NLFC

PARTNERSHIP

PROPOSAL

2027



NLFC AT A GLANCE



- **950+ REGISTERED PLAYERS**
- **2,400+ DIGITAL CLUB MEMBERS**
- **40+ MATCHES EACH WEEK**
- **16+ HOME WEEKENDS EACH SEASON**
- **800 – 1,800+ SATURDAY VISITORS**
- **600 – 1,200+ SUNDAY VISITORS**
- **UP TO 15,000 TEAMAPP VIEWS PER MONTH**
- **100+ YEARS OF COMMUNITY FOOTBALL**
- **30%+ FEMALE PARTICIPATION**

Junior, youth, senior men's, senior women's and inclusive football.

Partnering with New Lambton FC puts your business in front of thousands of Newcastle families, players, volunteers and visitors — repeatedly, locally and in a positive community environment.

ZERO TOLERANCE
TOWARDS MATCH OFFICIAL ABUSE
CALL IT OUT. STAMP IT OUT.

WHO **WE ARE**

VISION

For New Lambton FC to be the leading and most respected local community football club and to support and promote football to ensure it is the largest and most popular sport for males and females.

MISSION

To provide for all our members a Club run to the highest standard, without limitation as to age, race, religion or gender.

To improve the publicity of, and public perception of, amateur football at the Club level, so as to foster the continued prosperity of the sport.

To encourage and assist new and current players wishing to participate in organised amateur football.

To provide high-quality facilities for the benefit of all our members and the wider community.

To provide a progression pathway for all our members, from grass-roots through to the highest level of football available.

To do all these things whilst having regard for the amateur nature of our membership, and therefore keeping Club / Player costs at the lowest possible level.

INCLUSIVITY

New Lambton FC understands the value of diversity, equity and inclusion and expects its members to treat each other and members of the community with dignity and respect.

We are committed to creating an inclusive Club culture where everyone feels respected, valued and safe to contribute their opinions and talents to the success of the organisation so that we can drive positive community outcomes.

MORE THAN 100 YEARS OF **COMMUNITY FOOTBALL**

Football in New Lambton dates back to 1917, when an early competitive match was played near Mackie Avenue and St James Road. That heritage is recognised today through the miner's lamp and 1917 date on the NLFC crest.

New Lambton has strong links to some of Australian football's best-known names. James Jackson captained Woolwich Arsenal, while 1974 World Cup Socceroos Ray Baartz and Col Curran both played junior football for New Lambton South.

In 1974, New Lambton reached the State Cup final and went on to win the championship. Decades later, the Club entered another important period of growth. From approximately 250 players in 2007, NLFC relocated from Alder Park to Novocastrian Park and pursued a deliberate strategy to become a community club of choice.

Today NLFC has more than 950 registered players across junior, youth, senior men's, senior women's and inclusive football. We continue to invest in our people, equipment, playing environments and facilities while keeping community football as affordable and accessible as possible.

More than a century after football began in New Lambton, the Club remains firmly focused on what comes next.

ZFLM

NEW LAMBTON FOOTBALL CLUB

NOVOCASTRIAN PARK - NEW LAMBTON - EST. 1917

ZFLW

WHY PARTNER WITH **NEW LAMBTON FC?**

MORE THAN A LOGO. A LOCAL PARTNERSHIP.

New Lambton FC connects businesses with real people who live, work and play locally.

With more than 950 registered players and thousands of family, supporter and visitor touchpoints each season, NLFC provides sustained exposure in the heart of Newcastle — on the field, around Novocastrian Park and through our growing digital channels.

We view partnership as more than advertising. We work with businesses to build genuine community connections through uniform branding, ground signage, digital promotion, game-day recognition, events, member offers and tailored activations.

New Lambton FC is a volunteer-led, not-for-profit community club. Partner investment helps us keep football accessible, improve facilities and equipment, develop players and volunteers, grow opportunities for girls and women, and support inclusive football programs.

Your brand gets seen supporting something local people genuinely care about.

