

Diamond Creek Women's Football Club

2026
SPONSORSHIP
GUIDE



About DCWFC



Established in 2002, Diamond Creek Women's Football Club is one of Australia's largest women's football clubs.

Our Mission statement:

'To provide a safe and accepting environment for females to learn and develop their skills at all levels of Australian Rules Football, whilst promoting respect, camaraderie, good sportsmanship, health, fitness and enjoyment.'

#oneclub



DCWFC Strong

We pride ourselves on the development of female athletes of all skill levels across junior and senior playing groups.

DCWFC has created a high-performance culture which has seen the club generate over 30 female athletes who have played AFLW at the highest level.

We routinely nurture our players into development pathways with consistent representation in the Northern Knights Academy and state level selections.

#proudcommittedunited

Club Goals

1

DEVELOP & INVEST IN OUR PLAYERS' SKILLS & ABILITIES

Our key objective is to ensure our players have access to the best development opportunities and to create meaningful pathways for their success.

2

BUILD A STRONG, SAFE, PROUD & INCLUSIVE COMMUNITY

Create a second home environment where our culture is fortified and where players and families bring their whole selves to our club to thrive holistically.

3

IMPROVE FINANCIAL VIABILITY & SUSTAINABILITY

To continue positioning our club in the best possible financial way, ensuring our success in women's football for future generations.

2025 Achievements

On-field season achievements

We had over 200 players across six teams, from Under 12s to Seniors. In total, we participated in three Grand Finals and emerged victorious in two; our senior women's team in Division 1, and our U14 girls team. We are so proud of all our players.

Off-field achievements

- Maintained our Good Sport Level 3 Accreditation
- Became a Women & Girls chartered club
- Became an accredited club for Mental Health – Tackle Your Feelings
- Significant fundraising through various forms eg, Family Parma Nights, social events
- Home ground lighting update
- Enhanced social media presence
- Ran an all girls SuperKick program in partnership with AFL Vic



EXCLUSIVE - Past Player Testimonial

AFLW Sydney Swans Captain, Chloe Molloy

“My time at Diamond Creek Women's Football Club was nothing short of transformative. From the moment I stepped onto the grounds, I felt an unparalleled sense of belonging. This club didn't just ignite my passion for football; it nurtured it, fostering an environment where I could truly be myself.

What sets Diamond Creek apart is its unwavering commitment to their players. It's more than a team, it's a family. The club's culture is built on inclusivity and support, creating a space where every individual is valued and encouraged to chase their dreams.

The opportunities and resources provided by Diamond Creek were instrumental in helping me achieve that goal. Whether it was through passionate coaching, access to facilities, or the unyielding support from the club to better me. And it's not just about reaching the AFLW, it's about the ethos of the club. They strive for the success of every player, no matter the level they aspire to.

Diamond Creek isn't just a club, it's a home. It accommodates diverse aspirations, motivates every individual to excel, and most importantly, it is a safe place. It's a place where sweat, laughter, and dreams intermingle, creating an atmosphere that propels everyone towards their personal best. I'll forever cherish the memories I made during my time at Diamond Creek Women's Football Club”.



EXCLUSIVE - Past Player Testimonial

Past AFLW Collingwood and St Kilda Midfielder, Steph Chiocci

"DCWFC provided me with some of the best years and memories of my life. Not only did I develop as a footballer thanks to the commitment of our coaches and staff, I have made friendships that will last a lifetime.

The club allowed me to pursue my dream of playing at the highest level and the support I received was unmatched.

My heart will always bleed blue and red for the Creekers and I will always, always be grateful for everything the club has provided me".



Major Sponsorship Packages

#joinourteam

PLATINUM PACKAGE

The most comprehensive investment to ensure a prime and lasting impression



GOLD PACKAGE

Make a bold impact for your brand with this exclusive bundle



SILVER PACKAGE

An impressionable deal with great value for money



BRONZE PACKAGE

Elevate your brand and enjoy the recognition



PACKAGE BENEFITS AND PRICING

What your chosen sponsorship package gets you (p.a. for a minimum of three years)

CLUB SPONSORSHIP	PLATINUM	GOLD	SILVER	BRONZE
Home Ground Fencing Signage (2400mm x 900mm)	4	3	2	1
Under scoreboard signage (measurements TBC)	✓	✓	✓	
Logo on playing jerseys (minimum 3 years)	✓			
Logo on training tops (minimum 3 years)	✓	✓	✓	
Scoreboard advertising, website & all socials (p.a.)	✓	✓	✓	
Club's social room signage	✓	✓	✓	✓
Sponsors day invite	✓	✓	✓	✓
Company logo tear drop banner at all home games	✓	✓		
Tickets to Senior/U18s presentation event	4	2	2	1
Merchandise pack (items of your choice)	\$500	\$350	\$250	\$150
TOTAL INVESTMENT	\$10,000	\$7,500	\$5,000	\$2,500

