

# **WELCOME TO CALOUNDRA PANTHERS FOOTBALL CLUB**

Community focused AFL club for all ages base on the Sunshine Coast

## **SPONSORSHIP PROSPECTUS 2026**



# ABOUT CALOUNDRA PANTHERS FOOTBALL CLUB

Founded in 1973, Caloundra Panthers is a united junior and senior AFL club with deep community roots across the Sunshine Coast. In 2023, we proudly marked 50 years of football excellence, grassroots development, and meaningful community engagement.

We field teams from Auskick through to U17s, alongside senior men's and women's squads, and serve as the official AFL hub for the Caloundra South corridor. With over 250 junior players and a surge in female participation, we're committed to fostering a safe, inclusive, and high-performance environment for all. More than just a football club, Caloundra Panthers is a community institution—strategically positioned to support long-standing members and the rapidly growing Aura region.



# VALUES

Our club is anchored in values of:

- Unity
- Respect
- Development
- Inclusion
- Integrity, and
- Hard work



# RECENT SUCCESS - 2025



## PREMIERS

- Division 3 Men's (three-peat)
- Senior Women's
- Under 15 Girls
- Division 2 Under 13 Boys

## CALOUNDRA PLAYERS THAT HAVE PROGRESSED TO THE HIGHEST LEVEL

ERIC HIPWOOD



Brisbane Lions

SAM REID



Western Bulldogs  
Greater Western & Sydney Giants

CHRIS SMITH



Fremantle Dockers

SHARNI WEBB



Brisbane Lions

# FOOTBALL PROGRAM

Caloundra Panthers proudly fields 17 teams. The club stands among Queensland's larger AFL community organisations—firmly positioned in the upper tier for participation, reach, and growth potential.



400+  
PLAYERS

## OUR TEAMS

3

SENIOR  
MENS

1

SENIOR  
WOMENS

6

YOUTH  
Males and  
Females –  
U8.5, U9.5 &  
U11.5

6

JUNIORS  
Males and  
Females –  
U13.5, U15.5  
& U17.5

1

AUSKICK

1

MASTERS  
(OVER  
45'S)

# DIGITAL & SOCIAL REACH

- Active Facebook with over 3.7K followers, from Sunshine Coast, Brisbane and Melbourne with 120,00+ views a month
  - Instagram 32,000 views a month



# DEMOGRAPHICS AND GROWTH

The Caloundra region—including Baringa, Caloundra West, Nirimba, and surrounding suburbs—is one of the fastest-growing corridors in Queensland.

