



**PARTNERING WITH
NORTH EASTERN METROSTARS**

2025 SPONSORSHIP PROSPECTUS

BUILDING SOCCER FOR THE FUTURE

Through partnership with MetroStars Soccer Club, you will be aligning your business with one of Australia's most progressive clubs, underpinned by a focus on youth development, collaboration and social responsibility.



NORTH EASTERN METROSTARS

ABOUT US

MetroStars Soccer Club is a community based not-for-profit organisation managed by a committed group of volunteers who form our Management Committee. Their role is to promote, organise, direct, foster and develop the game of soccer for its members and supporters within the community. MetroStars is dedicated to the development of all players across all our teams whilst simultaneously creating an environment for all members to enjoy.

An affiliated member of the Football Federation of Australia and Football Federation of South Australia, our senior team competes at the highest level in the state- the National Premier League.

Catering for children as young as 4, MetroStars delivers football programs covering grass roots development through to elite level competition.

Our success at all levels of South Australian Football, as well as recent National successes, has enhanced MetroStars image as one of the most recognised and respected clubs in this state and a club of choice in the football community.

MetroStars is also a registered member and an approved Level 3 Good Sports Club and STARCLUB Member.

MetroStars is a young and progressive football club that has experienced a rapid growth over its' short history since establishment in 1994.



**NATIONAL
PREMIER LEAGUES**
SOUTH AUSTRALIA



**FOOTBALL
SOUTH
AUSTRALIA**



**FOOTBALL
AUSTRALIA**



STARCLUB
CLUB DEVELOPMENT PROGRAM



We are a Good Sports club
**GOOD
SPORTS**



HISTORY

The club was established in November 1994 and was initially known as the Metro Knights Soccer Club. The Metro Knights' mission was to set the standard for all other soccer clubs – both in respect of standard of coaching and performance of the players.

The club began to play in the South Australian Amateur Soccer League (SAASL) in 1995 and finished second in their first year. Not satisfied with second place, the Knights worked hard to ensure that they finished first the following year, earning them promotion to Division 1.

After the Knights' break out success in the SAASL, the South Australian Soccer Federation (SASF) invited them to join the State League in 1999. As a result, The Knights became the North Eastern MetroStars after forming a liaison with the New York MetroStars Soccer Club in the USA (now known as the New York Red Bulls in the MLS). That very same year MetroStars registered its first Junior teams.

Unprecedentedly, MetroStars earned promotion into the Premier League in their first year. It did not take long for success to come to MetroStars, with the club winning their first Premier League Minor Premiership in 2003.

In 2004, the club created history, with triple success in claiming the Premier League Championship, Minor Premiership and Federation Cup title. Later in 2014 and within 20 years, the club had developed from fledgling SASF member to winning the All-Australian National Club title – the highest pinnacle in the country for club soccer.

Our junior football development programs have also achieved enormous success with numerous league and cup triumphs, as well as developing several players each season for various elite talent identification programs.



OUR SUCCESS

SENIOR LEVEL



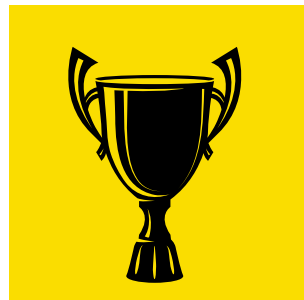
1

NATIONAL NPL
CHAMPIONSHIP



11

LEAGUE
PREMIERSHIPS



3

LEAGUE
CHAMPIONSHIPS



4

AUSTRALIA CUP
PARTICIPANT
(FINAL ROUNDS)



6

FEDERATION CUP
CHAMPIONSHIPS



2024 ON-FIELD SUCCESS

SENIOR LEVEL



22 LEAGUE MATCHES IN 2023



12 WINS

7 DRAWS



LEAGUE PREMIERS (BACK-TO-BACK)

LEAGUE CHAMPIONSHIP GRAND
FINALIST



OUR SUCCESS

CLUB WIDE

UNDER 18s



4

LEAGUE
CHAMPIONSHIPS

8

FEDERATION CUP
CHAMPIONSHIPS

RESERVES



5

LEAGUE
CHAMPIONSHIPS

1

FEDERATION CUP
CHAMPIONSHIP

JUNIORS



36

JUNIOR LEAGUE
CHAMPIONSHIPS

16

JUNIOR CUP
CHAMPIONSHIPS



CLUB VISION

Our brand today is well respected within the football community. Its coaching programs are run by accredited coaching staff and technical directors, with a reputation that attracts players to our club from grass roots to marquee status.

