SEASON 2027 · PARTNERSHIP OPPORTUNITIES

FLY WITH THE EAGLES

135 years of community football and netball in Ferntree Gully. Your brand belongs at Wally Tew Reserve.

EST. 1892

FOOTBALL · NETBALL · JUNIORS



THE EAGLES BY THE NUMBERS

135
Years of club history in 2027, founded 23/03/1892

700+
Families and community members reached through our juniors

5,433
Combined Instagram and Facebook followers*

600+
Contacts on our email (EDM) database

16+
Junior teams, including 2 all-abilities teams

200+
Auskick participants every season

*Instagram 2,350 + Facebook 3,083, as at 12/11/2026

WHAT WE STAND FOR

OUR VALUES

01 **Unity & Inclusivity**
One club, welcoming people of all backgrounds and abilities.

02 **Respect & Integrity**
Fairness, honesty and accountability, on and off the field.

03 **Excellence & Development**
Continual improvement for our players, coaches, volunteers and officials.

04 **Sportsmanship**
Fair play, teamwork and positive attitudes in everything we do.

05 **Community & Partnership**
We back our community and value strong, two-way relationships with our sponsors.



135 YEARS. ONE CLUB.





OUR TEAMS

- Division 3 Men's Seniors & Reserves
- Under 19 Football
- Women's Senior & Masters Football
- 7 Netball teams
- 16+ Junior teams & Auskick

1892
Club founded on 23 March 1892

2016
Seniors premiers, Division 4

2017
Junior and senior clubs merge into one

2027
Our 135th season, and your chance to be part of it

THE PEOPLE BEHIND THE CLUB

OUR 2027 EXECUTIVE

PRESIDENT	VICE PRESIDENT	VICE PRESIDENT	TREASURER	SECRETARY
Brad Wiseman	Zach Carlin	Ian Connelly	Murray Browne	Lee Thompson

Your partnership is managed directly by the executive, with one point of contact from first conversation to season's end.

THE JUNIOR PATHWAY

Audience reach
Exposure to 700+ families and community members.

Participation
16+ teams, 200+ Auskick kids and 2 all-abilities teams.

Athlete development
Back young local talent while your brand grows with them.

Community impact
Grassroots sport that builds real local brand presence.

One club
Seniors and juniors work as one, so your reach spans every age.

Game day
Home games every Sunday, 8am–4pm, at Wally Tew Reserve.



HOME GROUND

WALLY TEW RESERVE





Two ovals
Football, cricket, functions, Knox Festival, Carols by Candlelight and more.

High capacity
Multiple games, trainings and big events at once.

Modernised
Upgraded clubrooms and ovals, among the best in the league.

Inclusive design
Clubrooms purpose-built to support all genders.

MORE THAN A FOOTY GROUND

AT THE FOOT OF THE DANDENONGS

Scenic location
A picturesque setting that lifts the game-day experience.

Community hub
Welcoming to players and spectators, all year round.

Event hosting
Club functions plus Knox Festival, Knox Carols by Candlelight, weddings, birthdays and celebrations.



SOCIAL & EMAIL

DIGITAL REACH

Facebook followers	3,083
Instagram followers	2,350
Email (EDM) contacts	600+

Reach across the EFNL

Followers from right across the Eastern Football Netball League.

Content people follow

High-quality, consistent posts keep supporters active and connected.

Tailored to your brand

Negotiate features across every channel, plus direct EDM to 600+ contacts.

Follower counts as at 12/11/2026

PARTNERSHIP PACKAGES · SEASON 2027

YOUR BRAND. OUR 135TH SEASON.

Packages for every business, from a $300 digital deal to naming rights on Wally Tew Reserve.

