



# Knox United FC

## Sponsorship Plan 2026

Knox United FC is constantly looking for sponsors who share the Club's vision and drive, we aim to create a safe community environment that supports all players and members at the lowest cost. We encourage anyone interested in supporting to please take their time to read through our vision and sponsorship offerings below.

Please consider our offerings below and contact the Club at [knoxunited@hotmail.com](mailto:knoxunited@hotmail.com).

### About the Club

Founded in 1995, with its original 2 teams of only 34 players, Knox United FC has steadily grown to consist of 300 playing members as well as 500+ nonplaying members who compete within the Northern Suburbs Football Association (NSFA).

As a club we pride ourselves on offering footballing within the local community for all ability levels and at all ages. Now in 2026 Knox United FC provides football for all genders with the club's first female football team with its inaugural year in 2025. Founded as integral members of the Old Knox Grammarian's Association, Knox United FC celebrates and fosters strong connections with Knox Grammar School, offering more than just an opportunity to play the beautiful game. Although Knox United FC provides a means of bringing together students past and present, we importantly welcome players from all backgrounds and abilities.

Our teams in 2025 ranged from Under 6's through to Over 35's and look to expand this further to O55's in 2026. We offer all age football at a social, competitive and Men's Premier League level. Similar with our Junior teams the social and fun levels are provided along with the high Super/Diamond League level. We are excited to continue the growth of the club over the coming years and look forward to hearing from any organisation that is keen to be involved with the club.

Knox United FC provides three levels of sponsorship packages which vary in terms of sponsorship amount and benefits for the respective sponsor.

- **Major Sponsor**
- **Sporting Partner**
- **Business Partner**

## Major Sponsor

Major Sponsors for 2026 will need to be confirmed by February 2025 in order to be on the club's jersey for the upcoming season. Due to the upfront costs of purchasing new jerseys, the club requests Platinum sponsors sign on for a minimum of two seasons.

Knox United will offer the following package to its Major Sponsors:

- **Jersey Sponsorship:** Major Sponsors will have access to one of five jersey sponsorship positions; front of shirt, rear of shirt above the playing number, rear of shirt below the playing number and left-hand sleeve and right-hand sleeve. Heritage Private Wealth are the current front jersey sponsors and McCarroll's Automotive Group are the rear of shirt below the playing number. Jersey sponsorship will be club wide with the same jerseys worn across all age groups.
- **Website:** Our redesigned website has a designated page for sponsors to promote their business through a series of images and paragraph description. Banners and promotion will also be utilised on our website.
- **Social Media:** Major Sponsors will receive constant exposure to the wider Knox United community through posts on our social media accounts via both Facebook and Instagram.
- **Signs/banners:** The Club can also display signs and banners at all home games – in particular, for all MAA/WAA Premier League games where banners will be displayed from 12.30pm- 5:00pm for fortnightly home game fixtures.
- **Newsletter:** All Major Sponsors will have a holding in the fortnightly club newsletter. All sponsors will receive a full-page preview during the opening rounds of the season. The club is happy to provide additional features and advertising in the newsletter at a sponsor's request.
- **Larger Network:** As Knox United has strong ties to the Old Knox Grammarian Association (OKGA), Knox Grammar School (KGS), Knox Grammar school (KGPS) as well as other large stakeholders. By becoming a Major Sponsor, the club can provide additional pathways and business opportunities to our Major Sponsors. In regard to requesting additional advertisement with the club's relevant stakeholders, at their numerous events.

### Optional:

- **Polo Shirt:** All Major Sponsors have the option to receive advertisement on the official Club Polos. Polos are worn by senior players to and from games.\*
  - **Jumpers/Jackets:** All Major Sponsors have the option to receive sponsorship on jumpers and jackets. Jumpers are provided for all members of the club to wear at training, on game day and during their everyday life.\*
- \*The inclusion of these optional sections would need to be discussed with the club as it may require an increase in the standard Major Sponsorship fee.

### Benefits:

The Major Sponsor package seeks to facilitate a sponsor's exposure across the entire Knox United Football Club community from our juniors right through to our O35/45s. Major sponsors are considered an integral part of the Club and the broader KUFC family.

Major Sponsors receive physical exposure on playing shirts, polos, jumpers and banners, and an online presence through the Club's social media accounts and website. All Sponsors are encouraged to provide a short and long description of the organisation, subsequent logo suitable for a while and black background and relevant links/contact details for the club to use and advertise on our sponsorship page and be able to use for other advertising material.

Sponsorship Fee Required: \$5,000 per season.

## Sporting Partners

Sporting Partners can join with the club at any stage throughout the year. Knox United FC usually would ask Sporting Partners to sign on with the club for at least two seasons, although this can be waived for a season-to-season basis if requested.

