

CALOUNDRA PANTHERS FOOTBALL CLUB

PARTNERSHIP OPPORTUNITIES 2026





PARTNERSHIP OPPORTUNITIES 2026

WE ARE CALOUNDRA

Established in 1973, Caloundra Panthers is a united junior and senior AFL club with a thriving community footprint across the Sunshine Coast. In 2023, we proudly celebrated 50 years of football excellence, community engagement, and player development.

We field teams from Auskick to U17s, senior men's and women's squads, and are the designated AFL hub for the Caloundra South corridor. Our club is built on values of unity, respect, development, inclusion, integrity, and hard work.

With over 250 junior players and growing female participation, we are committed to creating a safe, inclusive, and high-performance environment for all. We are more than a club, we are a community institution, strategically positioned to serve both legacy members and the booming Aura development.

FAST FACTS

- Founded in 1973; celebrated 50 years in 2023
- One of the largest junior AFL clubs on the Sunshine Coast.
- Top 15% for junior participation in South East Queensland.
- 250+ junior players and growing—Caloundra Panthers is a powerhouse in community AFL.
- The only AFL club embedded in the Aura corridor—Queensland's fastest-growing residential zone.
- Dual-hub strategy: Carter Park (North Street) + Baringa Fields
- Monthly newsletter + active Facebook & Instagram presence
- Strategic plan aligned to AFL Quality Club Program
- Community engagement via schools, events, and partnerships
- Homegrown talent pathway aligned with AFLQ Points System
- Strong female development pipeline into QAFW
- Fisher Community Awards - Sports Club of the Year – Caloundra Panthers Australian Football Club

For further information about the club and why you should support please visit <https://aflcaloundra.com/> and review our Sponsorship Prospectus 2026.

SPONSORSHIP PACKAGES OVERVIEW

We offer a range of sponsorship opportunities designed to suit businesses of all sizes and ambitions. Each package delivers strong brand visibility, community engagement, and exclusive access to club events and digital platforms.

Panthers Sponsorship Tiers – 2026/2027 Season

GROUND PARTNER – \$50,000 (Exclusive – 1 Sponsor Only) 2 years

- The ultimate brand exposure package for the Panthers community.
 - Major signage at the home ground (premium placement)
 - Digital media partnership – brand integration across all club channels
 - Custom activation opportunities – tailored to your business objectives to collaborate on community initiatives or feature events
- (Note: No polo or playing jumper logo included. This tier is fully customisable to suit your brand.)

MAJOR PARTNER – \$25,000 (Exclusive – 1 Sponsor Only) 2 years

- Exclusive playing jersey logo for both Senior, Reserve & Womens teams
- Premium logo placement on all Senior & Junior club polos
- Signage presence at the home ground
- 6 x club polos
- 4 x tickets to the annual Last Man Standing event (per year)
- 6 x VIP invitations to Sponsor Days (per year)
- 4 x VIP tickets to the Senior Presentation Night (per year)
- Exclusive “Activation Zone” access at up to 4x Senior and 4x Junior home games (per year) (Showcase your brand on game day – giveaways, product displays, and promotions)
- 2x feature stories & video spotlights across social media, website, and monthly newsletter
- Logo & link on club website
- Appear on club business register referral list
- Dedicated partnership announcement in club media releases and communications