AT A GLANCE

FIND YOUR LEVEL

Package	Investment	Term	Headline benefit
Digital	$300	Per year	Social, website and clubroom advertising
Player Sponsor	From $300	Per year	Your chosen player's registration
Signage	$1,000	Per year, 3-year deal	Ground sign at Wally Tew
Gold	$1,500	Per year	2 ground signs, Presidents Lunch, socials
Platinum	$3,000	Per year	4 ground signs, every major club event
Barrel	$3,000	Over 3 years	Branded bar-table barrel, yours to keep
Merchandise	$5,000	Package	Platinum plus training and off-field apparel
Major	$6,000+	Per year	Prime signage, screens, kit and VIP access
Naming rights	Talk to us	Negotiated	A team, a facility or the ovals

All packages exclude GST, except the Player Sponsor package.

GET STARTED

ENTRY PACKAGES

DIGITAL

$300

Per year

- 2 membership cards (free entry to all home games)
- Advertising on our social media and website
- Clubroom advertising

PLAYER SPONSOR

$300

From, per year

- 2 membership cards
- 2 invites to the Presidents Lunch
- 1 club merchandise item
- A social media post on your sponsorship
- Your chosen player's registration

SIGNAGE

$1,000

Per year, on a 3-year deal

- 2 membership cards
- 1 ground sign at Wally Tew for each 12-month period

Digital and Signage exclude GST. Player Sponsor is the exception.

STEP UP

GOLD & PLATINUM

GOLD

$1,500

Per year, ex GST

- 2 membership cards (free entry to all home games)
- Advertising on our social media and website
- 2 invites to the Presidents Lunch
- 2 ground signs for a 12-month period
- 1 reverse raffle ticket

PLATINUM

$3,000

Per year, ex GST

- 2 membership cards (free entry to all home games)
- Advertising on our social media and website
- An invite to every major club event
- 4 ground signs around Wally Tew for a 12-month period

TOP TIER · $6,000+ PER YEAR

MAJOR PARTNER

Prime signage
Around Wally Tew Ovals during games and major events.

Clubroom screens
Your brand on the digital screens and TVs inside the clubrooms.

Dedicated social campaigns
Targeted at our broad, engaged audience.

Kit and merchandise
On official merchandise and team kits all season.

VIP networking
Invitations to club events to build business connections.



Ex GST

WEAR THE BRAND · $5,000

MERCHANDISE PARTNER

Everything in Platinum, plus your business on our training and off-field apparel.

Worn by players, coaches and club representatives at training, club activities and events, so your brand travels well beyond game day.

Training tops | Hoodies | Off-field wear





Ex GST

$3,000 OVER 3 YEARS

BARREL PARTNER

Custom-made

A bar-table barrel with your logo on the base and tabletop.

Social media

Advertising across our channels throughout the year.

Flexible payment

$3,000 upfront, or 3 annual payments of $1,000.

Front and centre

Out the front of the BBQ hut on every home game day.

Yours to keep

After 3 years the barrel is yours, unless you extend.



Ex GST

OWN A PIECE OF THE GROUND

NAMING RIGHTS & SIGNAGE

TEAM NAMING

Put your name on our senior men's teams, Under 19s, women's team or netball teams.

FACILITY NAMING

Exclusive rights to the BBQ hut, upstairs bar, balcony or the Wally Tew Ovals themselves.

GROUND SIGNAGE

High-visibility signs seen by players, families and visitors at every game and event.

Signage keeps Wally Tew polished and easy to navigate, and puts your brand in front of the community week in, week out.

Naming rights priced on application

ON THE FIELD AND IN THE ROOMS

KIT & SCREEN ADVERTISING

ON-FIELD KIT

- Your logo on the official guernsey
- Seen every game day and club event
- Aligns your brand with 135 years of heritage
- Extra exposure on club merchandise

CLUBROOM SCREENS

- Dynamic content on digital screens
- Messages tailored to events and seasons
- A modern, forward-thinking look
- Seen by members and every visitor



SEASON 2027

LET'S TALK

Thank you for considering the Eagles. Packages can be tailored to your business. Get in touch and we'll build the right fit.

Zach Carlin

VICE PRESIDENT

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