Club Sponsorship Packages

COACH'S BOX SIGNAGE (HOME GROUND)

A comprehensive investment to ensure a prime and lasting impression:

- Large signage
- Logo visibility on all social media
- Tickets to Seniors Presentation

COST \$3,000

AWAY TEAM COACH'S BOX SIGNAGE (HOME GROUND)

A thorough investment to create a strong and enduring impact:

- Large signage
- Logo visibility on all social media
- Tickets to Seniors Presentation

COST \$3,000

HOME GROUND FENCE SIGNAGE

A modest yet supportive package for everyone's enjoyment:

Fence signage at home ground in 2400mm x 900mm size.

COST \$800

HOME GROUND FENCE SIGNAGE (RENEWAL)

Fence signage at home ground in 2400mm x 900mm size. Price reduction if the initial fence sign purchase is used

COST \$400

Club Sponsorship Packages

SCOREBOARD ASSISTANCE

Please contribute to see our hopes of having a new scoreboard come true.

**YOUR CHOICE
OF INVESTMENT**

FOOTBALL EQUIPMENT

Ensure our players have the best and most current football equipment including safety and wellbeing products and training.

COST \$2,000

INDIGENOUS/ PRIDE JERSEYS

For our players to proudly acknowledge and wear indigenous jerseys, please donate to support this important and powerful exhibit of unity, community and culture.

COST \$35,000

INDIVIDUAL PLAYERS

Sponsor individual players registration, merchandise and more! Various packages available, see below for more details.

FROM \$400

Player Sponsorship Packages

Please see our packages available for individual player sponsorship which provide great value and will guarantee a smile as meaningful as the season.

**COSTS VARY,
YET START FROM \$400**

	PLATINUM \$2,000	GOLD \$1,200	SILVER \$900	BRONZE \$700	SENIOR \$500	JUNIOR \$400
Annual Player Registration fees	✓	✓	✓	✓	✓	✓
Player Jersey/ Training Top (Optional)	✓	✓	✓	✓		
DCWFC Merchandise Pack	✓ Valued at \$300	✓ Valued at \$250	✓ Valued at \$100	✓ Valued at \$50		
Personalised Thank-You Letter	✓	✓	✓	✓	✓	✓
Company featured on sponsored player content on social media	✓	✓	✓	✓	✓	✓
Social Media post announcing player sponsorships	✓	✓	✓	✓		
Company-sponsored player photo in clubrooms	✓	✓	✓	✓	✓	✓
Tickets to Senior Presentation Night	4	2	1			
Company signage on fence line of oval	✓					

Flexible Sponsorship Framework

We're able to offer sponsorship packages which can be tailored to meet the unique needs and goals of our partners.

Customisation allows sponsors to align your brand messaging with specific events or campaigns, ensuring a more meaningful and targeted impact.

We'd be happy to work with you to uncover and implement a package that suits all your needs, both now and into a jointly successful future.

Please contact us at sponsorship@dcwfc.com.au to discuss your requirements.



How does sponsorship benefit you?

Brand visibility

Sponsors gain exposure and visibility by having their brand associated with the club, reaching a broader audience and potential customers.

Marketing opportunities

Sponsoring allows companies to leverage various and differentiated marketing channels, such as signage, social media, promotional material, and also enhances marketing efforts to connect with a specific target

Corporate Social

Responsibility (CSR)

Sponsoring causes that are important to you and that align with your company's positive initiatives also contribute to your CSR efforts and enhance your reputation as a socially responsible entity.

Networking

Gain access to exclusive networking events and key stakeholders which can lead to potential business collaboration and new revenue opportunities.



