

A PROPOSAL BY  
CANBERRA UNITED FOOTBALL CLUB



# PARTNERSHIP PROPOSAL

2024 - 2025  
Season 17

## THE STORY SO FAR

Established in 2008, Canberra United competed in the very first Westfield W-League competition.

It has been a wild ride for Canberra United since and it shows no signs of slowing down as the Club continues to compete with the best that the country has to offer.

Canberra United has made the semi-finals nine times in 16 attempts, reaching three Grand Finals, and winning two. The Club has won three Premierships, finished runners-up once and were third on a further three occasions.

There have been 146 players to have pulled on the green jersey since Day 1, following in the footsteps of Player #1, our legendary skipper Ellie Brush.

We are the only A League club not affiliated to a men's professional set-up.



### CHAMPIONS

2011/12

2014/15

### PREMIERS

2011/12

2013/14

2016/17



## WHO WE ARE

At Canberra United, mediocrity has no place. We strive for greatness, representing ourselves, our region and our families with pride. We are committed to excellence, showcasing our determination to be the best.

We are Stronger United. We are Canberra United.

## CLUB VALUES

Accountable	Inclusive	Responsive	Ethical	Respectful	Unified
Being transparent and taking ownership for behaviour, decisions, and actions	Providing the environment and opportunity across all forms of football for everybody of any ability.	Acknowledging, acting and responding in a timely and respectful manner.	Doing what's right, acting in the best interest of football, and displaying good sportsmanship.	Building trust by listening, accepting others for who they are and when they have a different view, and behaving courteously.	Alignment of purpose, philosophy, and pathways.

## TOWARDS SEASON 17

2024/25 will be our 17th season, competing in the Liberty A-League.

Season 17 will consist of 23 games, including 11 home matches, plus finals.

Pre-season training will start late September, with season running from November to May.

All matches will be broadcast on Ten Play and Paramount+.






McKellar Park will remain the HOME of Canberra United and its fans.

## KEY METRICS FROM SEASON 2023/24

Economic and Community Impact Report conducted by Nielsen

- Event Satisfaction was high (7.6)
- A Net Promoter Score (NPS) of 50, slightly down from last season (53)
- 86% of the responders said they love coming to the game

### Canberra United 2023/24 Key Metrics

 <b>EVENT SATISFACTION (ACROSS ALL MATCHES)</b> <b>7.6</b>	 <b>THINK UNITED MATCHES ENHANCE COMMUNITY SPIRIT (LOCAL RESIDENTS)</b> <b>98%</b>
 <b>NET PROMOTER SCORE</b> <b>50</b>	 <b>SAID EXPERIENCE MAKES THEM WANT TO COME BACK AND SEE MORE OF CANBERRA (INTERSTATE VISITORS)</b> <b>86%</b>
 <b>LIKELY TO ATTEND AGAIN</b> <b>100%</b>	 <b>ECONOMIC IMPACT</b> <b>\$473k</b>

Prepared for: Canberra United  
Source: ACT Sport & Recreation Syndicated Economic Impact Online Survey n = 52, ACT Sport & Recreation Syndicated Economic Impact Intercept Survey n = 42.  
Copyright © 2023 The Nielsen Company (US), LLC. Confidential and proprietary. Do not distribute.

 Nielsen

63% of respondents stated that they are extremely likely to recommend attending a Canberra United match