Our club vision is what keeps us on track and focused on our goals. It is both the sanity check and the driver of all our strategic planning for a successful club.



SOCIAL MEDIA

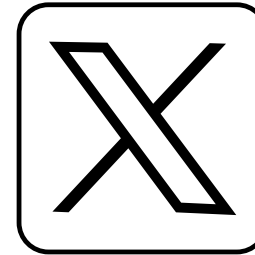
Social media has become one of the greatest marketing tools for our club with our marketing and media reach gaining increased recognition every year. Our affiliation with the Football Australia's National Premier League also means that our social media is drawing greater exposure and attention. Our online presence is not only limited to Facebook, Twitter and Instagram, but also on LinkedIn and YouTube.



6.1k
FOLLOWERS



7.0k
FOLLOWERS



1.8k
FOLLOWERS



24.5k
VIEWS IN 12 MONTHS

Data as of August, 2024



OUR REACH

INTERNALLY

At MetroStars we believe that our ability to promote a business is one of our strengths as our network and relationships with local traders and the corporate world are well developed. With the strengthening of our club on and off the field, our reach continues to grow exponentially in the South Australia and Australia.

All home games are now filmed in conjunction with the Football SA which means increased exposure to our sponsors through video highlight packages spread throughout the league.

Our reach continues to flourish off the back of our ongoing successes.



480

REGISTERED
PLAYERS



145

CLUB AND TEAM
OFFICIALS



1920

MEMBERS

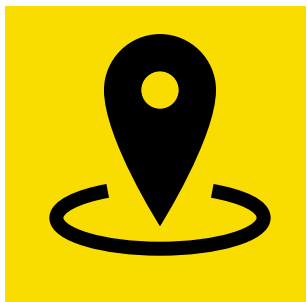


OUR REACH

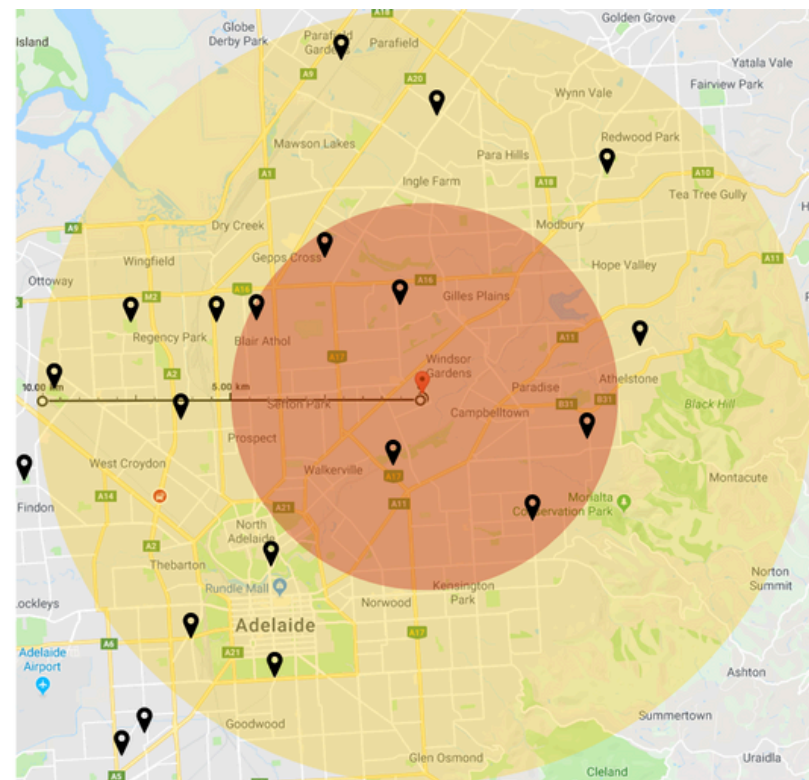
EXTERNALLY

Our reach is not limited to MetroStars players, officials and members. Throughout the course of the season, as many as 17 clubs within a 10km radius of TK Shutter Reserve will visit our grounds, with a number of other teams sitting on the outskirts.

