



2026

SPONSORSHIP PROSPECTUS





The Hinterland Football Club has a long and storied history as one of the first four AFL Clubs established on the Sunshine Coast in 1970. Formerly known as Nambour and Hinterland AFC, we have members from under 6's all the way through to our senior men's and women's teams.

Our Palmwoods based, community club welcomes all players and promotes a safe and fun environment for the whole community. Come and enjoy family friendly fun for everyone. We support Palmwoods, the Hinterland and the local Sunshine Coast community.

We have supported Junior and Senior teams, with many successes both at a team and individual level, on and off the field.

Junior teams play in the SEQ Juniors Competition, with teams from AusKick to under 16's for both boys and girls.

Our men's team have had periods of great success and their fair share of turmoil. In 2023, our Senior Men were elevated to Division 1 after a successful build over a four-year period including taking out the QFA Div 2 North Premiership in 2022. Our Senior Men have worked hard to make the finals in 2023, 2024 and 2025; a great achievement for a Club in it's infancy in a higher division.

This success has been largely to a dedicated President and committee to bring the club into a financial position that the Club has not seen for years, and in 2026 we welcome our new Senior Men's Coach, Jordan Daniel, who is committed to recruiting players who are not only great with their on-field craft, but a good culture fit for our "family" club.

In 2024, we introduced our Friday night team in the QFA Division 4 Competition. Our Thirds team bought with it an exciting opportunity to bring in new (and returning) players to the Club.

Our Women's team plays in the QFAW Div 2 North competition. Our women's team has been through many structural changes over it's six year existence and we look forward to continuing to develop a pathway from juniors to senior women's football.

WE BLEED BLUE



FACILITIES AND STRATEGIC PLAN

Our small club has had its fair share of adversity, particularly when it comes to extreme weather and other “disaster” events. In 2022 alone, our ground was flooded some six times in the period of a season. The pandemic had a significant effect on our Club. However, we are a club but more importantly we are a family and an extension of our local community who rallied around the Blues and meant we have come back even stronger than ever.

In 2022, our new \$1.46m Clubhouse was opened by Minister for Sport, Stirling Hinchliffe. The new facilities include, perhaps most importantly, female friendly changerooms. This project was funded by the Queensland Government’s COVID Works for Queensland program, Sunshine Coast Regional Council, AFL Queensland, Cricket Queensland and the Blues.

In 2023, we received a brand new lighting system to bring our facility to the next level. The new lighting will have three settings, with the lowest being an average of 100 lux across the ground.

In 2024, we were hopeful that we would be able to obtain a grant to erect new coaches boxes after they were demolished in the 2022 rebuild, however, we have not been successful in obtaining funding to date.

Despite this, we still face challenges around access to our ground during the offseason. This is our greatest threat to both junior and senior footy in Palmwoods, and a battle that we still face after almost two years of discussion with Council. In 2025/6, we have been able to negotiate an agreement with the Palmwoods Cricket Club which sees our senior teams being able to access our home ground for pre-season training.

Whilst our Club is sitting in a strong financial position, as always we are seeking the support from our local community to ensure that our great club continues to build.

Thank you for taking the time to consider supporting our Club.

Club President

WE BLEED BLUE



THE NUMBERS IN 2025

Senior Men Players

129

Senior Women Players

34

Junior & Youth Players

84

Facebook Followers

3.1k

Instagram Followers

1.1k

Senior Club Home Games

21

Junior Home Games

25

WE BLEED BLUE



2025 SPONSORS



PROPERTY LANE
REALTY

Palmwoods
Hotel est 1912

FortyWinks



WE BLEED BLUE



2025 PLAYER SPONSORS



Petregian Beach
HOTEL



**SPRING
STRENGTH**
THERAPY



WE BLEED BLUE



Club Sponsorship Options

Major Sponsor – 1 available	\$15,000
Ground Naming Sponsor – 1 available	\$10,000
Home team goal kicked sponsor – 1 available	\$2,000
Away team goal kicked sponsor – 1 available	\$1,500
Gold Sponsor	\$5,000
Silver Sponsor	\$2,500
Bronze Sponsor	\$1,500
Senior Player Sponsor (men or women)	\$600

Junior Club Sponsorship Options

Gold Sponsor – 3 available	\$1,500
Silver Sponsor – 3 available	\$750
Bronze Sponsor – Unlimited available	\$500

Women's Sponsorship Options

Gold Sponsor	\$1,500
Silver Sponsor	\$750
Bronze Sponsor	\$500

Whilst we have many packages available, we are always happy to discuss any support that can be offered

WE BLEED BLUE



Club Packages

Major Sponsor - \$10,000 per year

- 3 Year Deal
- Logo on all senior jerseys
- Business name/logo displayed on digital scoreboard
- Business name/logo on back of training shirts and Club polos
- Signage at the Club
- Coverage on Club Social Media, including logo on all posts
- 2 x Club Polos
- 2 x tickets to our Sponsors Day
- 2 x tickets to Club major Club functions