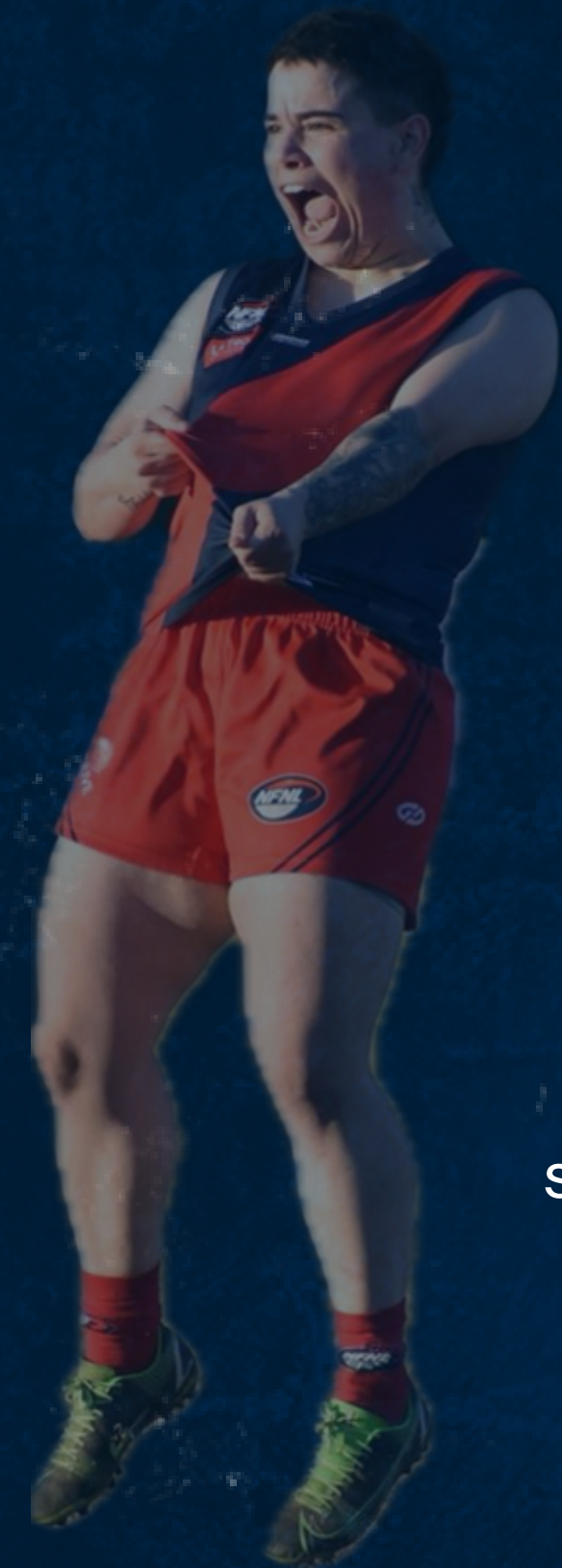
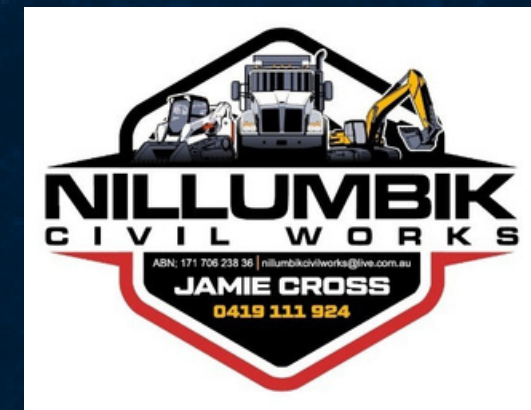
What Our Sponsors Think

"We have been a proud sponsor of the DCWFC for over 5 years.

As a local business, we believe in giving back to our local community. It's been great watching the development of the girls grow, compete, and succeed, while also promoting women's participation in sport. We're excited to stand alongside the teams this season and cheer them on as they continue to shine – both on and off the field. Go Creekers"

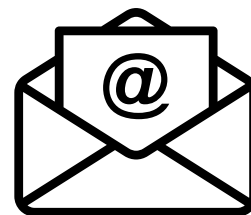


"The decision to partner with DCWFC was an easy one. We saw a club that embodies the same core values we strive for everyday; proud, committed, united. We are proud to stand shoulder to shoulder with DCWFC from the first whistle of the season to the final celebration. This club is second family for us.





We hope you'll join us for an unforgettable experience of team spirit, club pride and player satisfaction.



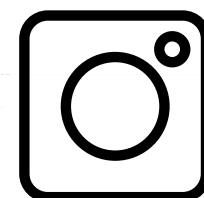
EMAIL ADDRESS

sponsorship@dcwfc.com.au



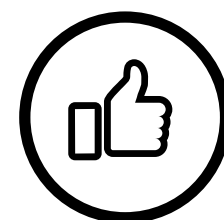
WEBSITE

www.dcwfc.com.au



INSTAGRAM

Diamond Creek WFC



FACEBOOK

Diamond Creek Womens Football Club