital signage on club website
- 2400 x 900cm Signage on oval (primary location)
- Exposure on social media forums

Recognition

- Certificate of Sponsorship
- Gift pack

Hospitality

- Club membership for 2 people
- 2 gate passes to every home game
- 2 complimentary tickets to the annual Sponsor's Day Luncheon
- 2 complimentary tickets to the annual Presentation Dinner
- 1 complimentary ticket to Donnybrook's Day Luncheon
- Free admission to all club functions
- Invitation to President's lunch at every home game

Contact Sponsorship coordinators:

Grant Hemmerling 0448 050 099

Scott Cross 0407 791 741

OPAL PARTNER

A premium all-inclusive partnership with full access to Willaston Football Club.

Value: \$1,320 Inc GST



Advertising

- Digital signage in members room
- Digital signage on club website
- Exposure on social media forums
- 2400 x 900cm Signage on oval

Recognition

- Certificate of Sponsorship
- Gift pack

Hospitality

- Club membership for 2 people
- 2 gate passes to every home game
- 2 complimentary tickets to the annual Sponsor's Day Luncheon
- 2 complimentary tickets to the annual Presentation Dinner
- Invitation to President's lunch at every home game

Contact Sponsorship coordinators:

Grant Hemmerling 0448 050 099

Scott Cross 0407 791 741

GOLD PARTNER

A stakeholder-level partnership that provides excellent exposure and relationship value.

Value: \$880 Inc GST



Advertising

- Digital signage in members room
- Digital signage on club website
- Exposure on social media forums

Recognition

- Certificate of Sponsorship
- Gift pack

Hospitality

- Club membership for 2 people
- 2 gate passes to every home game
- 2 complimentary tickets to the annual Sponsor's Day Luncheon
- 1 complimentary tickets to the annual Presentation Dinner

Contact Sponsorship coordinators:

Grant Hemmerling 0448 050 099

Scott Cross 0407 791 741

SILVER PARTNER

A great entry-level partnership to be involved at Willaston Football Club.

Value: \$550 Inc GST



Advertising

- Digital signage in members room
- Digital signage on club website
- Exposure on social media forums

Recognition

- Certificate of Sponsorship
- Gift pack

Hospitality

- Club membership for 1 person
- 1 gate pass to every home game
- 1 complimentary tickets to the annual Sponsor's Day Luncheon

Contact Sponsorship coordinators:

Grant Hemmerling 0448 050 099

Scott Cross 0407 791 741

	Silver	Gold	Opal	Platinum	Diamond
No. of club memberships	1	2	2	2	4
Business sign digitally displayed in members room	✓	✓	✓	✓	✓
Exposure on WFC website	✓	✓	✓	✓	✓
Exposure on social media forums	✓	✓	✓	✓	✓
Signage on Oval			✓	✓	✓
Exposure on SA Footballer Livestream YouTube					✓
No. of gate passes to every home game	1	2	2	2	4
No. of complimentary tickets to Sponsor's Day Luncheon	1	2	2	2	4
No. of complimentary tickets to Presentation Dinner		1	2	2	4
No. of complimentary tickets to Donnybrook's Day				1	1
Free admission to club functions				✓	✓
Invitation to President's Luncheon at every home game			✓	✓	✓
Certificate of Sponsorship	✓	✓	✓	✓	✓
Gift pack	✓	✓	✓	✓	✓

DONNYBROOK SUPPORTERS CLUB



Separate to the Business Partnerships with Willaston Football Club, you are encouraged to become members of the Donnybrook Supporters Club.

At a membership cost starting at \$250 per year, you can become part of the valued group of true Willaston supporters.

Cost includes access to the all inclusive Donnybrook Club Luncheon, which has most recently had guest speaker Robert DiPierdomenico.

Please contact Trevor Lucas on 0409 225 167 if interested.

CLUB CREED



Players, members, supporters, families, and volunteers of the Willaston Football Club embrace the “Donnybrook Spirit”, which has been passed down to us since 1889 when we were founded by the local clay-pit workers of Willaston.

The strong club history is instilled within us as we all collectively strive for success.

To achieve this, we acknowledge,

Donnybrooks Spirit is to demonstrate a “one in, all in” attitude, portrayed through courage, strength and determination. Donnybrook spirit is expressed through being honest to yourself and your teammates in all aspects of the football club.

It is a privilege to pull on the Donnybrook guernsey, as you embrace the feeling of great strength & courage to play with a never give in attitude.

Always respect yourself, teammates, club members and the opposition.

When talent fails, hard work always prevails.

Team and club success outweigh individual success.

Ensure the club is in a better position than when you arrived.

Demonstrate high morals and excellence, both on and off the field.

We do this together as players, supporters and members.

One In - All In.

Success is measured in premierships and achieved as One.

