



**2027 - 2028**

# **SPONSORSHIP PROPOSAL**

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**Expressions of Interest Close: 31st October, 2026**

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# HIGHFIELDS FOOTBALL CLUB



Highfields Football Club is firmly committed to supporting all players in Miniroos, Junior and Senior teams, enabling them to fulfil their football potential and most importantly, enabling them to develop fully as individuals.

## SPONSORSHIP PROPOSAL

**In support of an ethos of excellence in football, the Highfields Football Club has implementing a sponsorship program aimed at enabling our footballers to reach their full potential.**

**In 2026, approximately 750 players were registered in the club's Miniroos, Junior and Senior teams.**

Football has enjoyed significant growth in popularity over the past few years, cementing its spot as the #1 team sport in Queensland and Australia. Our investment in quality skill and academy development programs, and support for players of all abilities, has seen increasing player and team success locally and at higher representative levels. In line with this, Highfields FC has recorded average increases in player participation of over 8% per annum solidifying its spot as the club of choice for local and regional players.

Further, with our focus on driving high club culture standards, both on and off the field, the Highfields Football Club brand continues to grow, becoming a significant entity in our Darling Downs and State-wide football communities. Regional "Protect Our Game" and Queensland-wide "Community Club of the Year" awards in recent years have recognised the positive work we are doing.

To support the continued growth of our club, we have invested heavily in 2026 to expand our administrative, operational and football development capacity with a focus on:

- refining and refreshing our club's football identity,
- increasing professional engagement through our social media platforms,
- restructuring and modernising our governance processes and standards; and
- improving our technical football development through targeted recruitment of coaches with requisite expertise and experience, whilst incentivising existing coaches to expand their knowledge and skills.

Our focus on driving improvement in our football development programs is paying dividends. At the senior level, our U23 QPL3 Men have celebrated a Grand Final win in 2024 and successive Minor Premierships in 2025 and 2026 whilst our female program has seen our QPL3 Women Gold team win 4 out of the last 5 Grandfinals, also finishing as Minor Premiers in 2026. Our junior competitive teams are also experiencing success with Highfields FC represented in 9 out of the 14 finals' series across all Girls and Mixed competitions in 2026.

By focusing our efforts on the key priority areas as outlined, our club can continue to develop to its full potential, resulting in improvements in the way we play and increased professionalism within our football program and club operations.

**It is with this in mind, that we invite you to become a Highfields FC Sponsor!**





# SPONSOR OPPORTUNITIES WITH HFC

It takes a community to build a club. Our sponsors play an important role in helping Highfields FC grow, support our players and create a club our community can be proud of. With a range of opportunities available, there's a place for every business to be part of our team.

## PRINCIPAL SPONSOR

### Entitlements:

- Logo on front of all Seniors, Juniors and Miniros Training Shirts (750+)
- Logo on front of all Coaches Shirts (70+)
- Logo on sleeve of all Seniors, Juniors and Miniros Playing Jerseys
- Logo advertised on Club Website, Social Media and on the Electronic Scoreboard on home game days/ club events
- Gifted Jersey of requested size

**2 Year Agreement \$20,000 (+GST)**  
(60% payable in 2027 and 40% in 2028)

## TEAM BAG SPONSOR

### Entitlements:

- Logo on every team's kit bag (60+)
- Logo on the back of all Highfields FC Training Shirts (750+)
- Complimentary team bag
- Logo advertised on Club Website, Social Media and on the Electronic Scoreboard on home game days/ club events

**2 Year Agreement \$5,000 (+GST)**  
(60% payable in 2027 and 40% in 2028)

## SUPPORTER SPONSOR

### Entitlements:

- Small Logo on back of all Seniors, Juniors and Miniros Training Shirts (750+)
- Small Logo on back of all Coaches Shirts (70+)

**1 Year Agreement \$1,000 (+GST) in 2027**

## SENIOR SPONSOR OPPORTUNITIES

### SENIOR SPONSOR – PRIMARY

#### Entitlements:

- **Logo on front** of all Senior Playing Jerseys (6 teams - 100+ Jerseys)
- Logo on the back of all Highfields FC Training Shirts (750+)
- Gifted Jersey of requested size
- Logo advertised on Club Website, Social Media and on the Electronic Scoreboard on home game days/club events
- Highfields FC team representation across all senior competitions (QPL3 Men, Women & U23s, Division 1 & 2 Men)
- Increased exposure in local media at the QPL3 Men & Women premier competition level

**2 Year Agreement**  
**\$10,000** (+GST)  
(60% payable in 2027  
and 40% in 2028)

### SENIOR SPONSOR – SECONDARY

#### Entitlements:

- **Logo on back** of all Senior Playing Jerseys (6 teams - 100+ Jerseys)
- Logo on the back of all Highfields FC Training Shirts (750+)
- Logo advertised on Club Website, Social Media and on the Electronic Scoreboard on home game days/ club events
- Highfields FC team representation across all senior competitions (QPL3 Men, Women & U23s, Division 1 & 2 Men)
- Increased exposure in local media at the QPL3 Men & Women premier competition level