## CURRENT SNAPSHOT (2025)

**Caloundra region population:**

~65,000+

**Primary demographic:**

Young families and school-aged children

**Aura development:**

Planned for 50,000+ residents over the next two decades

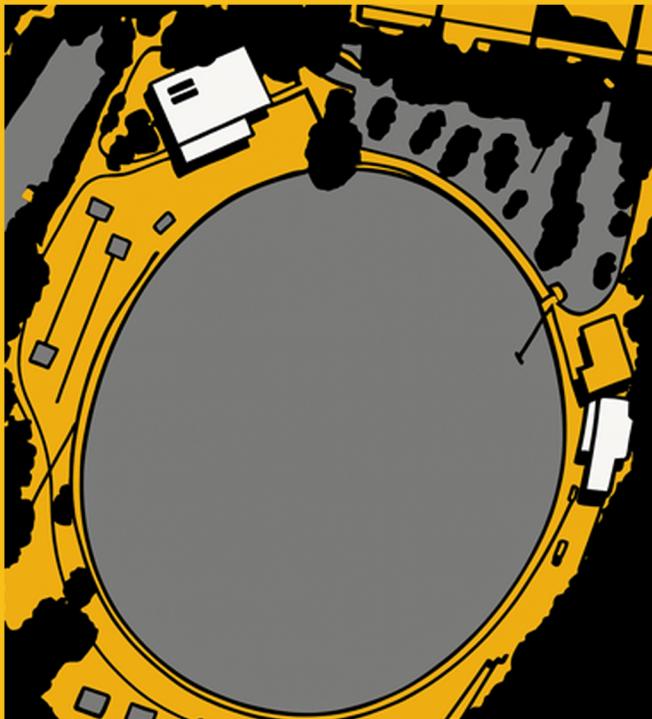
## WHY THIS MATTERS FOR SPONSORS

- **High visibility:** Your brand will be seen by tens of thousands of local families and commuters
- **Youth-centric:** A growing base of junior players ensures long-term engagement
- **Community-first:** Residents prioritize sport, health, and connection—making the Panthers a natural hub



# DUAL HUB ADVANTAGE

HUB	PURPOSE	STRATEGIC ROLE
North Street (Carter Park)	Heritage base Senior football Legacy members	Major events
Baringa Fields Growth hub Junior expansion	Aura community access,	Future facilities



NORTH ST, GOLDEN BEACH



FARMER ST, BARINGA

# PANTHERS SPONSORSHIP TIERS 2026/2027

**GROUND PARTNER** Flagship signage, full digital, custom activations

**MAJOR PARTNER** Elite jersey/polo branding, VIP access, game-day activations

**PLATINUM PARTNER** High-visibility branding, activation zones, strong media presence

**GOLD PARTNER** Solid branding + digital, activations, sponsor perks

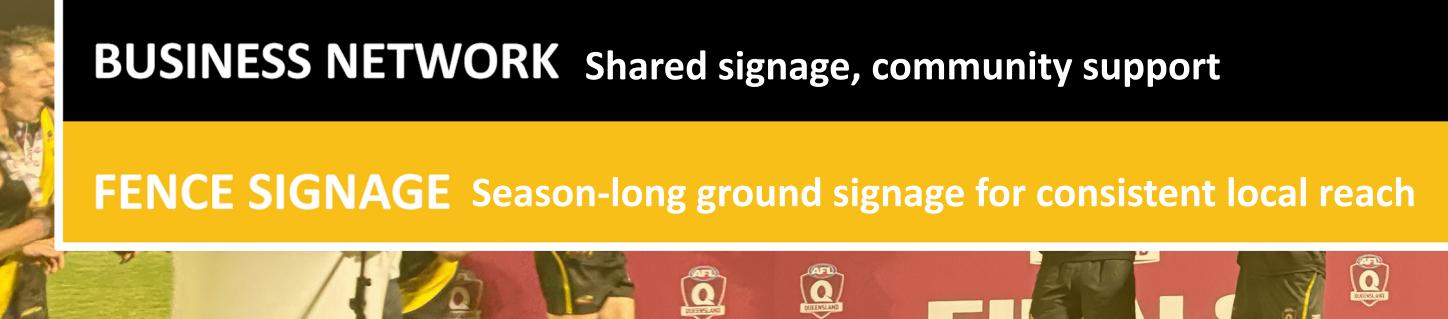
**SILVER PARTNER** Cost-effective exposure, limited activations

**BRONZE PARTNER** Entry-level visibility, select event access

**BUSINESS NETWORK** Shared signage, community support

**FENCE SIGNAGE** Season-long ground signage for consistent local reach

**FULL DETAILS & PRICING**  
<https://aflcaloundra.com>



**PARTNER WITH IMPACT. ELEVATE YOUR BRAND. JOIN THE PRIDE**

# STRATEGIC & COMMUNITY POWER

- Active government engagement + targeted grants (QLD Minor Infra, GCBF, Play Well)
- MOU with Caloundra Little Athletics: shared assets, joint upgrades, unified Carter Park vision
  - North Street precinct: future community hub
  - Micro-volunteering model, clear roles, recognition programs
  - Chill Café Festival & Handball Comp – grassroots pride in action



# CONTACT US

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