

waratahfc.com.au



PARTNERSHIP PROSPECTUS

SEASON 2026 - 2027

110 YEARS OF WARATAH

WELCOME TO THE ARMY

For 110 years, Waratah Football Club has been at the heart of Darwin's sporting and community life.

Formed in 1916 and competing in the inaugural NTFL season in 1917, Waratah is the only club to have competed continuously in every NTFL season. Today, we are proud to be one of the Northern Territory's most inclusive, progressive and community-driven sporting organisations.

As we enter the 2026–27 season and celebrate our 110th year, Waratah continues to build on strong foundations, creating opportunities for players, families, volunteers, sponsors and supporters to be part of something bigger than football.

Our club is experiencing significant growth across junior, senior, women's and Indigenous football programs.

Today, we proudly support 744 registered participants across our senior, junior, MiniTahs, and volunteer programs.

Including:

- More than 370 junior players across 14 teams
- More than 230 senior players across 5 teams
- 45% female participation
- 96 Indigenous pathway participants
- 89 registered volunteers
- A supporter and stakeholder database of more than 10,000 contacts

The 2025–26 season marked a significant milestone for the club, with our Under 13 Girls and Under 15 Girls teams becoming the first junior girls premiership teams in Waratah history. Their success proudly brought premiership flags home to Gardens and strengthened the pathway for future generations of female footballers.

These achievements represent more than on-field success. They reflect the strength of our culture, the passion of our people and our commitment to creating opportunities for individuals of all ages and backgrounds.

As we celebrate our 110th season, we invite businesses and community partners to join us in shaping the next chapter of Waratah Football Club.

Together, we will continue to build a stronger club, a stronger community and sustained success both on and off the field.



WHY PARTNER WITH WARATAH?

WHY PARTNER WITH WARATAH?

Partnering with Waratah Football Club is an opportunity to align your business with one of the Northern Territory's oldest and most respected sporting organisations.

As we celebrate 110 years of football excellence, Waratah continues to grow both on and off the field, providing partners with valuable exposure, meaningful community engagement and exclusive networking opportunities.

With more than 744 participants, a supporter database of over 10,000 contacts, and strong connections throughout the Territory, Waratah offers year-round opportunities to showcase your business to an engaged and loyal audience.

COMMUNITY CONNECTION

For 110 years, Waratah Football Club has been at the heart of the Darwin community.

With more than 370 junior players, 230 senior players, and hundreds of family members, volunteers and supporters, partnering with Waratah demonstrates your commitment to local sport, community development and future generations.

REACH & EXPOSURE

Promote your business through our growing club network:

- 125,000+ annual social media impressions
- 7,200+ Facebook followers
- 10,000+ database contacts
- Thousands of attendees at games and events each season

From social media and website promotion to signage, apparel branding and event partnerships, your business will benefit from year-round visibility.

HOSPITALITY

Enjoy access to some of the club's premier events, including:

- Friday and Saturday night home games
- Thursday night clubhouse dinners
- 110 Year Celebration Event
- Sponsor and networking functions
- Club social events

Our licensed clubhouse with 300+ capacity function space provides excellent opportunities to entertain clients, reward staff and connect with the Waratah community.

BUSINESS NETWORKING

Build valuable relationships with local businesses, community leaders and club supporters through regular networking events, game days and sponsor functions.

BRAND PRESENCE

Showcase your business across a range of club assets, including:

- Apparel branding
- Oval and clubhouse signage
- Event naming rights
- Social media and website promotion
- Community program sponsorships

When you partner with Waratah, you become part of a proud and progressive club committed to community, growth and success both on and off the field.

FRIENDS OF WARATAH

\$1500 INC GST

Brand placement includes:

Apparel

- Logo placement on the back of Waratah training singlets

Signage

- Business logo displayed within Waratah clubrooms

Media

- Business name and website link featured on the Waratah Football Club website

VIP Benefits

- Two Waratah Club Membership Cards, including entry to all Waratah home games (value \$144)
- One Official Waratah Merchandise Pack, including a polo shirt and cap
- Invitation to Waratah Sponsors Home Game Day Event
- Regular club updates and notifications of social events and networking opportunities

TEAM AWARDS

\$1500 - \$3000 INC GST

Support and recognise the achievements of Waratah players while promoting your business to our members, supporters and wider community.

Investment:

Team Awards Sponsorship is available across all grades, with investment levels varying depending on the team selected.

Junior team sponsorships commence from \$1,500, while Premier League team sponsorships are available from \$3,000.

Sponsorship can be provided through a cash contribution, business gift vouchers, products, services, or a combination of these.

