



AFL SYDNEY
FOOTBALL
LEAGUE



Pennant Hills Demons AFC

Investment Prospectus

2027 Season

www.phafl.com.au

Every Heart Beats True for the Red and the Blue



Join AFL Sydney's most successful community Club.

Founded in 1971, the Pennant Hills Demons Australian Football Club has produced more top-tier AFL players than any other club in Sydney, including current stars **Braeden Campbell** (Sydney Swans), **James Peatling** (Adelaide Crows) and **Kieran Briggs** (GWS Giants).

Fielding **10 teams** across Women's and Men's divisions in the Sydney AFL in Season 2026 and entering the **Sydney Football League for the first time in Season 2027**, we're preparing for our biggest year yet.

350+

Registered Senior Club
players & Club Participants

1000+

Visitors to home round
games across Seniors &
Juniors

4000+

Families, including our
Junior Pathways Clubs &
Past Players Community

Our Vision

To be the leading community Australian Football Club in Australia, and the preferred destination for AFL in Sydney; and to be the recognised SFL destination Club for Newcastle, the Hunter Region & the Central Coast.

Our Mission

We will achieve our vision through the provision of 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 Australian Football in a nurturing and safe environment that allows every member to progress to the level to which they aspire.

Our Values

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

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

Systems: The systems and processes at Pennant Hills Demons AFC will support the responsible engagement of a volunteer and supporter base in support of its strategic intent and prevent overload of any one individual volunteer or supporter.



The Football Factory

Why should you partner with the Pennant Hills Demons?

The Pennant Hills Demons boast a proud Club history, dating back 50+ years to 1971. During that time, we have earned the reputation as **"The Footy Factory"** for our exceptional player development and success in producing AFL talent.

Recent Success & Key Highlights:

- Five First Grade Premierships and 14 players total to date reaching AFL/VFL list status
- Six nominated players and four players represented in the **AFL Sydney Representative Squad** in 2026
- Inaugural Women's U20s side in Season 2026
- Official license from AFL NSW to play in the **Sydney Football Elevated League** in Season 2027
- Engagement with the **'Kickability'** program for young people living with disability in the region
- Junior Pathways Development, focused on the participation of junior players and Clubs whose pathway is to senior AFL at Pennant Hills AFC

4

SFL Teams

7

Men's Teams

3

Women's Teams

170

Games per year



Marketing & Exposure Opportunities

Broadcast: Men's and Women's **Sydney Football League** games are broadcast **live on Kayo Freebies**, with nationwide sponsorship exposure & **Division Games** are broadcast **live on Streamer**.

Digital: Strong digital presence across a variety of digital platforms, including the PHAFC Website & Newsletter, Facebook, Instagram, Tik Tok, PHAFC Business Hub and Athlete Tracker APP.

Physical: Scoreboard and clubhouse screen digital advertising, outdoor feather flag signage, official playing kit advertising, promotional material distribution and activation opportunities and engagement with 1000+ visitors every home round (10,000 + a year).

Community Connection: Our Junior Pathways Clubs extend our reach and include the Hornsby-Berowra Eagles, Pennant Hills Demons Junior AFL, Westbrook Bulldogs and North Ryde Dockers.



Why Partner With Penno?

Our reach goes far beyond the Club & the Hills District

4,500+

Social media
followers

150,000+

Average social media
views per month

10,000+

Website views per
month

850+

Weekly newsletter
subscribers

Extending far beyond our immediate playing group and local community, our exposure demographic encompasses geographic locations beyond the Hills District across Sydney, Australia and international, reaching all genders and a broad age range of 16+ years.

With the introduction of the Sydney Football League for the first time in Season 2027, our network for players and reach will extend to **Newcastle, the Central Coast and the broader Hunter Region** as we position ourselves as the **destination SFL Club for these regions**.





Why Partner With Penno?

Connect with our Past Players & Club Legends Community

Built over decades, our Past Players community represents **more than 850 former players and their families**—a network that continues to grow with every season.

These are the people who have shaped our club's history and culture. They remain connected as **business owners, professionals, tradespeople, community leaders, volunteers and lifelong supporters**, creating a powerful network that spans industries, suburbs and generations.

This represents a unique opportunity to connect with an **established and highly engaged audience** whose ties to the Demons extend well beyond game day. Through ongoing club communications, historical content, alumni initiatives and dedicated events, your organisation gains exposure to a loyal community with deep emotional connections to the club.