These additional eyes are brought to the club through the National Premier League, Australia Cup Qualifiers or junior football. This shows the spread your sponsorship or advertising around the grounds could reach.



6 CLUBS WITHIN A 5km RADIUS
17 CLUBS WITHIN A 10km RADIUS



MEDIA COVERAGE

All NPL SA matches are live streamed on YouTube.com via the FSA Leagues. The platform delivers premium live and on-demand 24/7 streaming services and coverage of all 374 matches across the NPL SA, WNPL SA and State League One fixtures. This means more eyes than ever are on our games each and every week.

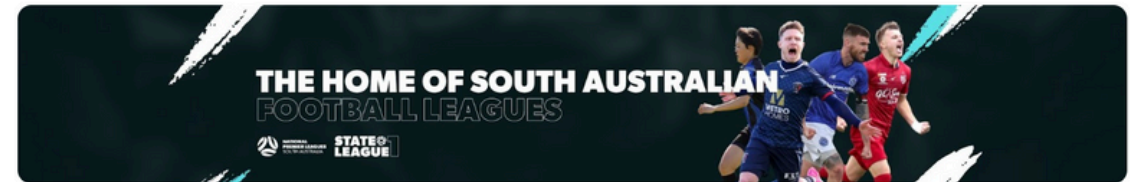
In recent years, MetroStars has also invested in a series of new TV commercials to celebrate and acknowledge our key sponsors. Running during the season (April to July 2023) on free to air TV, the commercial was seen by over 1 million viewers during this period.



STREAMED DIRECTLY THROUGH
YOUTUBE LIVE-STREAM



717k VIEWS
THROUGHOUT THE 2024 SEASON



FSA Leagues

@FSALeagues · 6.82K subscribers · 363 videos

Official account of the Men's & Women's NPLSA & State Leagues. Catch all matches live! ...more

footballsouth.com.au/home

Subscribe

Home Videos Live Playlists

Can't make the streams? Checkout our Highlights



Football South Australia

@FootballSouthAustralia · 12.6K subscribers

Official account of South Australian National Premier Leagues, run by Football South Australia.

Subscribe

Data as of August, 2024



BENEFITS OF SPONSORSHIP



CLUB SUPPORT AND CROSS REFERRALS

The club supports our corporate partners wherever possible through our club purchases. We also promote our corporate partners and the goods and services they provide at every opportunity throughout the season.



WELCOMED FORM OF ADVERTISING

Today, many traditional ways of reaching consumers are failing. Youth sport sponsorships are a positive, and less expensive way of engaging the market. Parents like to see companies that are supporting local sporting clubs. Sporting club sponsorships can be great value for money spent when compared to the cost of other marketing channels like radio, print, television and billboard advertising.



INCREASED AWARENESS

Every sponsorship package has its own benefits for each individual sponsor. Whether it be field signage, website advertising or your company name on uniforms. Through sponsorship, your company's brand will be in eyeline of parents, coaches, officials, players and spectators. This generates your brand exposure to a targeted local market as well as wider exposure via our website and social media. This heightens awareness of your company and its contribution to the community.



BENEFITS OF SPONSORSHIP



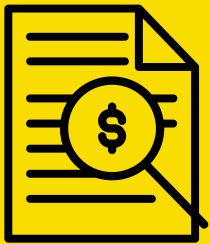
LOWER RUNNING COSTS

Sponsorship helps provide additional resources that may cover player registration fees and help keep participation fees low. With lower fees, more families can afford to sign up, increasing the number of children in the community who can participate in an organised sporting club.



BUILD GOODWILL

Companies make a positive contribution to the community through their sponsorship of local sporting clubs. This can produce feeling amongst the community that a company understands the impact and importance of sports. This feeling can instill loyalty among a business' current and future customers.

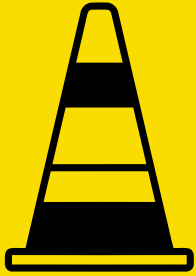


TAX INCENTIVE

MetroStars Soccer Club is a community based not-for-profit organization. This means that some sponsorships may be tax-deductible if claimed as a marketing expense.



DISTRIBUTION OF FUNDS



EQUIPMENT

With nearly 500 players across the club, training equipment is in continuous need of replacement from season to season. Providing adequate and appropriate training equipment helps ensure that our players and teams are being given every opportunity to maximise their potential and continue to build our reputation amongst the soccer fraternity.