LET'S BUILD A PARTNERSHIP THAT WORKS FOR YOUR BUSINESS.
From an $850 local signage presence to major uniform, event and customised partnerships, NLFC can build an opportunity around your objectives and budget.

PRINCIPAL COMMUNITY PARTNER
For organisations seeking a broader whole-of-club relationship, NLFC can develop a premium multi-asset partnership combining uniform visibility, signage, digital exposure, events, activation and category exclusivity. Available by negotiation.

GOOD SPORTS
INSPIRING A HEALTHIER SPORTING NATION

WE ARE A GOLD MEDAL ACCREDITED CLUB.

GOLD

YOUR PARTNERSHIP **MAKES A DIFFERENCE**

AFFORDABLE FOOTBALL
Helping NLFC keep participation costs accessible for local families.

BETTER FACILITIES
Supporting safer, more inclusive and fit-for-purpose football facilities and equipment.

FEMALE FOOTBALL
Helping us continue to grow meaningful opportunities and pathways for girls and women.

INCLUSIVE FOOTBALL
Supporting programs that help ensure football remains accessible regardless of age, ability or background.

PLAYER AND VOLUNTEER DEVELOPMENT
Helping provide training, education and development opportunities for the people who make community football possible.

Every partnership contributes directly to the strength and sustainability of grassroots football in New Lambton.



We are a Good Sports club
GOOD SPORTS
INSPIRING A HEALTHIER SPORTING NATION



CLUB CHANGER

WHO YOU WILL **REACH**

NLFC provides repeated access to an engaged Newcastle and Hunter audience throughout the football season.

Games are played at Novocastrian Park from April to the end of August across at least 16 weekend rounds, plus finals. We host approximately 40 games every week across our two main fields.

TYPICAL GAME-DAY ATTENDANCE

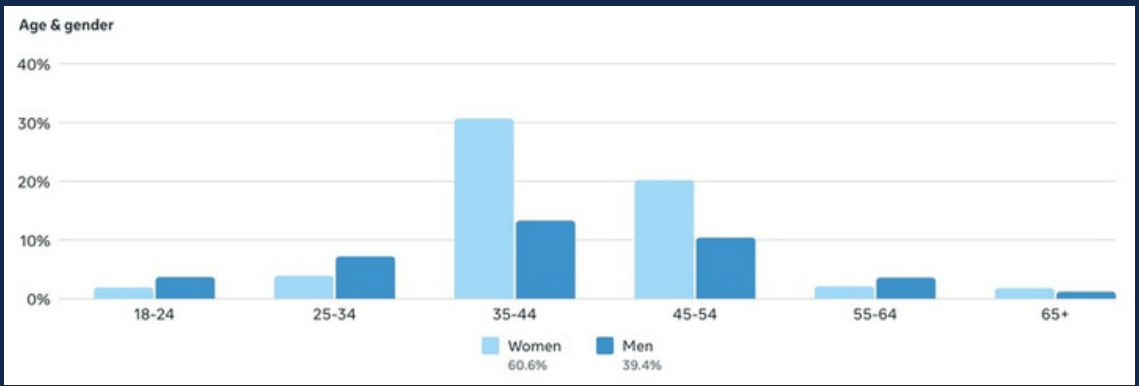
- Saturdays: 800–1,800+ people
- Sundays: 600–1,200+ people

DIGITAL REACH

Our Stack Sports TeamApp community has nearly 2,400 members and receives up to approximately 15,000 views per month, supported by the NLFC website, Facebook, Instagram, monthly club communications and game-day announcements.

Away teams and supporters travel from across Newcastle, Lake Macquarie, Maitland and the wider Hunter, extending partner exposure well beyond New Lambton.

This is not one-off advertising. It is repeated local visibility across an entire season — connected to a trusted community organisation.









PARTNERSHIP MODEL **AND VALUE**

At New Lambton Football Club, partnership is a strategic relationship rather than a one-way donation.

