



PENNANT HILLS
DEMONS AFC
EVERY HEART BEATS TRUE



2027 SPONSORSHIP & PARTNERSHIP PROSPECTUS

GOOD FOR YOUR BUSINESS. GREAT FOR THE COMMUNITY.

Be part of the Demon's next chapter:
The Sydney Football League in 2027.



A partnership with purpose. A plan for your business.

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** (GWS Giants, Adelaide Crows) and **Kieran Briggs** (GWS Giants, Richmond Tigers). Fielding 10 teams across the 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.**

01

BE SEEN

Build a consistent presence

Keep your business visible season long through a mix of apparel, game day advertising and regular club communications.

02

BUILD CONNECTIONS

Turn recognition into conversation

Introduce your business, service or products directly to our community through the **Demons Business Hub**.

03

MAKE A DIFFERENCE

Back something people care about

Support women's and men's football, youth player development and the community that helps our people stay involved.

Start with the outcome that matters to you.

Your partnership is more than a logo on a jersey. It is your unique opportunity to partner with one of Sydney's most successful community AFL Clubs, get your business noticed and connect your products and services directly with our people.

The right starting point is not "Which logo position?" but "What are you hoping to achieve?"

RECOGNITION & EXPOSURE

Help the community recognise what you do and where you work.

CUSTOMER INTEREST

Provide supporters with a reason to enquire, visit or redeem an offer.

COMMUNITY & PEOPLE

Build a connection your team, clients and families can take part in.

What does success look like to you? Let us know.

sponsorship@phafl.com.au



A real community. Not just an audience.

Our community is made up of thousands of current and past players, families, volunteers, and supporters. Your partnership connects you uniquely to this community through our Club channels and season-long communication activity.

Connections built over generations.

Our Past Players network represents over **900+ past players and their families** - a unique community that continues to grow every season.

These people have shaped our Club's history and culture. They remain connected to the Demons as business owners, professionals, tradespeople, community leaders, volunteers and lifelong supporters.

350+

Registered senior players &
club participants
(2026 Season)

160,000+

Average social media views
per month
(2026 Season)

850+

Subscribers to the PHAFC
weekly newsletter
(2026 Season)

4,500+

Social media followers
across multiple platforms
(2026 Season)

Our New Region

**Sydney, Central Coast,
Newcastle, Hunter.**

With the Sydney Football League (SFL) commencing in 2027, our footprint has expanded our branding reach to approximately **double** its previous size to incorporate the **Central Coast, Newcastle and the Hunter**, enhancing exposure for our sponsors and partners.





Be part of the next chapter.

In Season 2027, the Demons will enter the Sydney Football League (SFL) for the first time. The SFL will operate as the only premier-level competition in New South Wales, sitting above AFL Sydney's community competitions.

The Demons will enter in all four divisions in 2027: Senior Mens (Premier Division), Senior Womens (Premier Division), Under 19.5 Mens and Under 20 Womens. The Demons will be the destination Club for players in the **North West Corridor (Hornsby and Ryde), the Central Coast, Newcastle and the Hunter.**

This is your opportunity to help shape the Club's next chapter - not simply watch it happen.



What your partnership helps make possible.

Women's Football

Strengthen the resources, enhance pathway programs & development opportunities for women and young girls.

Men's Football

Strengthen men's football at all levels, and champion the transition from junior to senior football.

A Strong Community

Sustain the great Club environment that brings players, families, past players, volunteers and supporters together time and time again.

Businesses that have previously featured in the Club's story.





Choose the right fit for your business.

Choose the level of investment that best suits your organisation. The following pages detail the branding, promotion, participation and return on investment in each level of partnership.

PARTNERSHIP	INVESTMENT*	TERM	DISTINCTIVE VALUE
Gold Club Partner <i>Exclusive Major Partner</i>	\$50,000 / Season (\$4166.66 / Month)	3 Seasons	Exclusive major Club sponsorship, including front of jersey branding and all home-round naming rights.
Silver SFL Partner <i>Senior Mens OR Senior Womens</i>	\$24,000 / Season (\$2000 / Month) <i>per partnership</i>	3 Seasons	Exclusive association with Men's or Women's Senior SFL team and coach.
Bronze SFL Partner <i>U19.5 Mens OR U20 Women</i>	\$15,000 / Season (\$1250 / Month) <i>per partnership</i>	3 Seasons	Exclusive association with Men's U19.5 or Women's U20 SFL team and coach.
Club Partner	\$8,000 / Season (\$666.66 / Month)	1 Season	Season long association with the Club and independent digital presence and recognition.
Community Partner	\$3,500 / Season (\$291.66 / Month)	1 Season	Access and exposure to the PHAFC community through shared features and membership.
Player Sponsor	\$1,200 / Player (\$300 / 4 x Months)	Per player, per season	Exclusive association with an individual player or players.

