

BUSINESS PARTNERSHIP PROSPECTUS 2024



**WILLASTON
FOOTBALL CLUB**



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**WILLASTON
FOOTBALL CLUB**



PRESIDENTS WELCOME



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, 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 and 2022 and U15 won in 2017, 2022 and 2023. Our Senior Women's team have played in five Grand Finals in a row winning in 2020 and 2022 also our U13 girls winning their first premiership in 2023.

Our club has also seen many of our players establish successful football careers with a strong number of players experiencing SANFL football as well as some lucky enough to make careers in the AFL/ AFLW system. In season 2023 our first ever BLCW player to play AFLW was our very own Caitlin Wendland.

In 2024, 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 our successful partnership with our affiliate clubs - Willaston Netball Club (WNC), Willaston Cricket Club (WCC) and the Willaston Country and Music Club (WCMC).

This year has been a very successful year in all areas of our football club as we have maintained good club structure which enabled 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 ½ including women's football.
- Infrastructure improvements; We have completed one of our many goals, new LED Oval Lights. Now we are focusing on a brand new precinct which includes new uni sex changerooms and new netball courts through government grants and collaborating closely with the Town of Gawler through a working group that has been formed. 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 am very confident that the Donnybrooks will achieve the goals we set out in the future moving forward.

Thank you for your generosity & support for season 2024.

Aldo Pasin

MAJOR SPONSORS



Lumond Lawyers



WILLASTON FOOTBALL CLUB



SENIOR MEN'S COACH



Thanks again to the Willaston Football Club committee, sponsors, members and supporters for the opportunity to coach the club for a second year. I have really enjoyed my first year at the club and feel as though we have made a lot of positive changes around the place. A satisfying year that enabled us to find out exactly what we needed to do to improve as a team and make in roads into achieving the success the club deserves. We have made some changes to the coaching committee. We are excited to have Megan Boers-Veen join us from the very successful women's program as the midfield coach and look forward to seeing what she can add to our group. We have also appointed a new reserves coach in Greg Hinderwell. Greg is a past premierships player for the club and a long time Donnybrook. Grant Hemmerling steps in as our forward coach. Grant was a previous reserves coach and we look forward to him growing in his new role. Still with us is Rhys McIntee who will be my senior assistant, Craig Dawe in charge of the defence, Peter Cameron will be a development coach and our newly appointed under 17.5s coach is Joe Cirillo who has had success at under 15's level and is a very passionate Willaston man.

Our fitness/tackling coach Brodie Ward will remain in place. His rugby background certainly makes an impression on the boys. We have already done a lot of work in the off season and have added some exciting recruits to the group. Along with the re-signing of a majority of last years group I feel we are in a great position for season 2024.

The club as a whole is in a very healthy place with its well-structured and hard working committee lead by President Aldo Pasin.

I'm very much looking forward to what 2024 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 2024.

Go the Donnies!

Damien Herzick



WILLASTON
FOOTBALL CLUB



SENIOR WOMEN'S COACH



Well, I've got big shoes to fill after the magnificent coaches the senior women's program have had. Thank you to Andre Boers and Megan Boers-Veen for all the years of effort put in to get our great club to the spot we are in today.

Let me introduce my team. All of the names will already be known around the club. Assistant coaches are Ashley Fry, Sam Walton and Liz Wilson who all have unbelievable football resumes. Team manager Jarrod Hicks is the current cricket club president and has coached multiple times at the football club. Our runner Trent Rozman has also played a large amount of A grade football at the club.

Our goal this year moving forward will be to really work on the fundamentals. With our coaching squad there is plenty of experience there to pass on to this generation of female footballers! We will start with developing our skills and advancing to delivering a high quality standard of football!

Our U16's will be coached by Morgan Heggie, our U13's coached by Graham Rigney and our U10's by Bella Robinson.

I am looking forward to the challenges that this year will bring and the hurdles that will need to be jumped!

Hope to see you all out supporting in 2024.

Max Bornholdt



**WILLASTON
FOOTBALL CLUB**



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 relationships 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, digital and social media 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 80 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

**WILLASTON
FOOTBALL CLUB**



COMMUNITY - ONE IN ALL IN

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

TEAMS:

Senior Football:	A Grade	Reserves		
Colts Football:	U17.5	U15		
Junior Football:	U13	U11 x2	U9 x2	
Women's Football:	Senior	U16	U13	U10



WILLASTON
FOOTBALL CLUB



DIAMOND PARTNER



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

Value: \$3850 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 (Max 2 tickets)
- Invitation to President's lunch at every home game

**WILLASTON
FOOTBALL CLUB**



PLATINUM PARTNER



An exceptional package with great advertisement opportunities and hospitality benefits.

Value: \$2310 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 (Max 1 ticket)
- Invitation to President's lunch at every home game

**WILLASTON
FOOTBALL CLUB**



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

Value: \$1320 Inc GST

Advertising

- Digital signage in members room
- Digital signage on club website
- 2400 x 900cm Signage on oval
- 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
- Invitation to President's lunch at every home game

GOLD PARTNER



An 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 1 person
- 1 gate pass to every home game
- 1 complimentary ticket to the annual Sponsor's Day Luncheon
- 1 complimentary ticket to the annual Presentation Dinner

**WILLASTON
FOOTBALL CLUB**



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 ticket to the annual Sponsor's Day Luncheon

**WILLASTON
FOOTBALL CLUB**



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.

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