



SPONSORSHIP OPPORTUNITIES



Join our Blues family, a club rich in history over 150 years old!

The Launceston Football Club has been a pillar of the local football community since 1875, making us the oldest continuing club in Tasmania. A backbone of the Tasmanian football community for the past 150 years, our senior teams are competing in the Northern Tasmania Football Association (NTFA) Premier League since 2025, while our Juniors are in the Northern Tasmania Junior Football Association (NTJFA).

With 12 teams competing across various competitions, our brand is seen by many on a wide range of platforms including on field and off field apparel, television, print media, social media, signage and much more.

We boast a large following on our official Facebook page, paired with our Instagram presence, forming extremely important marketing opportunities.

Football is a sport for all ages and genders, and is one of the most family friendly in the country. We are a proud community club with outstanding values and culture.

Sponsorship is one of the most important parts of running a successful club, as costs to cover each player to take the field include ground lease, medical support, equipment, umpiring fees, AFL fees, insurance and much more. Our recent success is directly related to the support we receive from our loyal sponsors and members. Packages start from as little as \$385 and can be tailored to suit your individual needs.

The Launceston Football Club can provide your organisation with the opportunity to be involved in a community club and exposure for your business. We grant access to a large network of possible customers in Northern Tasmania. There is no better time to show your support and get behind our club than now!

Benefits include heightening awareness and recognition of your company brand in the local community, effective advertising and exposure, opportunities to entertain your clients or staff members at the games, as well as at functions held throughout the year.

We invite you to partner with the Launceston Football Club and reap the benefits of aligning with a brand that is continually striving for success and growth.

Launceston Football Club President - Scott Stephens

MISSION, VISION & GOALS

Our Mission

The Launceston Football Club is a community based club committed to the development and promotion of Australian Rules Football within the city of Launceston and the greater West Tamar community of Tasmania.

Our Vision

To be the leading, most respected sports & community club in Tasmania.

Our Goals

- To participate in all final's series, in all grades and leagues each year
- To provide a clear pathway for our juniors to develop and continue their football journey
- To encourage and support our players to become the best version of themselves
- To be a respected corporate citizen through the development of partnerships with the business, sporting, and service communities of Tasmania
- To ensure the long-term success and future of the Launceston Football Club, meeting the needs of our local football community

OUR HISTORY

Formed: 1875 - 150 Years of Football History

Home Ground: Windsor Park, Riverside

Colours: Dark Navy Blue and White

Nickname: Blues

Club Motto: “Volumus Vincere” – (“*The will to win*”)

Club Song: “Onwards to Victory” (To The Tune: “*Notre Dame March*”)

Premierships: 38

CLUB MEMBERSHIP

LFC MEMBER

\$100 +GST

- Seasons pass to all Home Games (NTFA & NTJFA)
- Membership sticker
- Drink specials
- Invitation to club functions and events

SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR

\$15,000 pa +GST (Minimum 3 year deal, 3 available)

Signage & Advertising

- Logo on playing Jumper
- Logo on warm up top
- 2 of 5m x 1m Boundary Fence signs
- Logo on Official Sponsor Banner
- Logo on Scoreboard on Game Days
- Logo on bottom of Letterhead
- Facebook & Instagram advertisements
- Acknowledgment on LFC Website (Sponsors Page)
- Acknowledgement on sponsors Digital Signage Screen in Clubrooms

Hospitality

- 4 x Season Passes to all Home Games (NTFA & NTJFA)
- Invitation to attend Season launch & McAuley Medal
- Invitation to Sponsors Luncheon
-
- Photo opportunity with Players at your business

Also receive:

- 4 x Membership Stickers
- Choice of 2 x Scarf/Cap/Beanie/Stubby Holder



SPONSORSHIP OPPORTUNITIES

SILVER SPONSOR

\$10,000 pa +GST (Minimum 3 year deal, 3 available)

