

BUSINESS PARTNERSHIP PROSPECTUS 2025



WILLASTON
FOOTBALL CLUB



PRESIDENT

ALDO PASIN

EMAIL: PRESIDENT@WILLASTONFOOTBALLCLUB.COM.AU

M: 0407 714 168

SPONSORSHIP COORDINATOR

SCOTT CROSS

EMAIL: SPONSORSHIP@WILLASTONFOOTBALLCLUB.COM.AU

M: 0407 791 741

**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 our history, including winning our 23rd Senior Premiership and our 12th Reserves Premiership last season, breaking a 39-year drought of winning the double Premiership for the club. We value our junior development and Women's Football program and we have had recent success in this area. Our U17½ teams won premierships in 2014, 2016, 2018 & 2022 and U15 won in 2017, 2022 & 2023. Our Senior Women's playing in six Grand Finals in a row winning 2020 & 2022 also our U13s girl's winning their first premiership in 2023. 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/ AFLW system. Season 2023 our first ever BLGW player to play AFLW our very own Caitlin Wendland.

In 2025, 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 has seen us field increased team sizes for U10, U13, U16 and senior team. We also aim to continue to foster and grow our successful partnership with our affiliate clubs - Willaston Netball Club, Willaston Cricket Club and the Willaston Country and Music Club. This year has been a very successful year in all areas of our football club as we have maintained our good club structure which enables us to set achievable goals moving forward, our goals are:

Willaston Football Club to win our 25th Senior A Grade Premiership within 5 years.
To continue to grow and develop our junior grades from U9s to U17 ½ including women's football.

Infrastructure improvements, eg. 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, clubrooms & new netball courts through government grants and calibrating closely with the Town of Gawler as a working group has been formed with the Town of Gawler.

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 the Donnybrooks will achieve the goals we strive for in the future moving forward.

Thankyou for your generosity & support for season 2025.

Aldo Pasin

MAJOR SPONSORS



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 third year. I also want to pass on, on behalf of the playing and coaching group, a huge thank you. Your support went a long way in helping us realising our dream of winning both A grade and Reserve Premierships. Such a satisfying year that enabled us to give the club the success it had been searching for for such a long time. We have made some changes to the coaching group. We are excited to have Megan Boers-Veen continuing but changing to forward coach this year to help with her development, Grant Hemmerling will change to defence coach and Rhys McIntee will take over the midfield. We also are excited to have Reserves coach Greg Hinderwell remaining in his role. Greg is a past premiership player for the club and a long time Donnybrook. Peter Cameron will be continuing as development coach. We are very lucky to have an experienced and knowledgeable coaching group at the club .

Our newly appointed under 17½ coach is Josh Gordon Hunt who has had numerous coaching roles in both senior and junior footy in both SAAFL and country footy. 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 the majority of last years group I feel we are in a great position for season 2025. As a playing group this season will provide a lot of new and varying challenges being the current premiers but it's one both the players and I are looking forward to taking on .

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 2025 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 2025.

Go the Donnies!

Damien Herzick



WILLASTON FOOTBALL CLUB



SENIOR WOMEN'S COACH



What a massive year 2024 was for the Women's Program. We managed, for the first time, to have all of our teams make the grand final. That's U13's, U16's and Seniors. Although we were all defeated on the day by small margins, I believe that we were all the best team over the year in our grades.

With an average age of about 18 1/2 last year in our senior team, it showed how strong we are going to be in years to come. The depth and versatility in our side is amazing with girls playing all over the ground.

Coaching staff this year is very similar. Again this year in my coaching team is Liz Wilson, Ashley Fry, Sam Walton, Trent Rozman and Jarrod Hicks. Everything ran quite smoothly and I look forward to utilising their expertise once again this year. Coaching the U16's this year is Morgan Heggie, Graham Rigney will coach the U13's and two new coaches for the U10's in Tayla Williams and Adellyn Mullaney.

We learnt a lot last year and we look to strive to improve this year and go one better with some new additions to the squad!

Thank you for choosing to support the Willaston Football Club. We look forward to seeing you on the sidelines supporting our Men's and Women's Programs.

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**



OPAL PARTNER



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

**WILLASTON
FOOTBALL CLUB**



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**



WELLBEING PROGRAM - MORE THAN FOOTY!

In 2022 Willaston Football Club developed a wellbeing position on the executive committee and has facilitated delivery of wellbeing programs each year since and established a peer support network of 6 members across the club. The Football Club as a result has seen connection with people from the broader community that have never been connected to the club previously and it has received recognition at a State and National level.

Some of the initiatives include:

2022 Tackle Your Feelings program delivered by a psychologist to all club officials.

2023 Life Changer program for Under 13 youth and Tackle Your Feelings for senior players.

2024 Trialled a Job Ready Program for U12 to U14 yrs using the canteen and scoreboard on home games, trialled a Tackle Your Feelings Anxiety program for U17's, hosted the northern connection point for the Annual Ride Against Suicide and supported Zonta to deliver a Say No to Violence Against Women U17's match.

2025 brings many exciting opportunities and challenges with national data highlighting youth mental health and distress on the rise. We will strive to continue to build and educate our players, members and broader community supporting them to become the best versions of themselves and providing tools to support themselves or someone else during challenging times whether they are on or off the field.

Your support as sponsors helps us to provide education and build skills that may just save a life and is most appreciated!

Karen McColl



WILLASTON
FOOTBALL CLUB