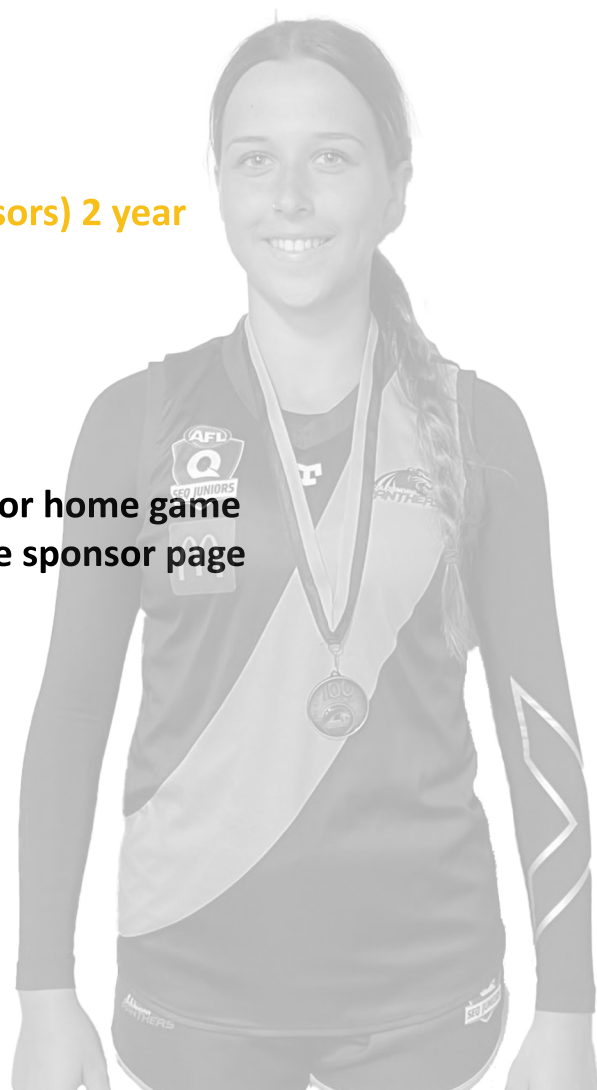


PLATINUM PARTNER – \$12,500 (Max. 2 Sponsors) 2 year

- Playing jersey logo for 2x team
- Premium logo placement on club polo
- Signage presence at the home ground
- 4x club polos
- 4x VIP invitations to Sponsor Days
- 2x ticket to the Last Man Standing event
- 2x VIP tickets to Senior Presentation Night (per year)
- 4x club polos
- Exclusive “Activation Zone” space at 3x Senior + 3x Junior home games
- Playing jersey logo for 1x team
- Logo on club polo shirt
- Signage presence at the home ground
- Logo & link on club website + 4x social media features
- “Activation Zone” access at 2x Senior + 2x Junior home games
- Inclusion in club newsletter
- Appear on club business register referral list

SILVER PARTNER – \$5,500 (Max. 6 Sponsors) 2 year

- Playing jersey logo for 1x team
- Logo on club polo shirt
- Signage presence at the home ground
- 2x club polos
- 2x VIP invitations to Sponsor Days
- “Activation Zone” access at 1x Senior + 1x Junior home game
- 2x social media features + inclusion on website sponsor page
- Logo & link on club website
- Feature in club newsletter
- Appear on club business register referral list





CALOUNDRA PANTHERS FOOTBALL CLUB

BRONZE PARTNER – \$3,500 (Max. 12 Sponsors) 2 year

- 2x VIP invitation to Sponsor Days
- 2x club polos
- 1x social media feature
- Signage presence at the home ground
- Logo & link on club website
- Inclusion in sponsor newsletter
- Appear on club business register referral list

FENCE SIGNAGE OPTIONS - \$1,500 (Year 1) – includes sign production & installation

Perfect for local businesses wanting visible ground presence all season.

- 2x VIP invitations to Sponsor Days
- 2x club polos
- 1x social media feature
- Signage presence at the home ground
- \$1,000 (Renewal per year) – existing sign remains in place
- Appear on club business register referral list

BUSINESS NETWORK GROUP – \$750 (Max. 20 Sponsors, 1-Year Term)

- Combined fence signage (shared panel)
- 2x VIP invitations to Sponsor Days
- 1x social media feature
- Logo feature in club newsletter
- Appear on club business register referral list





CALOUNDRA PANTHERS FOOTBALL CLUB

BE PART OF SOMETHING SPECIAL

SPONSORSHIP PAYMENTS

Payments can be made by either cheque, credit card or bank transfer. An invoice will be provided on agreement with the Caloundra Panthers Football Club.

Paul Fleischer - Sponsorship Coordinator

☎ 0408 388 932 ✉ caljafcsponsorshipscoordinator@gmail.com

Your valued support of the Caloundra Panthers Football Club directly contributes to our growth and community impact. Together, we're building a legacy that benefits generations to come.