850 +

Past players in our
Club database

55+

Years of Club history
and connections

Each year, our highly anticipated Past Players & Club Legends Day reunites generations of Demons to celebrate the club's history and recognise those who have built its legacy. The event brings together former players, life members, supporters, sponsors and current members, creating valuable opportunities for networking, brand exposure and meaningful engagement.

By investing in the Pennant Hills Demons, your organisation isn't simply reaching today's players and supporters—you're becoming part of a community that has been built over generations and continues to grow, connect and influence across Sydney and beyond.

Introduction of the Sydney Football League (SFL)



A new era of Australian Rules Football begins in 2027

A new *Elevated Football League* Competition will commence in Season 2027, and will feature four competitions - **Senior Men's, Senior Women's, Under 19.5 Men's and Under 20 Women's.**

The SFL has been designed to provide a higher standard of senior football in Sydney and stronger alignment with junior pathways and the AFL talent system, and to strengthen the long-term sustainability and professionalism of football across Greater Sydney.

1

Of 9 clubs in Sydney to be awarded an SFL official license

4

PHAFC teams confirmed to enter to the SFL in 2027

The AFL has confirmed the Sydney Football League (SFL) will be established as New South Wales' premier competition from 2027. There will be **four divisions of competition** when the SFL commences in 2027: Senior Mens, Senior Womens, Under 19.5 Mens and Under 20 Women.

The SFL will operate as the **only premier-level competition in New South Wales**, sitting above AFL Sydney's community competitions. Commencing in April 2027, the SFL will elevate the standard of football in Greater Sydney and define a clear and accessible premier pathway for players, coaches, umpires and officials.

The Pennant Hills Demons will be the destination SFL club for the **North West Corridor (Hornsby and Ryde), the Central Coast, Newcastle & the Hunter Region.**



Women's AFL Program

The Future Of Women's AFL In Sydney Starts At Penno



**62% of people choose
businesses that support
community sport**

Be seen by the community.

When you sponsor community football, your brand becomes part of the weekend ritual - seen on jerseys, signage, and social media at every game home and away. Sponsorship and investment builds trust, loyalty and visibility where it matters most: **Right here in the local community.**

**Women's participation in AFL
has increased 150% since the
inception of the AFLW**

Be part of a growing league of future talent.

Women's & Girls Football is increasing in popularity, with younger players and supporters driving record growth. Your investment helps strengthen local pathways, fund better resources and inspire the next generation of girls and women to play AFL. Investing in the women's program demonstrates your value of inclusion, community and future talent.



**Your support directly strengthens local football and
women's programs, providing better equipment,
coaching and opportunities for players of all ages.**



Men's AFL Program

The Future Of Men's AFL In Sydney Starts At Penno



55+ years of 'Every Heart Beats True'

Be part of Club history and legacy.

The Pennant Hills Demons are a Club founded and built on the multi-generational contributions of players, supporters and members. Through your support of the men's program, your business becomes a core foundation of building the next generation of the Club as we continue to grow.

Men and young adults are registering in record numbers

A powerhouse for community engagement.

Local Australian Rules Football continues to surge in popularity amongst men aged 18 - 35, creating one of the strongest participation bases in community sport. Sponsoring the men's program places your brand in front of active, community-minded supporters who value local business and team culture.



Your support helps strengthen men's football across all levels, providing better resources, enhanced pathway programs and development opportunities for players.



2027 Investment Packages

Gold Club Partner



Our premier partnership tier offering unmatched visibility, major branding rights and exclusive involvement across key Club activities all year long.