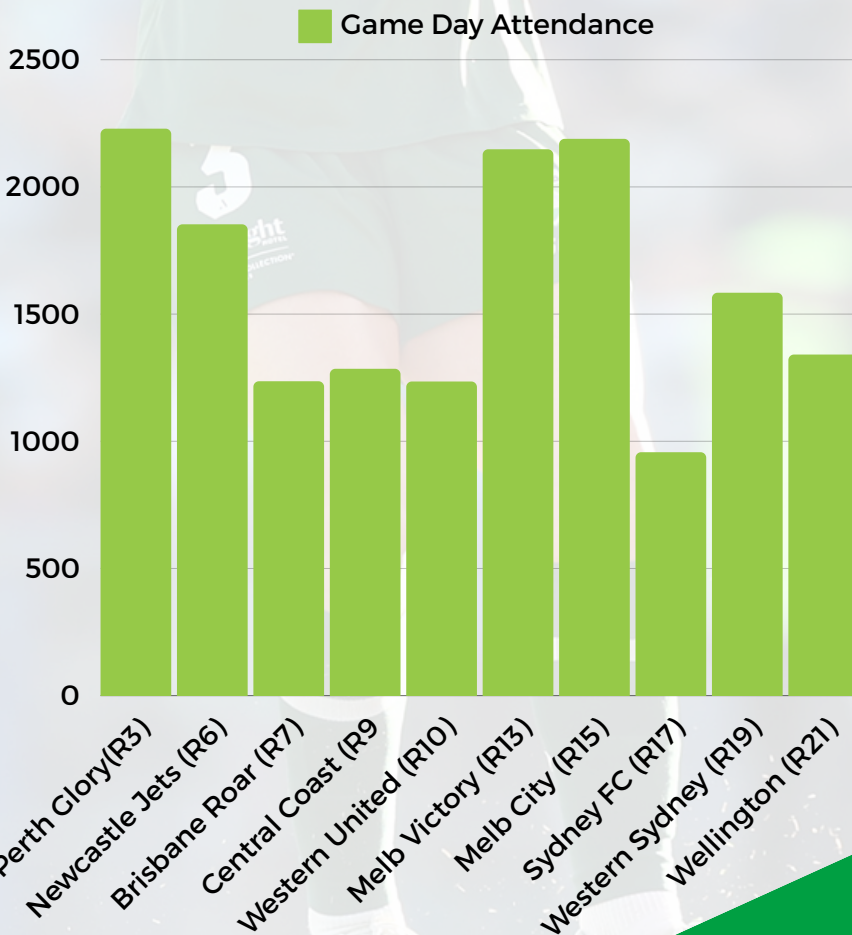
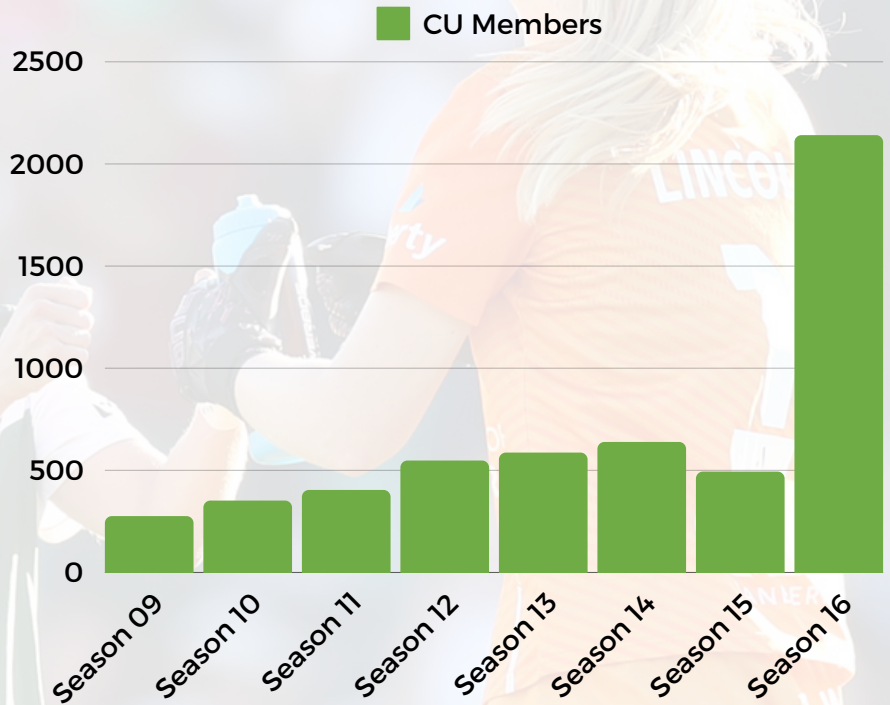
17% Said that the Canberra United match was better than they expected - 79% said it was as expected

100% Are likely to attend another Canberra United match in the future

## MEMBERSHIP & GAME DAY ATTENDANCE

Canberra United had 2,141 members in Season 16 (99% YOY growth).