Playing strips also require replacement from year to year as new sponsors jump on board.



FACILITIES DEVELOPMENT & MAINTENANCE

MetroStars is aiming to continue to redevelop our facilities at TK Shutter over the next 3 years with current works scheduled to finish late in 2024. It is planned that the improvements will benefit our current and future players, members and spectators.



MEMBERSHIP FEES

MetroStars pride ourselves on offering affordable membership fees when other clubs in the community are continually rising their costs. Minimising the cost of membership allows MetroStars to be accessible to a wider range of participants within the community.





2025 SPONSORSHIP PACKAGES

COMMUNITY PARTNER PROGRAMS

\$2,500+

(inc. GST)

**Non-Exclusive
Basis**

WELLBEING PROGRAM PARTNER

- The Wellbeing program provides all players, parents, coaches, and volunteers quality care in dealing with mental health and emotional/social challenges.
- The program provides training to coaches and team managers and equips them with the necessary skills to give initial assistance to an individual with a mental health problem or in a mental health crisis
- Additional Mental Health Suicide Awareness training to teach participants how to identify, approach and support someone who is experiencing suicidal thoughts and behaviours using practical, evidence-based plans.

UNDERPRIVILEGED SCHOLARSHIP PROGRAM

- Raises funds for scholarships for children who display potential and are in financial need of assistance to achieve their goals in football.
- This is an engagement program targeted at young people from vulnerable families. This cohort includes young people from a culturally and linguistically diverse background and/or low socio-economic backgrounds who may not otherwise have the means to participate in club football.
- Candidates for entrance to the program are proposed from schools and self-referrals.

\$10,000+

(inc. GST)

**Non-Exclusive
Basis**

INDIGENOUS PROGRAM PARTNER

- MetroStars' embrace and celebrate the contribution of local Aboriginal and Torres Strait Islander communities to our game throughout the season.
- This includes our work in collaboration with the [South Australian Aboriginal Secondary Training Academy](#), generating awareness of NAIDOC Week and Reconciliation Week through our social media platforms, all of which is underpinned by our [Statement of Reconciliation](#) published on our website.
- We also host an indigenous recognition game each season with specially designed shirts in exclusive partnership with Beyond Bank.
- We build and create greater awareness, education and stronger ties throughout our community.



PREMIER PACKAGE

\$20,000

(inc. GST)

APPLICABLE FOR

SENIORS, RESERVES AND UNDER 18s

- Your business name and logo will be printed on the Seniors, Reserves and Under 18 teams playing shirts (Front)
- Your business and logo will be printed on the back of all Under 12 to Under 17 teams where vacant positions are available
- Naming rights under our scoreboard
- Any team that has a vacant sponsorship spot on their shirt will automatically be given our Diamond Sponsor Tier level status
- You will receive 10 season passes for entry to home games and 2 car park passes*
- Your logo will appear on our Clubroom Sponsors TV and on our club website, with a link to your own website
- Your logo will appear on all our digital promotion throughout the year
- Your logo will appear on our Promotional Sponsors Board and Club Letterhead
- Along with your Logo, you will have the opportunity to advertise video commercials promoting your brand on the scoreboard.
- Recognition of your sponsorship will be given on senior home match days by way of public announcement, matchday program and scoreboard
- Advertisement will feature on our home match promotion emails
- Promotion of business during the year on our social media channels
- You will receive a club merchandise pack
- You will receive main ground signage (2000mm x 800mm)
- You will receive a tax invoice for your tax purposes – cost is inclusive of GST

* Car park availability is on first come, first served basis



MAJOR PACKAGE

\$12,000

(inc. GST)