Gold Club Partner Inclusions

- ✓ Naming rights to all Home Rounds at Mike Kenny Oval
- ✓ Primary branding placement (*front*) on all Club team jerseys
- ✓ Exclusive branding on 2027 training gear
- ✓ Dedicated sponsor landing page on website
- ✓ Logo on website & website hyperlink as 'Gold Club Partner'
- ✓ Inclusion in the PHAFC Business Hub
- ✓ Membership access to the Athlete Tracker App for Club communications, game fixtures, news & events
- ✓ Primary scoreboard advertising (*Home rounds*)
- ✓ Clubhouse digital screen advertising (*Home rounds & Club events*)
- ✓ Clubhouse pull-up banner advertising (*Home rounds & Club events*)
- ✓ Outdoor feather flag advertising (*Home rounds*)
- ✓ Dedicated social media posts across the season, including major Club sponsorship announcement
- ✓ Dedicated sponsored social media post for all home round fixtures
- ✓ Fixed newsletter (weekly) logo inclusion and sponsored newsletter feature for all *home round* newsletters
- ✓ Promotion as major Club sponsor during 'Match of the Round' live streamed games (*Kayo Freebies & Streamer*)
- ✓ Game day promotion/activation rights at all Home Rounds
- ✓ Recognition as 'Gold Club Sponsor' at all Club events and presentations
- ✓ Annual Presentation Dinner speaking or award presentation opportunity
- ✓ 4 x tickets to season sponsorship recognition event (Details TBA)
- ✓ Full table (8 tickets) to the Annual Presentation Dinner
- ✓ Dedicated sponsorship highlight in annual yearbook (Full page)
- ✓ Invitation to pre-season jumper presentation with Junior Pathway Clubs
- ✓ Signed SFL (Women's & Men's) official team photo
- ✓ Official Club Merchandise package (2 x polos, 2 x caps & 4 x items of choice)
- ✓ First right of investment renewal

Investment Level

\$50,000 + GST

Per season, across 3 years.



Silver SFL Partner - Men's



A high-impact sponsorship level delivering prominent brand exposure, priority benefits and strong recognition across events, media and club communications.

Silver Men's Partner Inclusions

- ✓ Branding (*back*) on Men's Senior SFL team jerseys
- ✓ Dedicated sponsor landing page on website
- ✓ Logo on website & website hyperlink as 'Silver SFL Men's Partner'
- ✓ Inclusion in the PHAFC Business Hub
- ✓ Membership access to the Athlete Tracker App for Club communications, game fixtures, news & events
- ✓ Scoreboard advertising (*Home rounds*)
- ✓ Clubhouse pull-up banner advertising (*Home rounds & Club events*)
- ✓ Clubhouse digital screen advertising (*Home rounds & Club events*)
- ✓ Outdoor feather flag advertising (*Home rounds*)
- ✓ Dedicated social media posts across the season, including team sponsorship announcement and SFL team results
- ✓ Fixed newsletter (weekly) logo/brand inclusion and brand excerpt
- ✓ Promotion as club sponsor on national streaming platform Kayo Freebies (*SFL 'Match of the Round'*)
- ✓ Sponsorship of Men's SFL Premier Team Coach, and dedicated social media post for coach announcement
- ✓ Recognition as 'Silver SFL Men's Team Partner' at all Club events and presentations
- ✓ 4 x tickets to the Annual Presentation Dinner
- ✓ Dedicated sponsorship highlight in annual yearbook (Half page)
- ✓ Game day activation rights at a Sponsor Home Round (TBA)
- ✓ 2 x tickets to season sponsorship recognition event (TBA)
- ✓ Signed Men's Premier SFL team photo
- ✓ Invitation to pre-season jumper presentation with Junior Pathway Clubs
- ✓ Official Club merchandise package (2 x polos, 2 x caps, 2 x items of choice)

Investment Level

\$18,500 + GST

Per season, across 3 years.



Silver SFL Partner - Women's



A high-impact sponsorship level delivering prominent brand exposure, priority benefits and strong recognition across events, media and club communications.

Investment Level

\$18,500 + GST

Per season, across 3 years.

Silver Women's Partner Inclusions

- ✓ Branding (back) on Women's Premier SFL team playing jerseys
- ✓ Dedicated sponsor landing page on website
- ✓ Logo on website & website hyperlink as 'Silver SFL Women's Partner'
- ✓ Inclusion in the PHAFC Business Hub
- ✓ Membership access to the Athlete Tracker App for Club communications, game fixtures, news & events
- ✓ Scoreboard advertising (*Home rounds*)
- ✓ Clubhouse pull-up banner advertising (*Home rounds & Club events*)
- ✓ Clubhouse digital screen advertising (*Home rounds & Club events*)
- ✓ Outdoor feather flag advertising (*Home rounds*)
- ✓ Dedicated social media posts across the season, including team sponsorship announcement and SFL team results
- ✓ Fixed newsletter (weekly) logo/brand inclusion and brand excerpt
- ✓ Promotion as club sponsor on national streaming platform Kayo Freebies (*SFL 'Match of the Round'*)
- ✓ Sponsorship of Women's SFL Premier Team Coach, and dedicated social media post for coach announcement
- ✓ Recognition as 'Silver SFL Women's Team Partner' at all Club events and presentations
- ✓ 4 x tickets to the Annual Presentation Dinner
- ✓ Dedicated sponsorship highlight in annual yearbook (Half page)
- ✓ Game day activation opportunity at a Sponsor Home Round (TBA)
- ✓ 2 x tickets to season sponsorship recognition event (TBA)
- ✓ Signed Women's Premier SFL team photo
- ✓ Invitation to pre-season jumper presentation with Junior Pathway Clubs
- ✓ Official Club merchandise package (2 x polos, 2 x caps, 2 x items of choice)





