



SPONSORSHIP PROSPECTUS

More than a club, we are a community.
Your community!



SEASON 2026

ABOUT US

Established in 1890, the Broadford Football Netball Club (BFNC) has been proudly representing the Broadford community in both football and netball for over 140 years. The BFNC holds affiliation with both the Northern Football Netball League (netball only), and the Bendigo Football Netball League for Season 2026 and beyond.

The club has provided grounding for many past and current VFL/AFL and VNL players including Premiership players Alan Ezard, Jack Green and Bob Suter. A range of former players have also received high individual accolades including Magarey Medallist James Ezard and Adelaide Crows 200 gamer and Best & Fairest winner Richard Douglas.

The clubs netball department boasts significant and sustained individual and team success. This season, two netball teams made the Northern Football Netball League Winter Competition Grand Final in their respective divisions, with Broadford 3 taking out the Premiership in an undefeated season.

Committed to a sustainable future for all age groups, demographics and abilities, the BFNC has a 'people-focused' vision to ensure we connect, support, celebrate and value all members, sponsors, players, volunteers and supporters of the BFNC and wider community, to promote social inclusion and wellbeing through sport, events and interaction.

The BFNC is continuing to grow as a Gold Level Good Sports Club, as we strive for greatness both on-and-off the field and court, balanced with fun, family and friendship along the way. The club is a not-for-profit sporting organisation with a rich history, and prides itself on being an integral part of the town, shire and wider community.

We are a very small, yet passionate committee doing whatever we can to improve the BFNC experience for all, fundraising and advocating to provide the best possible club environment.

If you are not already involved in some way, we invite you to connect or re-engage with us and come along the fantastic journey with us!

GO ROOS!

WHY BROADFORD?

At our heart, the Roos are about much more than results on the scoreboard. We exist to bring people together, to nurture athletes, and to create a sense of belonging that strengthens our entire community.

Your partnership with the BFNC means investing in local kids, families and volunteers, in leadership, wellbeing, development and opportunity. Together, we can build strong pathways from juniors into our senior program, support our players to thrive both on and off the court and field, and ensure community sport remains vibrant in Broadford.



PARTNERSHIP PILLARS

- New Era — fresh energy, fresh opportunity, united as one club
- One Club - Football returns, reunited with our netballers, as a rebuilt program led with care, integrity and ambition in a major league
- People focused — Inclusive, welcoming and powered by community spirit
- Purpose-Driven Partnerships — investing in people, not just performance. Nurturing relationships, friendships, and celebrating achievements, together!

PARTNERSHIP OPPORTUNITIES

Major Partner — from \$10,000

A true leadership partnership with lasting community impact, premium visibility and meaningful engagement across our club.

Premier Partner — from \$5,000

A valued partner with strong presence across apparel, signage and community activity.

Community Champion — from \$2,500

Celebrating your business and family connection while supporting grassroots sport your way.

Community Partner - from \$500

An accessible way to stand with us and show your support through our digital platforms.

Fence Sign - \$1,000 in first year, \$600 ongoing

Add a fence sign for year-round advertising at Harley Hammond Reserve.

Roos Partner — from \$500

Sponsor a football or netball player to cover their membership fees and have your name or business acknowledged on our socials.

WHAT YOUR SUPPORT ENABLES

- Free memberships and uniforms for Under 18 footballers and netballers
- Accredited coaching and specialist development programs and opportunities for our people - from umpires and first aid officers/trainers to RSA course and food handlers.
- Provision of strength and conditioning programs for player safety and performance
- Leadership opportunities for our youth
- Mental health and wellbeing support
- Community clinics, school programs and strengthening pathways into sport with affordable fees
- Club governance platforms to ease the burden on our volunteers
- Vital club equipment to support performance both on and off the field and court.



NEXT STEPS

We would love to sit down and talk about how your values and vision align with ours.

Every partnership is crafted with care to ensure real community benefit and meaningful brand connection.

Please complete this form to register your interest and learn more about our partnership packages!





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