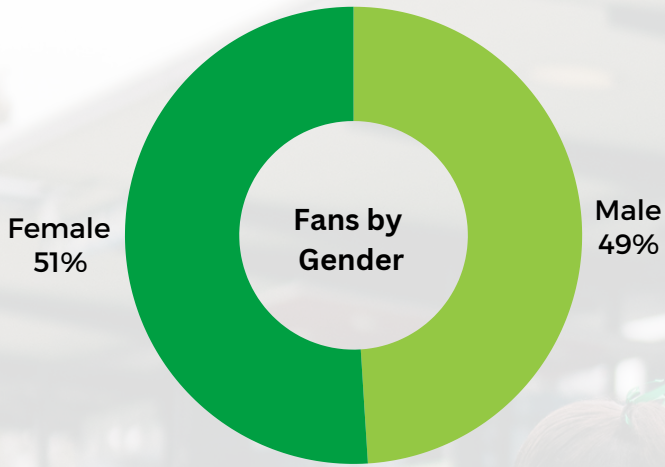
Canberra United is aiming for 2,500 members in Season 17



Gross attendance for Canberra United matches in Season 16 was 16,057 (65% YOY growth).

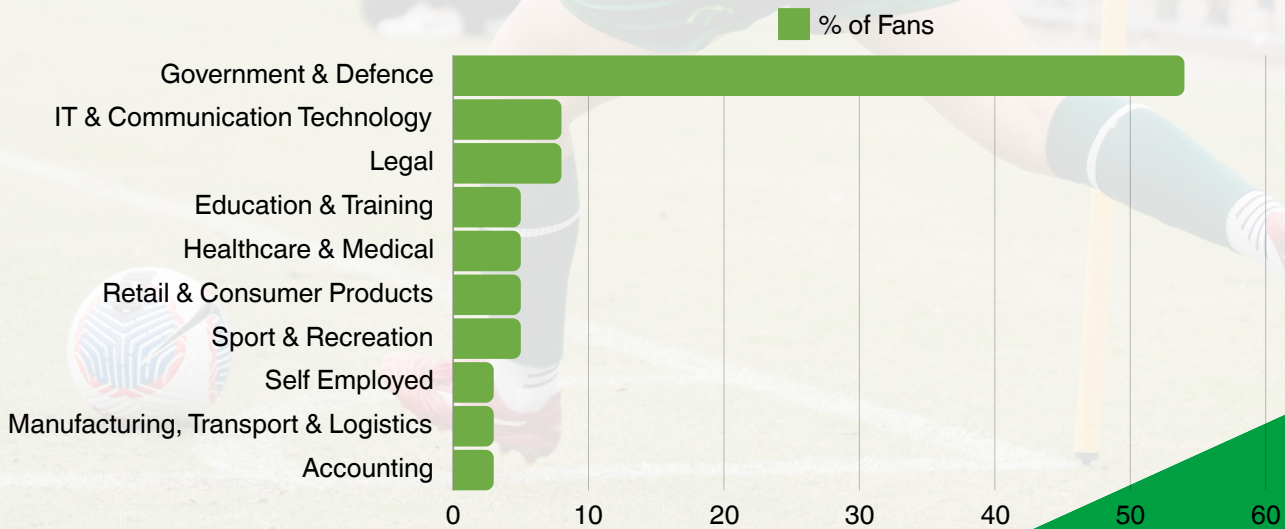
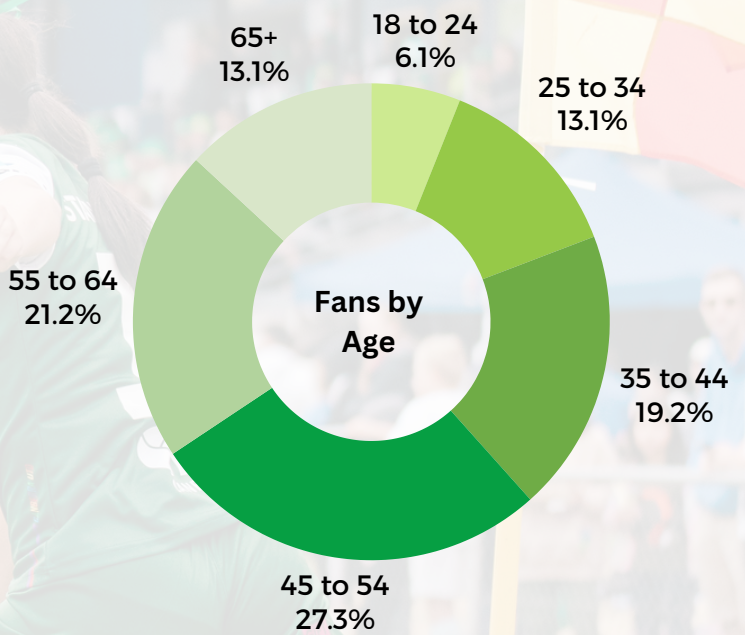
The average game day attendance rose from 1,085 in Season 16 to 1,605 in the most recent season (48.01% YOY growth).