*All prices are in AUD, exclusive of GST. Gold: \$150,000 + GST committed over 3 seasons. Silver: \$72,000 + GST per partnership, committed over 3 seasons. Bronze: \$45,000 + GST per partnership, committed over 3 seasons. Club Partner: \$8,000 + GST, committed over 1 season. Community Partner: \$3,500 + GST, committed over 1 season. Player Sponsor: \$1,200 + GST, committed per player, per season. All partnership commitments can be paid in monthly instalments, if required. Player sponsorship can be paid in 4 x monthly instalments, if required.

Not sure which package? Let's chat.

sponsorship@phafl.com.au

Gold Club Partner

SPONSORSHIP & PARTNERSHIP



YOUR INVESTMENT

\$50,000 +GST

Per season, across 3 seasons.

MONTHLY PAYMENT PLAN
INSTALMENTS AVAILABLE OF
\$4166.66 + GST IF REQUIRED

Our premier partnership tier offering unmatched visibility, major branding rights and exclusive involvement across key Club activities all season long, for a business seeking a leading association with the Demons.

Lead the Club's presence on game day.

- **Front of jersey branding** across all club team jerseys, plus primary branding on 2027 training gear.
- **Exclusive naming rights to all home rounds*** at Mike Kenny Oval and activation rights at every home round.
- Primary scoreboard advertising at home rounds.
- Clubhouse digital screen and pull-up banner advertising at home rounds and Club events.
- Outdoor feather flag advertising at home rounds.

Stay visible all season.

- Dedicated sponsor landing page and linked website/logo, listed as 'Gold Partner'
- Season social posts, including major sponsorship announcement plus a sponsored post for every home round fixture.
- Weekly newsletter logo and business excerpt inclusion and sponsored feature in every home-round newsletter.
- Full page sponsorship highlight in the annual yearbook.

Make the partnership personal.

- Recognition as Gold Club (Major) Sponsor at all Club events and presentations.
- Invitation to the pre-season jumper presentation with our Junior Pathway Clubs.
- 4 x tickets to our sponsor recognition event (*Details TBC*)
- 4 x tickets to the Annual Presentation Dinner.
- Speaking or award presentation opportunity at the Annual Presentation Dinner.
- Official Club Merchandise package (2 x polos, 2 x caps, 4 x items of choice)

Stay connected with the community.

- Inclusion in the Demons Business Hub.
- Athlete Tracker membership access.
- Major sponsor promotion in selected 'Match of the Round' games on Streamer and Kayo Freebies.
- 100 Good for Footy Raffle tickets purchased in your name*
- First right of investment renewal.

Ready to discuss our Major Partnership?

sponsorship@phafl.com.au

*Home-round scheduling and rights availability will be set out in the partnership schedule, pending allocation of home rounds in the 2027 season. See page 15 for details on Toyota Good for Footy Raffle.

Silver SFL Partner

Senior Mens or Womens*

SPONSORSHIP & PARTNERSHIP



YOUR INVESTMENT (PER TEAM)

\$24,000 +GST

Per season, across 3 seasons.

MONTHLY PAYMENT PLAN
INSTALMENTS AVAILABLE OF
\$2000 + GST IF REQUIRED

A strong value package that provides consistent visibility, meaningful brand presence and reliable recognition throughout the full season. Choose the **Men's Senior Team OR Women's Senior Team**, and align your business directly with our Senior football program.

A visible place with your team.

- **Back of jersey branding** on the selected SFL team jersey and 2027 training gear.
- **Team coach sponsorship**, with a dedicated coach announcement social post.
- Team related social posts throughout the season, including team sponsorship announcement and sponsored weekly SFL team fixtures and results.

Connect through the Club.

- Dedicated sponsor landing page and linked website/logo, listed as 'SFL Team Partner'
- Weekly newsletter logo and business excerpt inclusion.
- Inclusion in the Demons Business Hub.
- Athlete Tracker membership access.
- Half page sponsorship highlight in the annual yearbook.
- 100 Good for Footy Raffle tickets purchased in your name*
- Official Club Merchandise package (2 x polos, 2 x caps, 2 x items of choice)

Bring your business to game day.

- Clubhouse digital screen and pull-up banner advertising at home rounds and Club events.
- Outdoor feather flag advertising at home rounds.
- Scoreboard advertising at home rounds.
- Rights to **one sponsor home-round activation***.

Be part of the team's season.