MORE THAN A LOGO

- We combine physical, digital and community exposure to help partners build recognition and genuine local connections.

REPEATED VISIBILITY

- Uniform branding, ground signage, website and social media exposure, newsletters, game-day displays and announcements create thousands of touchpoints throughout the year.

ACTIVATION OPPORTUNITIES

- Partners can work with NLFC on member offers, competitions, product demonstrations, content, player-of-the-match initiatives, events and other co-branded campaigns.

SCALABLE AND CUSTOMISABLE

- From entry-level signage through to major uniform and event partnerships, packages can be tailored around your business objectives and budget.

CATEGORY EXCLUSIVITY

- Exclusive industry / category rights may be available for selected major partnerships and can be negotiated as part of a customised package.

With 950+ active players and more than a century of community presence, NLFC gives your brand the opportunity to be seen supporting grassroots football — and to become part of the community around it.



PLAYING UNIFORM **PARTNERSHIPS**

UNIFORM OPTIONS (ALL PRICING IS SHOWN EX. GST)	FRONT MAJOR PARTNER $11,500	REAR UPPER PARTNER $7,500	UPPER SLEEVE PARTNER $4,500	FRONT COLLARBONE PARTNER $3,500	REAR LOWER UPPER PARTNER $3,000	REAR LOWER PARTNER $2,500
Playing Jersey FRONT						
Playing Jersey REAR UPPER						
Playing Jersey SLEEVE UPPER ONE SIDE						
Playing Jersey FRONT COLLARBONE						
Playing Jersey REAR LOWER UPPER						
Playing Jersey REAR LOWER ONE SIDE						
Sideline Signage						
Website						
Game Day Board						
Game Day Mentions						
Newsletter						
Facebook Instagram						
Stack Sports						

TRAINING UNIFORM **PARTNERSHIPS**

UNIFORM OPTIONS (ALL PRICING IS SHOWN EX. GST)	FRONT MAJOR PARTNER $9,000	REAR UPPER PARTNER $6,000	UPPER SLEEVE PARTNER $3,500
Training Jersey FRONT	✓		
Training Jersey REAR UPPER		✓	
Training Jersey SLEEVE UPPER ONE SIDE			✓
Sideline Signage	✓	✓	✓
Website	✓	✓	✓
Game Day Board	✓	✓	✓
Game Day Mentions	✓	✓	✓
Newsletter	✓	✓	✓
Facebook Instagram	✓	✓	✓
Stack Sports	✓	✓	✓





OTHER PARTNERSHIP **OPPORTUNITIES**

OPTIONS (ALL PRICING IS SHOWN EX. GST)	PRICE	DESCRIPTION
PRESENTATION DAY	$7,750	• Exclusive naming rights to the NLFC Presentation Day. • Each award given to every Club participant shall carry the logo and / or name of the Presentation Day Partner. • Includes a 2,000mm x 900mm (approx.) double-sided free-standing sign in a prime exposure position at Novocastrian Park. • Includes the Social Media Package.
NEW LAMBTON FC NOTICEBOARD	$7,750	• Exclusive naming rights to the NLFC Noticeboard – a monthly full-page Club feature in The Local Community paper. More than 11,000 local households each month, representing 132,000+ household distributions across 12 editions. Includes premium ground signage and the Social Media Package.
MINI SOCCER BALLS	$3,950	• 100 exclusively branded mini footballs for distribution at Presentation Day, MiniRoos events, sponsor activations or another agreed club event. • The footballs will be exclusively branded to the partner's requirements, with branding and manufacture included in the package price. • Includes a 2,000mm x 900mm (approx.) double-sided sign in a prominent location. • Includes the Social Media Package.
SIDELINE SIGNAGE	$3,200	• Includes a 2,000mm x 900mm (approx.) double-sided free-standing sign in a prime exposure position at Novocastrian Park. • Includes the Social Media Package.
FEATHER FLAG SIGNAGE	$2,000	• Includes a large feather flag in a prime exposure position at Novocastrian Park. • Includes the Social Media Package.
SOCIAL MEDIA PACKAGE	$1,750	• A 12-month digital and game-day visibility package including permanent website and Stack Sports TeamApp presence, monthly Facebook and Instagram promotion, monthly club magazine exposure, game-day supporter display branding and ground-announcement mentions during the home season.
A-FRAME SIGNAGE	$850	• Includes a 600mm x 900mm A-frame double-sided stand, in a prominent location on the ground. • Your business promoted on the NLFC website (at all times) and the NLFC Stack Sports TeamApp page (at all times).