## FAN DEMOGRAPHICS



The Canberra United community consists of members, fans, and stakeholders who are UNITED ALWAYS!


Our community showcases diversity, with the most prominent segments being individuals aged 45 to 54 and 55 to 63 years old.



54% of our fan base is employed in the Government & Defence sector.

## SOCIAL MEDIA ENGAGEMENT

- Engagement of fans through social media continues to grow through an increased focus on content for fans
- Social media is increasing in value for Canberra United sponsors as audiences increase
- Social media drives game day attendance and interest in Canberra United

	TOTAL FOLLOWERS	10,893	AUDIENCE GROWTH	+1,400
	TOTAL FOLLOWERS	11,790	AUDIENCE GROWTH	+2,300
	TOTAL FOLLOWERS	7,583	AUDIENCE GROWTH	Steady

## DOMESTIC & GLOBAL BROADCASTING + STREAMING

Season 16 - Paramount+ and 10Play total stream up 111% YOY

Overall, A League Women audiences grew 114% on 10 Play and 125% on Paramount+, while an increase in free to air coverage saw our cumulative audience on 10 Bold increase 299%



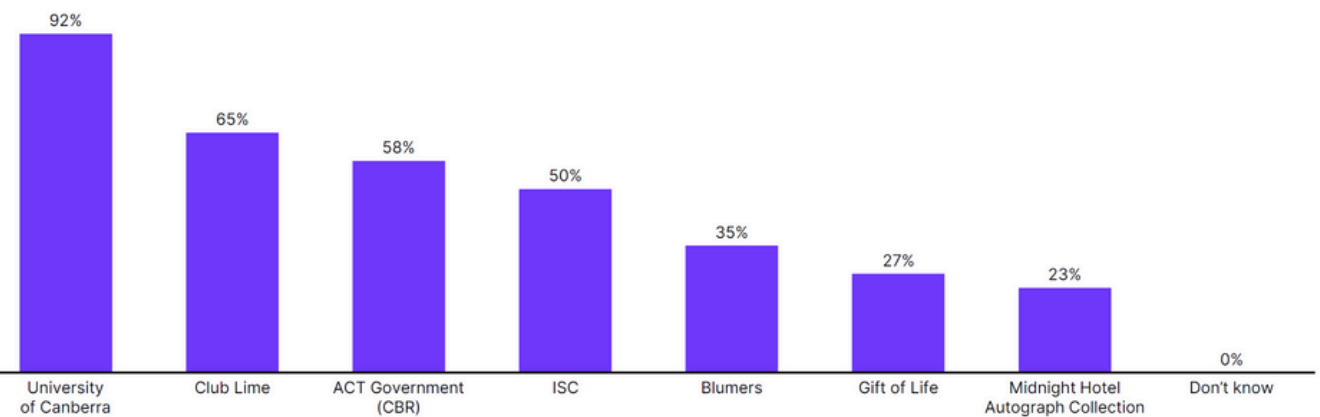
## BRAND EXPOSURE (PREVIOUS SPONSORS)