Bronze SFL Partner - Men's

A strong-value package that provides consistent visibility, meaningful brand presence and reliable recognition throughout the full season.

Bronze Men's Partner Inclusions

- ✓ Branding (*back*) on Men's U19s SFL team playing jerseys
- ✓ Dedicated sponsor landing page on website
- ✓ Logo on website & website hyperlink as 'Bronze SFL Men's Partner'
- ✓ Inclusion in the PHAFC Business Hub
- ✓ Membership access to the Athlete Tracker App for Club communications, game fixtures, news & events
- ✓ Scoreboard advertising (*Home rounds*)
- ✓ Clubhouse digital screen advertising (*Home rounds & Club events*)
- ✓ Outdoor feather flag advertising (*Home rounds*)
- ✓ Dedicated social media post for team sponsorship announcement and sponsored SFL team results
- ✓ Sponsorship of Men's SFL U19s Team Coach, and dedicated social media post for coach announcement
- ✓ Fixed newsletter (weekly) logo/brand inclusion and brand excerpt
- ✓ Promotion as club sponsor on national streaming platform Kayo Freebies (*SFL 'Match of the Round'*)
- ✓ Recognition as 'Bronze SFL Men's Team Partner' at all Club events and presentations
- ✓ 2 x tickets to the Annual Presentation Dinner
- ✓ Dedicated sponsorship highlight in annual yearbook (Half page)
- ✓ Game day activation rights at a Sponsor Home Round (TBA)
- ✓ 2 x tickets to season sponsorship recognition event (TBA)
- ✓ Signed U19 Men's SFL team photo
- ✓ Invitation to pre-season jumper presentation with Junior Pathway Clubs
- ✓ Official Club merchandise package (1 x polo or item of choice, 1 x cap or item of choice)

Investment Level

\$12,000 + GST

Per season, across 3 years.



Bronze SFL Partner - Women's



A strong-value package that provides consistent visibility, meaningful brand presence and reliable recognition throughout the full season.

Investment Level

\$12,000 + GST

Per season, across 3 years.

Bronze Women's Partner Inclusions

- ✓ Branding (back) on Women's U20s SFL team playing jerseys
- ✓ Dedicated sponsor landing page on website
- ✓ Logo on website & website hyperlink as 'Bronze SFL Women's Partner'
- ✓ Inclusion in the PHAFC Business Hub
- ✓ Membership access to the Athlete Tracker App for Club communications, game fixtures, news & events
- ✓ Scoreboard advertising (*Home rounds*)
- ✓ Clubhouse digital screen advertising (*Home rounds & Club events*)
- ✓ Outdoor feather flag advertising (*Home rounds*)
- ✓ Dedicated social media post for team sponsorship announcement and sponsored SFL team results
- ✓ Sponsorship of Women's SFL U20s Team Coach, and dedicated social media post for coach announcement
- ✓ Fixed newsletter (weekly) logo/brand inclusion & brand excerpt
- ✓ Promotion as club sponsor on national streaming platform Kayo Freebies (*SFL 'Match of the Round'*)
- ✓ Recognition as 'Bronze SFL Women's Team Partner' at all Club events and presentations
- ✓ 2 x tickets to the Annual Presentation Dinner
- ✓ Dedicated sponsorship highlight in annual yearbook (Half page)
- ✓ Game day activation rights at a Sponsor Home Round (TBA)
- ✓ 2 x tickets to season sponsorship recognition event (TBA)
- ✓ Signed U20 Women's SFL team photo
- ✓ Invitation to pre-season jumper presentation with Junior Pathway Clubs
- ✓ Official Club merchandise package (1 x polo or item of choice, 1 x cap or item of choice)





Minor Club Partner

A cost-effective sponsorship package delivering consistent exposure, strong club association and ongoing recognition across the entire season.