Knox United will offer the following package to its Sporting Partners:

- **Website:** Our redesigned website has a designated page for sponsors to promote their business through a series of images and paragraph description. Banners and promotion will also be utilised on our website.
- **Social Media:** Sporting Partners will receive constant exposure to the wider Knox United community through posts on our social media accounts via both Facebook and Instagram.
- **Signs/banners:** The Club can also display signs and banners at all home games – in particular, for all MAA/WAA Premier League games where banners will be displayed from 12.30pm- 5:00pm for fortnightly home game fixtures.
- **Newsletter:** All Sporting Partners will have a holding in the fortnightly club newsletter. All sponsors will receive a full-page preview during the opening rounds of the season. The club is happy to provide additional features and advertising in the newsletter at a sponsor's request.
- **Larger Network:** As Knox United has strong ties to the Old Knox Grammarian Association (OKGA), Knox Grammar School (KGS), Knox Grammar school (KGPS) as well as other large stakeholders. By becoming a Sporting Partner, the club can provide additional pathways and business opportunities to our Sporting Partner. In regard to requesting additional advertisement with the club's relevant stakeholders, at their numerous events.

### Optional:

- **Polo Shirt:** All Sporting Partners have the option to receive advertisement on the official Club Polos. Polos are worn by senior players to and from games.\*
  - **Jumpers/Jackets:** All Sporting Partners have the option to receive sponsorship on jumpers and jackets. Jumpers are provided for all members of the club to wear at training, on game day and during their everyday life.\*
- \*The inclusion of these optional sections would need to be discussed with the club as it may require an increase in the standard Sporting Partnership fee.

### Benefits:

Knox United's Sporting Partners receive promotion to the broader Knox United community on all match days and via our social media platforms. Sporting Partners will work closely with the MAA/WAA Premier League squad and junior development squads to further our competitive footballers. The Club will utilise the support of our Sporting Partners to further our aim of improving the footballing ability of all club players at the lowest plausible fees. Backed by motivated and qualified coaches the Club eagerly anticipates a period of significant yet sustainable growth.

In particular, the Club is working towards creating a pathway for all players who want to compete at the highest level possible for a local club. Our MAA/WAA Premier League squad have competed in the top local division since 2016 and has secured football in the associations top flight for a club record 10th season in a row. Moving forward Knox United will look to the support of our Sporting Partners to help facilitate long-term momentum in this vision, in an attempt to break the dominance over the top divisions held by the more established NSFA clubs.

Sporting Partners may receive exposure through polo shirts and jumpers/jackets worn by all MAA/WAA Premier League players to and from games – due to the cost and timing of ordering custom made polos/jumpers this is conditional. Additional exposure is available for sponsorship on warm up shirts worn during mid-week training and prior to the game. Lastly, our Sporting Partners are offered the unique opportunity to sponsor our weekly awards such as goal of the week and player of the round for various or selective teams and/or age groups.

All Sponsors are encouraged to provide a short and long description of the organisation, subsequent logo suitable for a while and black background and relevant links/contact details for the club to use and advertise on our sponsorship page and be able to use for other advertising material.

Sponsorship Fee Required: minimum \$2,000 per season

## Business Partner

Business Partner can join with the club at any stage throughout the year. Business Partner sponsorships can be signed on for a season-to-season if desired. Although not the Club's highest sponsorship package, our Club Sponsors are still considered a high and valued part of the club and are all treated with the same and equal respect as any other sponsors.

Knox United will offer the following package to its Business Partner:

- **Website:** Our redesigned website has a designated page for sponsors to promote their business through a series of images and paragraph description. Banners and promotion will also be utilised on our website.
- **Social Media:** Business Sponsors will receive constant exposure to the wider Knox United community through posts on our social media accounts via both Facebook and Instagram.
- **Signs/banners:** The Club can also display signs and banners at all home games – in particular, for all MAA/WAA Premier League games where banners will be displayed from 12.30pm- 5:00pm for fortnightly home game fixtures.

- **Newsletter:** All Business Sponsors will have a holding in the fortnightly club newsletter. All sponsors will receive a full-page preview during the opening rounds of the season. The club is happy to provide additional features and advertising in the newsletter at a sponsor's request.

**Benefits:**

Knox United will look to our Business Partner to support the long-term vision of the Club. As we continue through this growth phase, we seek business partners who are excited and eager to help facilitate the Club reaching 300+ playing members and to assist in establishing ourselves as powerhouses in All Age Premier League and Junior Super/Diamond League competitions. We additionally seek to further our connections with Knox Grammar School, the Old Knox Grammarian Association and the Northern Suburbs Football Association communities. All Business Sponsors of the club will support the club in providing the highest quality footballing experience to all players at the lowest fees. Business Partner will allow the club to utilise the unique position of the club – being originally an old boys' club competing in the northern suburb's competition, the club's audience exceeds that of any of our competitors.

All Sponsors are encouraged to provide a short and long description of the organisation, subsequent logo suitable for a white and black background and relevant links/contact details for the club to use and advertise on our sponsorship page and be able to use for other advertising material.

Sponsorship Fee Required: amount not set, this is negotiable with the club.

Knox United would love to have the opportunity to discuss the signing of new Platinum Sponsors, Major Sponsors, Sporting Partners or Business Partners. The club is a community volunteer run club which has provided a great culture and a safe environment to all its members.

If you would like to discuss any of these Sponsorship packages, please contact the club at [knoxunited@hotmail.com](mailto:knoxunited@hotmail.com) and we will endeavour to get back to you as quickly as possible.