APPLICABLE FOR

SENIORS, RESERVES AND UNDER 18s

- Your business name and logo will be printed on the Seniors, Reserves and Under 18 teams playing shirts (Back)
- Your business and logo will be printed on the back of all Under 6 to Under 11 teams where vacant positions are available
- Any team that has a vacant sponsorship spot on their shirt will automatically be given to our Major Sponsor. (Premier Sponsor first right of refusal)
- You will receive 10 season passes for entry to home games and 2 car park passes*
- Your logo will appear on our Clubroom Sponsors TV and on our club website, with a link to your own website
- Your logo will appear on all our digital promotion throughout the year
- Your logo will appear on our Promotional Sponsors Board and Club Letterhead
- Along with your Logo, you will have the opportunity to advertise video commercials promoting your brand on the scoreboard.
- Recognition of your sponsorship will be given on senior home match days by way of public announcement, matchday program and scoreboard
- Advertisement will feature on our home match promotion emails
- Promotion of during the year on our social media channels
- You will receive a club merchandise pack
- You will receive main ground signage (2000mm x 800mm)
- You will receive a tax invoice for your tax purposes – cost is inclusive of GST

* Car park availability is on first come, first served basis



JUNIOR PACKAGE

\$2,750

(inc. GST)

APPLICABLE FOR

TEAMS FROM UNDER 12 - UNDER 17

- Your business name and logo will be printed on the front of your selected age group
- You will receive 4 season passes for entry to home games
- Your logo will appear on our Clubroom Sponsors TV and on our club website, with a link to your own website
- Recognition of your sponsorship will be given on senior home match days by way of public announcement and matchday program
- Promotion of business during the year on our social media channels
- You will receive a tax invoice for your tax purposes - cost is inclusive of GST

OPTIONAL EXTRA

- Full colour signage (2000mm x 800mm) on the main pitch is available at a cost of **\$850 (inc. GST)** per sign, giving you even more visibility at all games at TK Shutter Reserve .



MINIROO PACKAGE

\$1,700

(inc. GST)

APPLICABLE FOR

TEAMS FROM UNDER 6 - UNDER 11

- Your business name and logo will be printed on the front of your selected age group
- You will receive 4 season passes for entry to home games
- Your logo will appear on our Clubroom Sponsors TV and on our club website, with a link to your own website
- Recognition of your sponsorship will be given on senior home match days by way of public announcement and matchday program
- You will receive a tax invoice for your tax purposes - cost is inclusive of GST

OPTIONAL EXTRA

- Full colour signage (2000mm x 800mm) on the main pitch is available at a cost of **\$850 (inc. GST)** per sign, giving you even more visibility at all games at TK Shutter Reserve .



PROMOTER PACKAGE

BACK OF PLAYING SHIRT

Numerous Packages available on first come, first choice basis

\$7,500
(inc. GST)
Per Spot

SENIORS, RESERVES AND UNDER 18s

- Your logo will appear on all three teams

\$1,500
(inc. GST)
Per Spot

UNDER 12 - UNDER 17

- Your logo with appear on all teams within the age group of your choice

\$800
(inc. GST)
Per Spot

UNDER 6 - UNDER 11

- Your logo with appear on all teams within the age group of your choice



PROMOTER PACKAGE

CONTINUED

BACK OF PLAYING SHIRT

Numerous Packages available on first come, first choice basis

- Your business name and logo will be printed on the back of the playing shirt (your preference and subject to availability) of your selected team
- You will receive 4 season passes for entry to home games
- Your logo will appear on our Clubroom Sponsors TV and on our club website, with a link to your own website
- Recognition of your sponsorship will be given on senior home match days by way of public announcement and matchday program
- You will receive a tax invoice for your tax purposes – cost is inclusive of GST

OPTIONAL EXTRA

- Full colour signage (2000mm x 800mm) on the main pitch is available at a cost of **\$850 (inc. GST)** per sign, giving you even more visibility at all games at TK Shutter Reserve .



ADVOCATE PACKAGE

SLEEVE AND/OR SHORT

Numerous Packages available on first come, first choice basis

\$4,000
(inc. GST)
Per Spot

SENIORS, RESERVES AND UNDER 18s

- Your logo will appear on all three teams (Shorts Only)

\$750
(inc. GST)
Per Spot

UNDER 12 - UNDER 17

- Your logo with appear on all teams within the age group of your choice

\$450
(inc. GST)
Per Spot

UNDER 6 - UNDER 11

- Your logo with appear on all teams within the age group of your choice



ADVOCATE PACKAGE

CONTINUED

SLEEVE AND/OR SHORT

Numerous Packages available on first come, first choice basis

- Your business name and logo will be printed on the sleeve or short (your preference and subject to availability) of your selected team
- You will receive 4 season passes for entry to home games
- Your logo will appear on our Clubroom Sponsors TV and on our club website, with a link to your own website
- Recognition of your sponsorship will be given on senior home match days by way of public announcement and matchday program
- You will receive a tax invoice for your tax purposes – cost is inclusive of GST

OPTIONAL EXTRA

- Full colour signage (2000mm x 800mm) on the main pitch is available at a cost of **\$850 (inc. GST)** per sign, giving you even more visibility at all games at TK Shutter Reserve .