2023/24 survey results advised that University of Canberra (Principal Partner) brand recall was the highest of all sponsors.

Local & domestic brand exposure will continue to be gained via match broadcasts, digital coverage and peripheral media exposure

### Prompted Sponsor Recall

"Which of the following brands or companies do you associate with Canberra United?"



Prepared for: Canberra United  
Source: ACT Sport & Recreation Syndicated Economic Impact Online Survey n = 52  
Copyright © 2023 The Nielsen Company (US), LLC. Confidential and proprietary. Do not distribute.



## POSITIVE ATTITUDE TOWARDS SPONSORS

71% of respondents said they are more likely to feel positive towards a brand due to their sponsorship of Canberra United.

### Sponsorship Attitudes

% Agree/Strongly Agree



54%

Are more likely to **consider** products/services of a brand because of their **sponsorship of Canberra United**



56%

Become **aware** of a brand because of their **sponsorship of Canberra United**



71%

Are more likely to **feel more positive** towards a brand due to their **sponsorship of Canberra United**



31%

Have **looked to find out more** about a brand because of their **sponsorship of Canberra United**



13%

Have **bought** a product/service from a brand because of their **sponsorship of Canberra United**



## PARTNERSHIP PROPOSAL - UNITED ALWAYS

By teaming up with Canberra United, your business can achieve the following goals:

- Showcase your brand to a large and dedicated local fanbase.
- Gain brand visibility nationally and internationally in regions like New Zealand, Fiji, Samoa, Tonga, UK & Ireland, Singapore, Hong Kong, Malaysia, North America, North & South Africa.
- Increase online traffic through website and social media engagements.
- Connect with the Canberra Community in a meaningful manner.
- Provide staff with entertainment and volunteering experiences.
- Gain priority access to Canberra United team and intellectual property for partnership promotion prospects.

## PARTNERSHIP HEIRARCHY



Depending upon the sponsorship level, the sponsor will fall in one of the following categories:

- Principal Partner (one)
- Government Partner (one)
- Major Partners (three)
- Ultimate Game Day (11)
- Member Merchandise Partner (one)
- Business United Squad (22)
- Official Suppliers (unlimited)



## PRINCIPAL PARTNER

As a Principal Partner you will receive:

- Prime Logo Placement on all Team Jerseys & other team apparel
- Prominent signage locations for all 11 home games, including three (3) on field portable signs and three (3) fence signs
- Media conference called to announce partnership
- Access to players to develop content to promote offers or partnership promotion, including use of business premises to create fan content announcing player signings
- Priority home game activation rights, to be developed
- Naming rights for half time entertainment, opportunity to design with Club
- Exclusive PA announcement integrated with the start of each Canberra United game
- Six (6) VIP and 10 GA tickets to each home game for staff, customers, and partners
- Invitation for two (2) people to first home game for ceremonial coin toss opportunity



Playing Jersey



Training Jersey

## PRINCIPAL PARTNER (CONTINUED)

As a Principal Partner you will receive (continued):

- Four (4) invitations to all Canberra United exclusive networking events and gala days, including season launch and awards night.
- Full page advertisement in all digital gameday programs and inclusion of logo on partner page
- Recognition of your business on Canberra United's website including home page and partner page
- Inclusion of logo on media wall, Starting XI and Player of the Match social media posts
- Signed Jersey at end of season
- Merchandise discounts
- Access to Capital Football and Canberra United member database (>35,000 members) to send four (4) eDM's to promote sponsorship or related customer offer