Ground Naming Sponsor - \$10,000 per year

- 3 Year Deal
- Home ground named the "Your Business" Oval
- Business name/logo displayed on digital scoreboard
- Business name/logo on back of training shirts and Club polos
- Signage at the Club
- Coverage on Club Social Media, including logo on all posts
- 2 x Club Polos
- 2 x tickets to our Sponsors Day
- 2 x tickets to Club major Club functions

WE BLEED BLUE



Club Packages

Home Goal Kicked - \$2,000

- Business name/logo displayed on digital scoreboard after every home team goal on Senior and Junior game days (if Junior games are age groups that keep score)
- Business name/logo on back of training shirts
- Coverage on Club Social Media and Newsletter, including logo on all posts
- 1 x Club Polo
- 2 x tickets to our Sponsors Day
- 1 x tickets to Club major Club functions

Away Goal Kicked - \$1,500

- Business name/logo displayed on digital scoreboard after every home team goal on Senior and Junior game days (if Junior games are age groups that keep score)
- Business name/logo on back of training shirts
- Coverage on Club Social Media and Newsletter, including logo on all posts
- 1 x Club Polo
- 2 x tickets to our Sponsors Day
- 1 x tickets to Club major Club functions

WE BLEED BLUE



Club Packages

Gold Sponsor - \$5,000

- Business name/logo displayed on digital scoreboard
- Business name/logo on back of training shirts and Club polos
- Signage at the Club
- Coverage on Club Social Media, including logo on all posts/advertisement
- 2 x Club Polos
- 2 x tickets to our Sponsors Day
- 2 x tickets to Club major Club functions

Silver Sponsor - \$2,500

- Business name/logo displayed on digital scoreboard
- Business name/logo on back of training shirts
- Coverage on Club Social Media and Newsletter
- 2 x Club Polo
- 2 x tickets to our Sponsors Day
- 1 x tickets to Club major Club functions

Bronze Sponsor - \$1,500

- Business name/logo displayed on digital scoreboard with other Bronze Sponsors in collage
- Coverage on Club Social Media and Newsletter
- 1 x ticket to our Sponsors Day

WE BLEED BLUE



Junior Packages

Gold Sponsor - \$1,500

- Business name/logo displayed on digital scoreboard
- Business name/logo on back of training shirts
- Coverage on Club Social Media and Newsletter, including logo on junior posts
- 2 x Club Polo
- 2 x tickets to our Sponsors Day
- 1 x tickets to Club major Club functions

Silver Sponsor - \$750

- Business name/logo displayed on digital scoreboard
- Business name/logo on back of training shirts
- Coverage on Club Social Media and Newsletter, including logo on junior posts
- 1 x Club Polo
- 1 x ticket to our Sponsors Day

Bronze Sponsor - \$500

- Business name/logo displayed on digital scoreboard
- Coverage on Club Social Media and Newsletter, including logo on junior posts
- 1 x ticket to our Sponsors Day

WE BLEED BLUE



Women's Packages

Gold Sponsor - \$1,500

- Business name/logo displayed on digital scoreboard
- Business name/logo on back of training shirts
- Coverage on Club Social Media and Newsletter, including logo on women's team posts
- 2 x Club Polo
- 2 x tickets to our Sponsors Day
- 1 x tickets to Club major Club functions

Silver Sponsor - \$750

- Business name/logo displayed on digital scoreboard
- Business name/logo on back of training shirts
- Coverage on Club Social Media and Newsletter, including logo on women's team posts
- 1 x Club Polo
- 1 x ticket to our Sponsors Day

Bronze Sponsor - \$500

- Business name/logo displayed on digital scoreboard
- Coverage on Club Social Media and Newsletter, including logo on women's team posts
- 1 x ticket to our Sponsors Day

WE BLEED BLUE



Senior Player Sponsors

Senior Men & Women Player Sponsorship - \$660

- The opportunity to promote your business and products to Club members and supporters
- Business name/logo displayed on digital scoreboard on Senior game days with the player you are sponsoring
- If the player you sponsors kicks goals, gets in the best or is otherwise noted in the Newsletter / Social Media, your Business name / Name will be recognised at the same time (e.g. John Doe, proudly sponsored by XYZ Business / Nick Jones).
- 1 x ticket to our Sponsors Day
- 1 x Club Membership

NB: Only available for senior men and women

WE BLEED BLUE



Club Contacts

If you have any questions about sponsoring the Blues, or the Club generally, please contact one of our Committee who will be happy to help!

Whilst we have many packages available, we are very happy to negotiate an agreement that is mutually beneficial to your business and our club.

If you would like to sponsor the Blues, please reach out to the Club (info@hinterlandblues.com.au) to discuss payment options.

Name	Position	Email	Number
Bruce Bell	Club President	info@hinterlandblues.com.au	0438 485 487
Catt Bell	Treasurer	hinterlandbluesafc@gmail.com	0423 007 796
Jessica Popple	Secretary	info@hinterlandblues.com.au	0437 810 565

WE BLEED BLUE