Minor Club Partner Inclusions

- ✓ Dedicated sponsor landing page on website
- ✓ Logo on website & website hyperlink as 'Minor Club Partner'
- ✓ Inclusion in the PHAFC Business Hub
- ✓ Membership access to the Athlete Tracker App for Club communications, game fixtures, news & events
- ✓ Scoreboard advertising (*Home rounds*)
- ✓ Clubhouse digital screen advertising (*Home rounds & Club events*)
- ✓ Dedicated social media post for sponsorship announcement
- ✓ Promotion as club sponsor on national streaming platform Streamer (*'Match of the Round'*)
- ✓ Fixed newsletter (weekly) logo/brand inclusion & brand excerpt
- ✓ Recognition as 'Minor Club Partner' at all Club events and presentations
- ✓ Game day activation rights at a Sponsor Home Round (TBA)
- ✓ Sponsorship highlight in annual yearbook
- ✓ Invitation to the Annual Presentation Dinner

Investment Level

\$6,500 + GST

Per season.





Become Part of the Club

Player & One-Off Engagements

Player Sponsorship

\$1100 + GST

A Player Sponsorship supports an individual player and covers a portion of their Club registration fees and associated costs to play in the SFL or Sydney AFL Leagues. You may choose to sponsor a player or players of your choice, or alternately you may choose to sponsor a team captain.

- ✓ Dedicated social media post (*Per sponsored player*) with organisation or brand logo
- ✓ Landing page on dedicated Player Sponsors website page with logo, organisation overview and hyperlinks
- ✓ Membership access to the Athlete Tracker App for Club communications, game fixtures, news & events
- ✓ Inclusion in the PHAFC Business Hub
- ✓ Recognition as a 'Player Sponsor' in the Pennant Hills Demons Annual Yearbook



Be Part of Penno

In Kind Sponsor Opportunities



An in-kind sponsorship lets businesses contribute goods or services instead of cash while still receiving sponsor benefits. **It's a cost-effective way to gain exposure and support the club.**

Recovery Partner - Carlisle Swim Centre & Enhance Wellness - Season 2026

A recovery sponsor can provide services or equipment such as ice baths, compression tools, massage or recovery sessions. Your business benefits through association with athlete wellbeing, regular promotion to players and supporters, and positioning as the preferred recovery specialist within a loyal local sporting community.

Sports Tape Partner - MySportsTape - Season 2026

A Sports Tape partner can support Penno AFL by providing free or cheaper sports tape to reduce the cost of injury prevention for the playing group and game-day support. In return, your organisation gains strong brand visibility and the chance to be recognised as the club's trusted health and injury-prevention provider.

Gym Partner - AVAILABLE

A fitness or gym sponsor can offer strength and conditioning support, training programs or member access for players. This partnership boosts athlete performance while giving your business exposure across the club community, opportunities to promote membership offers, and a direct link to motivated individuals looking to improve their fitness.

Apparel Partner - AVAILABLE

An apparel sponsor can supply training gear, uniforms or merchandise that enhances the club's professional look. In exchange, your brand is showcased on every player and across all club events, giving high-frequency exposure, strong community recognition and long-term visibility in photos, social content and game-day environments.

Food & Beverage Partner - AVAILABLE

Supplies for the bar and canteen are an expensive part of community sport. As such a food and beverage sponsor can allow the club to provide food and refreshments at reasonable prices that encourages home game attendees to engage longer to support the Club.

Become Part of a Purpose-Driven Club With Real Community Impact



Showcase your brand and connect with a community that cares.

Partnering with PHAFC isn't just marketing, it's meaningful. When you support the club, you directly contribute to:

- Women's football development, one of Australia's fastest growing sports
- Enhancing the impact of the Sydney Elevated Football League (SFL)
- AFL/VFL & AFLW player pathways for young athletes
- Local junior club engagement across thousands of young people and their families
- **A Club with a deep and rich history, purpose and legacy**

Join a Credible Community Backed by Leading Brands

If respected companies trust us with their brand, then you can too. Major organisations and local businesses have returned year after year because the partnership works.





Join the Club That Delivers Real Value

Partnering with the Pennant Hills Demons means more than just putting your logo on a jersey. It's an investment in a growing community, a rapidly expanding women's program, a reach beyond the Hills and a Club that delivers measurable outcomes for everyone involved.

Get Invested Today!

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