

# Pennant Hills Demons

## SEASON 2026



### 'Every Heart Beats True' at Penno

Join Sydney's most successful AFL community club! Established in 1972, we've produced more top-tier AFL players than any club in Sydney, including current stars Kieran Briggs (GWS Giants), James Peatling (Adelaide Crows), and Braeden Campbell (Sydney Swans). With 10 men's and women's teams competing across AFL Sydney and growing every year, we're ready for our biggest season yet.

**350+**

Registered Players

**1000+**

Weekly Visitors at Home Games

**4000+**

Families via Junior Clubs



### OUR VISION

To be the leading community football club in Sydney, NSW and Australia.

### OUR MISSION

We will achieve our vision through providing AFL football for every member of our community who wants to play, at the level they wish to play. We will prepare our members to play the game of AFL in a nurturing and safe environment that allows every member to progress to the level at which they aspire.

### OUR VALUES

**Club:** Our first thought is to do what is in the best interest of the club over individual teams and self.

**Culture:** Pennant Hills AFC will have a culture and brand that is tangible. Other clubs will recognise and covet our culture.

**Systems:** The systems and processes at Pennant Hills will support the engagement of a large volunteer base in support of its strategic intent.

# Why Partner with Pennant Hills Demons?

## The Football Factory

The Pennant Hills Demons have earned the reputation as "The Football Factory" for our exceptional player development and success in producing AFL talent. We are one of AFL Sydney's most successful clubs, with a proud history dating back to 1972.

### Our success:

- Five time 1st grade premiers, with four players representing AFL Sydney in 2026
- 'Kickability' program for young people living with disability in the region
- Pathway development program and resources for players aiming to play in the AFL and AFLW
- Philosophy of participation, aligned to local junior clubs across the community



## Our Teams - Season 2026

With over 350 registered players and an average age of 26 years, we field competitive teams across all divisions:

2

Premier Division Teams

7

Men's Teams

3

Women's Teams

9

Home Games

## Marketing & Exposure Opportunities

**Broadcast:** Premier Division games broadcast weekly with nationwide exposure.

**Digital:** Strong presence across website, Facebook, Instagram, YouTube, LinkedIn, and Stackteam app.

**On-Ground:** At Mike Kenny Oval - scoreboard advertising, A-frame signage, clubhouse screens, promotional material distribution, and direct engagement with 1000+ weekly visitors.

**Community Connection:** Our four junior feeder clubs extend our reach and include Hornsby-Berowra Eagles, Pennant Hills Demons, Westbrook Bulldogs and North Ryde Dockers.



# Sponsorship Packages 2026

## ★ MAJOR SPONSOR - \$20,000 + GST

Become the heart of the club as our Major Sponsor. This premier partnership allows you to align your brand with one of Sydney's most successful AFL clubs and reach thousands of engaged community members.

- ✓ Your logo prominently displayed on the front chest of our Premier Men's or Women's playing jumpers
- ✓ Logo on all player training tops
- ✓ Signed jumper for your boardroom
- ✓ Comprehensive season 2026 media marketing campaign and promotion
- ✓ Logo and promotion through all digital media channels
- ✓ Broadcast announcements during breaks in play
- ✓ A-Frame signage at all home games with opportunity to conduct promotions
- ✓ Recognition and logo in season's weekly newsletter
- ✓ Audio visual advertising on clubroom screens and electronic scoreboard
- ✓ Speaking opportunity at annual sponsors round luncheon
- ✓ 4 tickets to club presentation night
- ✓ Opportunity to provide sample bags/goods for attendees

## TIER 2 SPONSOR - \$12,000 + GST

Achieve significant brand exposure and community engagement as a Tier 2 Sponsor.

- ✓ Logo on all player training tops
- ✓ Broadcast announcements during breaks in play
- ✓ Logo and promotion through all digital media channels
- ✓ A-Frame signage at home games with opportunity to conduct promotions
- ✓ Recognition and promotion in season's weekly newsletter
- ✓ Audio visual advertising on clubroom screens and electronic scoreboard
- ✓ Invitation to annual sponsors round luncheon
- ✓ Opportunity to provide sample bags/goods for attendees

## TIER 3 SPONSOR - \$8,000 + GST

Build brand awareness across our extensive digital community network.

- ✓ Logo featured on all digital media channels
- ✓ Logo and promotion in season's weekly newsletter
- ✓ Audio visual advertising on clubroom screens and electronic scoreboard
- ✓ Invitation to annual sponsors round luncheon

# Additional Sponsorship Opportunities

## BEST ON GROUND SPONSOR - \$5,400 + GST

Reward and encourage exceptional on-field performance while building brand association with our top players. Available for either Premier Men or Premier Women teams.

- ✓ Cash prizes awarded to players at the conclusion of each of their 18 home and away games:
- ✓ Best on Ground = \$100
- ✓ Best Midfielder = \$50
- ✓ Best Forward = \$50
- ✓ Best Back = \$50
- ✓ Coaches Award = \$50
- ✓ Recognition in weekly newsletter and social media
- ✓ Company logo displayed during award presentations
- ✓ Association with high-performance football and player excellence

## PLAYER SPONSOR - \$1,000 + GST

Create a direct connection with a Pennant Hills player through individual sponsorship.

- ✓ Covers the player's registration fees for the season
- ✓ Provides the player with a club polo top for wearing on attendance to grounds
- ✓ Promotion of your organization alongside player achievements throughout season 2026 on club social media channels
- ✓ Direct relationship building with the sponsored player
- ✓ Recognition in club communications





# In-Kind & Custom Opportunities

## IN-KIND SPONSORSHIP OPPORTUNITIES

Support the club through valuable contributions of goods, services, or volunteer time.

- ✓ Donation of financial support
- ✓ Provision of ground equipment (interchange shelters, crowd barricades, goal pads, etc.)
- ✓ Provision of physiotherapy tape and materials
- ✓ Provision of playing and/or training apparel
- ✓ Provision of training equipment (footballs, bibs, water bottles, cones, etc.)
- ✓ Provision of food for game day canteen
- ✓ Provision of drinks for game day bar
- ✓ Provision of gifts or meal vouchers for game day award winners and/or club events
- ✓ Volunteer support of time and effort

*Contact us to discuss how your in-kind contribution can support our club and receive appropriate recognition.*



## Why Choose Pennant Hills Demons?

When you partner with the Pennant Hills Demons, you're investing in more than just a sports club. You're joining a community built on excellence, integrity, and local pride.

### GET INVOLVED TODAY!

#### President

✉ [president@phafl.com.au](mailto:president@phafl.com.au)

☎ (02) 5500 5573

🌐 [www.phafl.com.au](http://www.phafl.com.au) | Home Ground: Mike Kenny Oval, Greenway Park, Cherrybrook  
Pennant Hills Australian Football Club Inc. | Established 1972