Brand placement includes:

Apparel:

- Logo placement on the back of Waratah training singlets

Signage:

- Business logo displayed within Waratah clubrooms

Media:

- Business name and website link featured on the Waratah Football Club website

VIP Benefits:

- Three Waratah Club Membership Cards, including entry to all Waratah home games (value \$216)
- Invitation to Waratah Sponsors Home Game Day Event
- Regular club updates and notifications of social events and networking opportunities
- Business recognition through weekly player award presentations and announcements

Celebrating 110 Years • Season 2026-27

OVAL SIGNAGE

OPTION 1 - \$3025 INC GST

Brand placement includes:

Signage:

One 3.5 metre premium oval fence sign

Media:

- Business name and website link featured on the Waratah Football Club website

VIP Benefits:

- Two Waratah Club Membership Cards, including entry to all Waratah home games (value \$144)
- One Official Waratah Merchandise Pack, including a polo shirt and cap
- Invitation to Waratah Sponsors Home Game Day Event
- Regular club updates and notifications of social events and networking opportunities



OVAL SIGNAGE

OPTION 2 - \$4125 INC GST

Brand placement includes:

Signage:

- One 6 metre premium oval fence sign

Media:

- Business name and website link featured on the Waratah Football Club website

VIP Benefits:

- Four Waratah Club Membership Cards, including admission to all Waratah home games (value \$288)
- Two Official Waratah Merchandise Packs, each including a polo shirt and cap
- Invitation to Waratah Sponsors Home Game Day Events
- Regular club updates and notifications of social events and networking opportunities

COMMUNITY PARTNER

PACKAGE A - \$5500 INC GST

Brand placement includes:

Apparel:

- Logo on back of club polo shirts

Signage:

- One 3.5 metre premium oval fence sign
- Business logo displayed within Waratah clubrooms

Media:

- Business name and website link featured on the Waratah Football Club website

VIP Benefits:

- One ticket in the annual \$10,000 Draw
- Two Official Waratah Merchandise Packs. Includes polo shirt & cap
- Eight Waratah Club Membership Cards, including admission to all Waratah home games (\$576 value)
- Invitation to Waratah Sponsors Home Game Day Event
- Updates and notifications of all club social events

CLUB PARTNER

PACKAGE B - \$8250 INC GST

Brand placement includes:

Apparel:

- Logo on the back of club polo shirts
- Logo placement on club caps OR playing shorts OR back of a non-premier league club guernseys

* Preferred placement available upon request, subject to availability

Signage:

- One 3.5 metre premium oval fence sign
- Business logo displayed within Waratah clubrooms
- Business logo displayed on media wall

Media:

- Business name and website link featured on the Waratah Football Club website

VIP Benefits:

- One ticket in the annual \$10,000 Draw
- Two Official Waratah Merchandise Pack. Includes polo shirt & cap
- Ten Waratah Club Membership Cards, including admission to all Waratah home games (\$720 value)
- Invitation to Waratah Sponsors Home Game Day Event
- Updates and notifications of all club social events

STRATEGIC PARTNER

PACKAGE C - \$11,000 INC GST

Brand placement includes:

Premier League Kit:

- Logo placement on Premier League guernsey back OR on playing shorts OR on front of club guernsey's OR on premium location on club polo OR on club cap
- * Preferred placement available upon request, subject to availability

Apparel:

- Logo on the back of club polo shirts

Signage:

- One 6 metre premium oval fence sign
- Business logo displayed within Waratah clubrooms
- Business logo displayed on media wall

Media:

- Business name and website link featured on the Waratah Football Club website

VIP Benefits:

- One ticket in the annual \$10,000 Draw
- Two Official Waratah Merchandise Pack. Includes Polo shirt & Cap
- Ten Waratah Club Membership Cards, including admission to all Waratah home games (\$720 value)
- Invitation to Waratah Sponsors Home Game Day Event
- Updates and invites to all club social events

MAJOR CORPORATE PARTNER

Investment and Inclusions Negotiable

Brand placement opportunities include:

Apparel:

- Large Company Logo on the front of Premier League guernsey's
- Company Logo on the front of official club polo shirts
- Company Logo on the front of official club singlets
- Company Logo on the side of official club caps

Signage:

- Large and prominent oval fence signs
- Large and prominent internal Clubhouse signs
- Large external sign on the Gardens Oval 1 scoreboard
- Logo on the back of all membership cards
- Business logo displayed on media wall

Media:

- Business name and website link featured on the Waratah Football Club website

VIP Benefits:

- Twenty Waratah Club Membership Cards, including admission to all Waratah home games (value \$1,440)
- One ticket in annual \$10,000 draw
- Invitation to Waratah Sponsors Home Game Day Event
- Updates and invites to all club social events

FOUNDATION CUP GUERNSEY PARTNER

Investment: POA

As Waratah Football Club celebrates 110 years of football excellence, this exclusive sponsorship opportunity allows your business to be part of one of the club's most prestigious annual events.