SUPPORTER PACKAGE

\$300
(inc. GST)

CLUBROOM SPONSORS TV

- Your logo will appear on our Clubroom Sponsors TV and on our club website, with a link to your own website
- You will receive 2 season passes for entry to home games
- Recognition of your sponsorship will be given on senior home match days by way of public announcement and program
- You will receive a tax invoice for your tax purposes - cost is inclusive of GST

\$600
(inc. GST)

CLUBROOM WINDOW SPONSOR SIGNAGE

- Full colour signage inside the clubroom above the windows (limited spots available - 1440mm x 600mm)
- You will receive 2 season passes for entry to home games
- Your logo will appear on our Clubroom Sponsors TV and on our club website, with a link to your own website
- Recognition of your sponsorship will be given on senior home match days by way of public announcement and program
- You will receive a tax invoice for your tax purposes - cost is inclusive of GST

\$850
(inc. GST)

MAIN PITCH SIGNAGE

- Full colour signage (2000mm x 800mm) on the main pitch giving you even more visibility at all games at TK Shutter Reserve
- You will receive 2 season passes for entry to home games
- Your logo will appear on our Clubroom Sponsors TV and on our club website, with a link to your own website
- Recognition of your sponsorship will be given on senior home match days by way of public announcement and program
- You will receive a tax invoice for your tax purposes - cost is inclusive of GST



SPONSORSHIP PACKAGE

SUMMARY

Benefits	Premier	Major	Junior	Miniproo	Promoter	Advocate	Supporter
Name and logo on front of senior playing shirts	✓						
Name and logo on back of senior playing shirts		✓					
Name and logo on back of all U12-U17 teams	✓						
Name and logo on back of all U6-U11 teams		✓					
Name and logo on front of selected age group (U12-U17)			✓				
Name and logo on front of selected age group (U6-U11)				✓			
Name and logo on back of playing shirt - various teams					✓		
Name and logo on sleeve and/or shorts - various teams						✓	
Naming rights under scoreboard	✓						
Teams with vacant sponsorship opportunities	✓	✓					
Season Pass	x10	x10	x4	x4	x4	x4	x2
Car Park Pass	x2	x2					
Clubroom Sponsors TV and Website	✓	✓	✓	✓	✓	✓	\$300
Clubroom Window Sponsorship	✓	✓					\$600
Digital promotion throughout the year	✓	✓					
Sponsorship recognition on Senior Matchday	✓	✓	✓	✓	✓	✓	✓
Advertisement during home match promotional emails	✓	✓					
Promotion through social media channels	✓	✓	✓				
VIP Club Function invitation	✓	✓					
Club merchandise pack	✓	✓					
Main Ground Signage	✓	✓	\$850	\$850	\$850	\$850	\$850
Tax Invoice - cost inclusive of GST	✓	✓	✓	✓	✓	✓	✓
Invitation to Sponsors Event	✓	✓	✓	✓	✓	✓	✓



SPONSORSHIP PACKAGE

TIERS

Tier	Scoreboard	Sponsors Board	Letterhead	Sponsors TV	Match Program	Website
Diamond Sponsorship - \$16,500+	✓	✓	✓	✓	✓	✓
Gold Sponsorship - \$10,000 - \$15,499	✓	✓	✓	✓	✓	✓
Silver Sponsorship - \$5,500 - \$9,999	✓	✓	✓	✓	✓	✓
Bronze Sponsorship - \$2,200 - \$5,499	✓			✓	✓	✓
Red Sponsorship - \$1,100 - \$2,199	✓			✓	✓	✓
Yellow Sponsorship - \$551 - \$1,099				✓	✓	✓
Star Sponsorship - \$550 or less				\$300	✓	✓

SPONSORSHIP ENQUIRIES

Adrian Larkin

0419 825 509

sponsorship@metrostars.com.au





North Eastern MetroStars Soccer Club Inc
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sponsorship@metrostars.com.au

