

# **BUSINESS PARTNERSHIP PROSPECTUS 2026**



**WILLASTON  
FOOTBALL CLUB**



# PRESIDENT

STEVE CLELAND

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# SPONSORSHIP COORDINATOR

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**WILLASTON  
FOOTBALL CLUB**



# PRESIDENTS WELCOME



The Willaston Football Club is one of the most iconic sporting clubs in Gawler, South Australia, proudly founded in 1889 by the working class men of the North Para River clay pits. Those working class values remain deeply embedded in our club today and are reflected through our strong supporter base, membership, and volunteer culture. Our success as a club is built on the time, effort, and commitment of countless volunteers, sponsors, and community members who continue to support the Willaston Football Club as a thriving and respected community organisation. Competing in the Barossa, Light and Gawler Football Association (BLGFA), the club has enjoyed sustained on field success throughout its history, including Senior Premierships and Reserves Premierships, highlighted by achieving the rare and significant Senior and Reserves double premiership, breaking a long-standing drought and reinforcing the club's position as a strong and competitive football organisation. We place a strong emphasis on junior and colt development and women's football, and this focus has delivered outstanding results. Our boys and girl's programs continue to grow in both participation and success, while our Senior Women's program has established itself as one of the competition's most consistent and successful teams. The club also takes great pride in the number of players who have progressed through our pathways to represent the SANFL, with some going on to careers in the AFL and AFLW, showcasing the strength of our development systems. Off the field, the Willaston Football Club is in a very strong position, supported by sound governance and a hardworking, well-structured committee. This stability has allowed the club to not only maintain success, but to plan confidently for the future. A major focus has been infrastructure improvement. One of our key achievements has been the successful installation of new LED oval lighting, significantly enhancing training and match day opportunities. Building on this momentum, the club is now focused on a major precinct redevelopment, including new unisex change rooms, upgraded clubrooms new netball courts and upgraded cricket facilities. These projects are being pursued through government grant opportunities and close collaboration with all stakeholders, with a formal working group established to drive this vision forward. These initiatives represent just some of the many goals the club continues to set and achieve as part of its ongoing journey. With strong club structures in place and the continued support of our community and sponsors, I am confident the Donnybrooks will continue to grow, succeed, and strengthen their place within the Gawler community well into the future.

*Steve Cleland*

## MAJOR SPONSORS



# WILLASTON FOOTBALL CLUB



# SENIOR MEN'S COACH



Thank you again to the Willaston Football Club committee, sponsors, members, and supporters for the opportunity to coach the club for a fourth year. I would also like to pass on, on behalf of the entire playing and coaching group, a sincere thank you for the continued support.

We are excited to confirm that Reserves coach Greg Hinderwell will remain in his role. Greg is a past premiership player with the club and a long-time Donnybrook, and his experience and passion continue to be invaluable.

A significant amount of work has already been completed throughout the off-season, including the addition of some exciting new recruits. Combined with the re-signing of the majority of last year's group, I believe we are well positioned heading into the 2026 season.

The playing group will face a number of new and varied challenges this year, and we are looking forward to embracing them together. The club itself is in a very healthy position, supported by a well-structured and hardworking committee led by newly elected President Steve Cleland.

I am very much looking forward to what 2026 will bring, but even more excited about the future of the club beyond that. Once again, thank you for the opportunity. I look forward to meeting you all and talking plenty of footy throughout the 2026 season.

Go the Donnies!

*Damien Herzick*



## WILLASTON FOOTBALL CLUB



# SENIOR WOMEN'S COACH



2025 was an incredible year for the women's program. After coming so close in 2024 all the girls came back with the hunger and determination to go one step further in 2025. And that they did! All 3 teams making finals again and the ultimate success was had with the Senior women going one better to take home the ultimate prize and winning another grand final. The U16's also made history by winning their first premiership, coming back from 4 goals down at 3/4 time in a fantastic, unforgettable win.

This year we go into the season once again being the hunted and with a couple more additions to the senior team, we will be looking to go back to back for the first time in our history.

Assisting myself this year will be Trent Rozman in an assistant coaching role and Jarrod Hicks as team manager. We thank Liz, Sam and Ash for their recent hard work.

Taking the reins of the U16's this year is Graham Rigney, after a couple years of coaching the U13's. We thank Morgan Heggie for the fantastic job he has done with the girls over the last couple of years.

Replacing Graham in the Coaching role for the U13's is current senior player Jessie Sandford. After being an assistant last year she is ready to take the leap into being the head coach.

Thank you again for your recent support of the Willaston Football club and we hope to have you back on board this year.

*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

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# 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**



**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
- Free admission to all club functions (Max 2 tickets)
- Invitation to President's lunch at every home game



# 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
- Free admission to all club functions (Max 1 ticket)
- Invitation to President's lunch at every home game

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**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

**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

# 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  
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# 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 Continued the Job Ready Program, hosted Talkin Tough – A Real Life Resilience program and Party Wise Alcohol and other Drug Education which was presented by the Sammy D Foundation. An article about the clubs wellbeing program was published in The Post which is distributed nationally and to top it off The Willaston Football Club received the award for the best Community Club of the Year at the Town of Gawler Australia Day celebrations.

2026 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.

*Rebecca Dockrill*



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