Signage & Advertising

- Logo on playing shorts
- 2 of 5m x 1m Boundary Fence signs
- Logo on Scoreboard on Game Days
- Logo on Official Sponsor Banner
- Logo on bottom of Letterhead
- Facebook & Instagram advertisements through
- Acknowledgment on LFC Website (Sponsors Page)
- Acknowledgement on sponsors Digital Signage Screen in Clubrooms

Hospitality

- 4 x Season Passes to all Home Games (NTFA & NTJFA)
- Invitation to attend Season launch and the McAuley Medal Dinner
- Invitation to Sponsors Luncheon
-
- Photo opportunity with Players at your business

Also receive:

- 4 x Membership Stickers
- Choice of 2 x Scarf/Cap/Beanie/Stubby Holder



SPONSORSHIP OPPORTUNITIES

BRONZE SPONSOR

\$5,000 pa +GST (3 available)

Signage & Advertising

- 1 of 5m x 1m Boundary Fence signs
- Facebook & Instagram advertisements through LFC pages
- Acknowledgment on LFC Website (Sponsors Page)
- Acknowledgement on sponsors Digital Signage Screen in Clubrooms

Hospitality

- 2 x Season Passes to all Home Games (NTFA & NTJFA)
- Invitation to attend Season launch and the McAuley Medal Dinner
- Invitation to Sponsors Luncheon

Also receive:

- 2 x Membership Sticker
- Choice of 1 x Scarf/Cap/Beanie/Stubby Holder



SPONSORSHIP OPPORTUNITIES

GROUND SIGNAGE SPONSOR

\$1,500 pa +GST (\$1,000 +GST 3 year special)

Signage & Advertising

- 5m x 1m Boundary Fence sign
- Acknowledgment on LFC Website (Sponsors Page)
- Acknowledgement on sponsors Digital Signage Screen in Clubrooms

Hospitality

- 1 x Season Pass to all Home Games (NTFA & NTJFA)
- Invitation to attend Season launch and the McAuley Medal Dinner
- Invitation to Sponsors Luncheon

Also receive:

- 1 x Membership Sticker
- Choice of 1 x Scarf/Cap/Beanie/Stubby Holder



SPONSORSHIP OPPORTUNITIES

PLAYER SPONSOR – *Male

\$495.00 pa (includes GST)

PLAYER SPONSOR – *Female

\$385.00 pa (includes GST)

Signage & Advertising

- Logo on Sponsored Player's locker or Player Wall in changerooms
- Acknowledgment on LFC Website (Player Sponsors Page)
- Acknowledgement on sponsors Digital Signage Screen in Clubrooms

Hospitality

- 1 x Season Pass to all Home Games (NTFA & NTJFA excluding finals)
- Invitation to attend Season launch and the McAuley Medal Dinner
- Invitation to Sponsors Luncheon
- Photo opportunity with Sponsored Player

Also receive:

- 1 x Membership Sticker
- Choice of 1 x Scarf/Cap/Beanie/Stubby Holder

Player receives:

- On field playing kit (reversible guernsey (men only), warm up top, 1 x home & 1 x away short, 1 x pair socks)
- Off field apparel (including club polo & apparel voucher)
- Registration
- Insurance
- All associated playing/administration costs

GAME DAY OPPORTUNITIES

THURLOW ROOM

\$700.00 (includes GST) or \$70.00 ea (max 10 people)

Includes

- 8 x beer/wine/ciders per person
- Cheese platter and sandwiches pre-Senior game
- Hot food quarter time of Senior game

Not Included

- Ground entry (to be paid at the gate)



TAMAR FUNCTION CENTRE

\$70.00/head (includes GST)

Includes

- 8 x beer/wine/ciders per person
- Cheese platter and sandwiches pre-Senior game
- Hot food at quarter time of Senior game

Not Included

- Ground entry (to be paid at the gate)

CONTACT US

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Talk to us about sponsoring the Launceston Football Club today