OPTIONS **EXPLAINED**





PLEASE NOTE THAT ALL PACKAGES ARE FULLY CUSTOMISABLE

PARTNERSHIP TERMS **AND BENEFITS**

MULTI-YEAR PARTNERSHIPS
We welcome longer-term relationships and can tailor additional value for partners committing beyond a single season. This may include price certainty, enhanced signage, additional activations and other agreed benefits.

SIGN EARLY — RECEIVE MORE EXPOSURE
Uniform partners and selected partnership packages confirmed by 15 November 2026 may also receive partner recognition on the rear of the 2027 NLFC training jersey, subject to available space, artwork and production deadlines.

GENERAL TERMS
Partnerships are generally for one season unless otherwise agreed. All prices exclude GST. NLFC is GST-registered and will issue a tax invoice on confirmation. Payment is required on invoice unless alternative terms are agreed.

NLFC welcomes partner offers that provide genuine benefits to Club members, including discounts, promotions, vouchers or products. Fundraising contributions are also appreciated and will be acknowledged appropriately.

All artwork is developed in consultation with NLFC and our design suppliers. Acceptance of any partnership remains at the discretion of the NLFC Executive Committee.

EVERY PACKAGE CAN BE TAILORED
Tell us what you want to achieve. We can adjust assets, activation, duration and inclusions to build a partnership that works for both organisations.

PLEASE NOTE THAT ALL PACKAGES ARE FULLY CUSTOMISABLE

PRESENTATION DAY **PARTNERSHIP**

Put your brand at the centre of one of NLFC's biggest community events of the year.

The Presentation Day Partner receives exclusive naming rights and prominent recognition before and during the event, providing direct exposure across the Club's player and family community.

PARTNERSHIP INCLUDES

- Exclusive naming rights to NLFC Presentation Day
- Partner branding on awards provided to Club participants
- Branding across event promotions and club communications
- Recognition through NLFC digital and social channels
- Prominent 2,000mm x 900mm double-sided ground sign at Novocastrian Park
- Branding opportunities on presentation screens and event signage
- Opportunities for partner representatives to engage with attendees
- Ability to distribute approved promotional material or activate at the event

The partnership can be tailored with NLFC to suit your business, activation ideas and objectives.

WHY PRESENTATION DAY?

Presentation Day is one of NLFC's largest community gatherings of the year, bringing players, families, coaches and volunteers together to celebrate the season.

For the naming-rights partner, it creates concentrated brand exposure in a positive environment — supported by promotion before the event and continued recognition through NLFC's digital channels.

Beyond signage, we can build meaningful activation around the day: partner representatives presenting awards, product displays, approved giveaways, competitions, member offers or other ideas that suit your business.

PARTNERSHIP INVESTMENT

$7,750 + GST

Let's tailor the event presence to your objectives.





PLEASE NOTE THAT ALL PACKAGES ARE FULLY CUSTOMISABLE

NEW LAMBTON FC NOTICEBOARD **PARTNERSHIP**

PUT YOUR BRAND INTO 132,000+ LOCAL LETTERBOXES

Secure exclusive naming rights to the New Lambton FC Noticeboard and put your brand front-and-centre in our local community. This partnership delivers:

- **Powerful local reach:** a monthly logo placement on the Club's full-page feature in The Local Community paper, distributed to 11,000+ local households each month — more than 132,000 household distributions across 12 editions (indicative layout below - can be altered to suit).
- **High-impact on-ground exposure:** a prominent 2,000mm x 900mm double-sided freestanding sign in a prime position at Novocastrian Park, seen by players, families and visitors every match and training day.
- **Digital amplification:** a tailored Social Media Package to extend reach, drive engagement and link print / on-ground visibility to online calls-to-action.
- **Trusted community association:** align your brand with grassroots sport, local families and positive community goodwill.