## MAJOR PARTNER

As a Major Partner you will receive:

- Logo Placement on playing uniform as well as other team apparel.
- Priority signage locations for all 11 home games, including 2 fence signs
- Media release announcing partnership
- Use of business premises to create fan content announcing player signings
- PA announcement during each Canberra United home game
- Four (4) VIP and four (4) GA tickets to each home game for staff, customers, and partners
- Invitation for two (2) people to perform ceremonial coin toss
- 4 Invitations to all Canberra United exclusive networking events and gala days, including season launch and awards night.
- Full page advertisement inside digital gameday programs and logo on partners page
- Recognition of your business on the Partner page of Canberra United's website as well as media wall and two (2) Goal of the Month social media posts (new initiative)
- Signed Jersey at end of season
- Merchandise discounts
- Access to Capital Football and Canberra United member database (>35,000 members) to send two (2) eDM's to promote sponsorship or related customer offer



Your logo in one of these locations





## ULTIMATE GAME DAY

As an Ultimate Game Day Partner you will be allocated a dedicated home game with the following benefits:

- Naming rights for one thrilling Canberra United home game
- Social media takeover for dedicated home game
- Inclusion of two (2) static fence signs and PA announcements
- Opportunity for activation activity, to be designed with Club
- Four (4) VIP and 10 GA tickets to dedicated home game for staff, customers, and partners
- Invitation for two (2) people to perform ceremonial coin toss
- Opportunity for up to 10 people to form guard of honour for players
- Two (2) invitations to Canberra United season launch and awards night
- Full page advertisement inside digital gameday program for dedicated game and logo on partners page
- Recognition of your business on the Partner page of Canberra United's website for whole season
- Signed Jersey at end of season
- Merchandise discounts
- Access to Capital Football and Canberra United member database (>35,000 members) to send one (1) eDM to promote sponsorship or related customer offer



## MEMBERSHIP MERCHANDISE PARTNER



As a Membership Merchandise Partner you will receive:

- Inclusion of Logo on all merchandise in the Canberra United membership pack
- Use of business premises to create fan content announcing player signings
- One (1) permanent fence sign in position for all 11 home games
- PA announcement during each Canberra United home game
- Two (2) VIP and four (4) GA tickets to each home game for staff, customers, and partners
- Invitation to one home game for ceremonial coin toss opportunity
- Four (4) Invitations to all Canberra United Members Day, season launch and awards night
- Half page advertisement inside digital gameday programs and logo on partners page
- Recognition of your business on the Partner page of Canberra United's website
- Signed Jersey at end of season
- Merchandise discounts
- Access to Capital Football and Canberra United member database (>35,000 members) to send two (2) eDM's to promote sponsorship or related customer offer

canberraunited.com.au

\$2,500 +  
GST

22  
Available

## BUSINESS UNITED SQUAD

As a Business United Squad member you will receive:

- Ability to display Business United Squad logo on your business website
- Two (2) Canberra United membership merchandise packs and two (2) allocated grandstand seats for 11 home games
- Business profile included in digital game day program and CU membership eDM's
- Two (2) invitations to Canberra United season launch and awards night
- Recognition of your business on the Partner Page of Canberra United's website.
- Merchandise discounts

### Add On:

Purchase one (1) permanent fence sign to be displayed at all 11 home games \*

**Additional  
\$2,500  
+GST**

Go in the draw to perform ceremonial coin toss for one home game

\*located in order of membership uptake and subject to APL approval

## INVESTMENT CONSIDERATION

- Partnership term to finish at completion of Season 17 (2024/25)
- Rights & benefits are subject to revision over the term agreed to align with objectives
- Investment level-based CU brand value (Sizing subject to APL commercial parameters)
- Signage, kit branding and any costs relating to match day activations to be borne by the partner as agreed
- Sponsorship is subject to contract at all times

## THANK YOU

Canberra United Football Club appreciates your support and looks forward to working together to maximise the exposure and showing the benefits of our partnership.