**2 Year Agreement**  
**\$8,000** (+GST)  
(60% payable in 2027  
and 40% in 2028)

### SENIOR SPONSOR – SLEEVE

#### Entitlements:

- **Logo on one sleeve** of all Senior Playing Jerseys (6 teams - 100+ Jerseys)
- Logo on the back of all Highfields FC Training Shirts (750+)
- Logo advertised on Club Website, Social Media and on the Electronic Scoreboard on home game days/club events
- Highfields FC team representation across all senior competitions (QPL3 Men, Women & U23s, Division 1 & 2 Men)
- Increased exposure in local media at the QPL3 Men & Women premier competition level

**2 Year Agreement**  
**\$4,000** (+GST)  
(60% payable in 2027  
and 40% in 2028)



# WE RISE

## COMPETITIVE JUNIOR SPONSOR OPPORTUNITIES

### COMPETITIVE JUNIOR SPONSOR – PRIMARY

#### Entitlements:

- Logo on front of all U13 to U18 Competitive Junior Playing Jerseys (11 teams and growing - 175+ Jerseys)
- Logo on the back of all Highfields FC Training Shirts (750+)
- Gifted Jersey of requested size
- Logo advertised on Club Website, Social Media and on the Electronic Scoreboard on home game days/ club events

**2 Year Agreement**  
**\$10,000** (+GST)  
(60% payable in 2027 and 40% in 2028)

### COMPETITIVE JUNIOR SPONSOR – SECONDARY

#### Entitlements:

- Logo on back of all U13 to U18 Competitive Junior Playing Jerseys (11 teams and growing - 175+ Jerseys)
- Logo on the back of all Highfields FC Training Shirts (750+)
- Logo advertised on Club Website, Social Media and on the Electronic Scoreboard on home game days/ club events

**2 Year Agreement**  
**\$8,000** (+GST)  
(60% payable in 2027 and 40% in 2028)

### COMPETITIVE JUNIOR SPONSOR – SLEEVE

#### Entitlements:

- Logo on one sleeve of all U13 to U18 Competitive Junior Playing Jerseys (11 teams and growing - 175+ Jerseys)
- Logo on the back of all Highfields FC Training Shirts (750+)
- Logo advertised on Club Website, Social Media and on the Electronic Scoreboard on home game days/ club events

**2 Year Agreement**  
**\$4,000** (+GST)  
(60% payable in 2027 and 40% in 2028)

## MINIROOS SPONSOR OPPORTUNITIES

### MINIROOS SPONSOR – PRIMARY

#### Entitlements:

- Logo on front of all U6 to U12 Minirooms Playing Jerseys (45 teams and growing - 450+ Jerseys)
- Logo on the back of all Highfields FC Training Shirts (750+)
- Gifted Jersey of requested size
- Logo advertised on Club Website, Social Media and on the Electronic Scoreboard on home game days/ club events

**2 Year Agreement**  
**\$10,000** (+GST)  
(60% payable in 2027 and 40% in 2028)

### MINIROOS SPONSOR – SECONDARY

#### Entitlements:

- Logo on back of all U6 to U12 Minirooms Playing Jerseys (45 teams and growing - 450+ Jerseys)
- Logo on the back of all Highfields FC Training Shirts (750+)
- Logo advertised on Club Website, Social Media and on the Electronic Scoreboard on home game days/ club events

**2 Year Agreement**  
**\$8,000** (+GST)  
(60% payable in 2027 and 40% in 2028)

### MINIROOS SPONSOR – SLEEVE

#### Entitlements:

- Logo on one sleeve of all U6 to U12 Minirooms Playing Jerseys (45 teams and growing - 450+ Jerseys)
- Logo on the back of all Highfields FC Training Shirts (750+)
- Logo advertised on Club Website, Social Media and on the Electronic Scoreboard on home game days/ club events

**2 Year Agreement**  
**\$4,000** (+GST)  
(60% payable in 2027 and 40% in 2028)



# SPONSORSHIP AGREEMENT

Between: (Sponsor) and Highfields F.C. Inc. Highfields F.C. Inc., agrees to grant the Sponsor the entitlements as outlined in the Sponsorship Proposal.

**Sponsorship Option:**

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**Cost (plus GST):**

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**Name of Sponsor (Business):**

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**Name of Sponsor's Representative (please print):**

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**Signature:**

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**Date:**

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- It is agreed that all matters relating to the administration of the sponsorship shall remain the exclusive responsibility of Highfields F.C. Inc.
- In the event of the cancellation of the sponsorship by either Highfields F.C. Inc. or the sponsor, for whatever reason, this agreement shall be deemed null and void. Highfields F.C. Inc. is not obliged to refund any moneys received in relation to sponsorship upon cancellation by the sponsor.
- Highfields F.C. Inc. will issue an invoice to the sponsor by the 31st of January 2027 (60%) and 31st January 2028 (40%)

Please email [highfieldsfootball@gmail.com](mailto:highfieldsfootball@gmail.com) if you have any queries.