Simple, measurable local brand presence - ideal for businesses who want visibility, community connection and repeat exposure in the heart of the New Lambton area.

PARTNERSHIP INVESTMENT: $7,750 + GST. Interested? Let's talk package details and activation ideas.



NEW LAMBTON FC NOTICEBOARD

PROUDLY BROUGHT TO YOU BY

SPONSOR'S DETAILS HERE INCLUDING YOUR LOGO, ETC

PRESENTATION DAY 2025

WHO: All New Lambton Football Club players, their friends and family
WHEN: Sunday 21st September
WHAT: A fun-filled day of activities, food, friends, photos and trophies
WHERE: Club Kotara - Howell St Kotara

MINIROOS KICK-OFF AND MINITILLES 2026

Pre-season 2026 - February, March and April. A fun, safe program designed for players aged 4 to 11, with weekly sessions that build skills through games and simple drills delivered in an engaging and inclusive environment. Every player gets plenty of time on the ball and the prime aim of each session is for children to build fundamental skills. Everyone receives a Participant Pack - a ball, a shirt and a certificate.

SUMMER FAST-FIVES SMALL SIDED FOOTBALL 2025

Run by NLFC post-season 2025. Summer 5's encourages all younger players to develop their football skills and have more opportunities to play through fast-paced five-a-side. Smaller field sizes, 2 x 20 min. halves, 5 players on the pitch with a max. of 3 subs (unlimited interchange). Max. of 10 per team. We aim to have mixed and female comps.

MONTHLY CLUB AND COMMITTEE MEETINGS

The last Tuesday evening of each month, we hold a Club and Committee Meeting at Club Kotara, 2 Howell St Kotara, from 7:00pm. Our Club is run by a Committee of volunteers committed to the ongoing success of this Club. We take this opportunity to remind EVERYONE to come along to the regular monthly meetings. This will allow direct access to the Committee and be involved in the decision making processes of your Club.

WAYS TO GIVE BACK TO YOUR COMMUNITY AND CLUB

As a community-focussed, not-for-profit, volunteer-run football club, we are always looking for businesses or individuals who want to give back. Our club has a passionate community following and a strong presence in local youth and senior football. We are a club incorporating Juniors, Zone League, Arnetts FC and ParaFootball development. Sponsoring with us offers a valuable opportunity to connect with a local community, showcase your brand, and help nurture the talent of future football stars. Partnering with our club means being part of a community-driven organisation that values teamwork, development, and sportsmanship. We offer a broad range of opportunities designed to cater to businesses of various sizes and objectives, with pricing catering to all levels. We are always very happy to consider in-kind support and other options. If you are considering a Club sponsorship or if you know someone who may be in a position to do so, please do not hesitate to contact us.

TO GET MORE INFORMATION ON ANY OF THE ABOVE OR ANYTHING ELSE, REACH OUT TO US HERE: INFO@NEWLAMBTONFCJUNIORS.ORG.AU

NEWLAMBTONFCJUNIORS.ORG.AU INFO@NEWLAMBTONFCJUNIORS.ORG.AU

PLEASE NOTE THAT ALL PACKAGES ARE FULLY CUSTOMISABLE

CONTACT **US**

NLFC

0429 994 343

supporter@newlambtonfcjuniors.org.au

www.newlambtonfcjuniors.org.au

NOVOCASTRIAN PARK
24 ORCHARDTOWN RD
NEW LAMBTON 2305
NSW


NEW LAMBTON
19
17
FOOTBALL CLUB
1917
NLFC
VOLANS VERUM