Brand placement includes:

Premier League Kit:

- Exclusive logo placement on the back of Men's or Women's Premier League Foundation Cup commemorative playing guernsey

**Exclusive opportunity with limited availability*

Apparel:

- Logo placement on the back of Waratah training singlets

Signage:

- Business logo displayed within Waratah clubrooms

Media:

- Business name and website link featured on the Waratah Football Club website

VIP Benefits:

- One Foundation Cup commemorative playing guernsey, featuring your logo to keep
- Recognition as a Celebrating 110 Years Foundation Cup Partner
- One official Waratah Merchandise Pack. Includes Polo shirt & Cap
- Two tickets to Foundation Cup event
- Invitation to Waratah Sponsors Home Game Day Event
- Club updates and notifications of social events and networking opportunities

**Event naming rights are offered separately*



COMMUNITY PROGRAM PARTNERSHIPS

Investment and Inclusions Negotiable

Align your organisation with a specific area of Waratah Football Club that reflects your business interests, target market, community priorities or corporate values.

Program Partnership opportunities are available across:

- Women's Football
- Men's Football
- Junior and Youth Football
- MiniTahs
- Development Academy
- Indigenous Development
- Diversity and Inclusion

Each partnership can be tailored to create a meaningful connection between your organisation and the players, families and communities involved in the selected program.

PARTNERSHIP OPPORTUNITIES MAY INCLUDE:

Program Recognition

- Recognition as an official Waratah Program Partner
- Partner acknowledgment across relevant club, program and team communications
- Recognition on the Waratah Football Club website and relevant social media content
- Opportunities to support and participate in program activities, events and initiatives

Branding

- First preference for available branding opportunities across relevant apparel, including Premier League match-day and pre-match apparel
- Branding on selected program apparel, equipment, signage or promotional materials
- Opportunities for tailored digital content and program-related brand activation
- All apparel placements are subject to availability and relevant competition requirements

VIP Experiences

- Invitations to selected Waratah home games, functions and networking events
- Tailored opportunities to engage with players, coaches and program participants
- Client, staff or community experiences developed around the selected program

A Program Partnership can be added to an existing Waratah partnership package or custom-built as a standalone partnership to meet your organisation's objectives, budget and preferred level of involvement.

EVENT NAMING RIGHTS

Associate your business with some of Waratah Football Club's premier events and gain valuable exposure to players, members, supporters and the wider community.

Partnership Benefits

- Exclusive naming rights to the selected event
- Business name included in all event promotion and marketing materials
- Recognition across Waratah social media platforms leading up to the event
- Branding featured on event flyers, ticketing and promotional materials
- Business acknowledgement and announcements during the event
- Opportunity to activate your brand at the event (subject to approval)

Important Information

Event dates and details are subject to confirmation following the release of the NTFL fixture. Attendance figures are indicative only and may vary due to weather and other factors. Attendance numbers cannot be guaranteed.

Event	Approx attendees	Cost
Red and White Ball Annual formal event attended by players, partners and supporters	150+	From \$1,000
Club Home Game 6 games available	500 - 3000	From \$1,000
Foundation Cup Marque home game (late January)	3000+	From \$2,000
\$10,000 Draw SOLD Annual Raffle	200+	\$600

PLAYER SPONSOR

\$600 INC GST

Support a Waratah player while gaining exposure for your business and becoming part of the Waratah Football Club community.

Your sponsorship covers your player's:

- Membership fees
- Club merchandise pack

As a sponsor you receive:

- Invitation to Waratah Sponsors Home Game Day Event
- One Waratah Club Membership Card, including entry to all Waratah home games
- One official Waratah Merchandise Pack. Includes Polo shirt & Cap
- Business name displayed beneath your sponsored player's photograph in the clubhouse
- Business name and website link featured on the Waratah Football Club website

BECOME A WARATAH PARTNER

For more information on club partnerships, event and game day partnership ideas or to discuss a specific tailored package, please contact:

Club Administration

0423 871 044

manager@waratahfc.com.au

Club President - Rohan Langworthy

0401 793 632

rohanlangworthy@hotmail.com



EVENTS

Waratah Football Club fixtures and calendar of events will be emailed as soon as released

MEMBERSHIPS

Club Memberships will be on sale from September 2026

MERCHANDISE

Additional club merchandise can be purchased from:

The Cricket Football Shop

1/422 Stuart Hwy Winnellie

All branding placements are subject to availability, artwork deadlines, production requirements, existing partnership rights and applicable AFLNT regulations. In-kind contributions are subject to prior approval and an agreed value. Final inclusions will be documented in a partnership agreement.