- Recognition as the relevant SFL Team Partner at all Club events and presentations.
- Invitation to the pre-season jumper presentation with our Junior Pathway Clubs.
- 2 x tickets to our sponsor recognition event (Details TBC)
- 2 x tickets to the Annual Presentation Dinner.
- SFL team sponsor promotion in selected 'Match of the Round' games on Kayo Freebies.
- Signed selected SFL framed team photo.

Chosen your Senior SFL team?

sponsorship@phafl.com.au

*Men's and women's partnerships are separate offers, at the same investment level. The price does not include both teams. Activation dates are to be confirmed in writing, pending allocation of home rounds in 2027. See page 15 for details on Toyota Good for Footy Raffle.

Bronze SFL Partner

U19.5 Mens or U20 Womens*

SPONSORSHIP & PARTNERSHIP



YOUR INVESTMENT (PER TEAM)

\$15,000 +GST

Per season, across 3 seasons.

MONTHLY PAYMENT PLAN
INSTALMENTS AVAILABLE OF
\$1250 + GST IF REQUIRED

A strong value package that provides consistent visibility, meaningful brand presence and reliable recognition throughout the full season. Choose the **Men's U19.5s Team OR Women's U20s Team**, and align your business directly with our pathways football program.

A visible place with your team.

- **Back of jersey branding** on the selected SFL team jersey and 2027 training gear.
- **Team coach sponsorship**, with a dedicated coach announcement social post.
- Team related social posts throughout the season, including team sponsorship announcement and sponsored weekly SFL team fixtures and results.

Connect through the Club.

- Dedicated sponsor landing page and linked website/logo, listed as 'SFL Team Partner'
- Weekly newsletter logo and business excerpt inclusion.
- Inclusion in the Demons Business Hub.
- Athlete Tracker membership access.
- Half page sponsorship highlight in the annual yearbook.
- 100 Good for Footy Raffle tickets purchased in your name*
- Official Club Merchandise package (1 x polo, 1 x cap)

Bring your business to game day.

- Clubhouse digital screen and pull-up banner advertising at home rounds and Club events.
- Outdoor feather flag advertising at home rounds.
- Scoreboard advertising at home rounds.
- Rights to **one sponsor home-round activation***.

Be part of the team's season.

- Recognition as the relevant SFL Team Partner at all Club events and presentations.
- Invitation to the pre-season jumper presentation with our Junior Pathway Clubs.
- 2 x tickets to our sponsor recognition event (Details TBC)
- 2 x tickets to the Annual Presentation Dinner.
- SFL team sponsor promotion in selected 'Match of the Round' games on Kayo Freebies.
- Signed selected SFL framed team photo.

Chosen your Pathways SFL team?

sponsorship@phafl.com.au

*Men's and women's partnerships are separate offers, at the same investment level. The price does not include both teams. Activation dates are to be confirmed in writing, pending allocation of home rounds in 2027. See page 15 for details on Toyota Good for Footy Raffle.

Club Partner

SPONSORSHIP & PARTNERSHIP



YOUR INVESTMENT

\$8,000 +GST

Per season.

MONTHLY PAYMENT PLAN
INSTALMENTS AVAILABLE OF
\$666.66 + GST IF REQUIRED

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

A place people can find you.

- Dedicated sponsor landing page and linked website/logo, listed as 'Club Partner'
- Dedicated social media announcement of your sponsorship.
- Weekly newsletter logo and business excerpt inclusion.
- Inclusion in the Demons Business Hub.
- Athlete Tracker membership access.

Recognition beyond one post.

- Scoreboard advertising at home rounds.
- Clubhouse digital screen advertising at home rounds and Club events.
- Recognition as Club Partner at all Club events and presentations.
- Recognition as 'Club Partner' in the Annual Yearbook.

Bring the partnership to life.

- Rights to **one sponsor home-round activation***.
- Sponsor promotion in selected 'Match of the Round' games on Streamer and Kayo Freebies.
- 100 Good for Footy Raffle tickets purchased in your name*
- 1 x ticket to the Annual Presentation Dinner.

A practical starting point.

Use your dedicated landing page to explain what you do. Use your launch announcement to introduce the people behind the business. Use your agreed home-round activation to give supporters a reason to start a conversation.

Ready to build your season-long presence?

sponsorship@phafl.com.au

*Activation dates are to be confirmed in writing, pending allocation of home rounds in 2027. See page 15 for details on Toyota Good for Footy Raffle.

Community Partner

SPONSORSHIP & PARTNERSHIP



YOUR INVESTMENT

\$3,500 +GST

Per season.

MONTHLY PAYMENT PLAN
INSTALMENTS AVAILABLE OF
\$291.66+ GST IF REQUIRED

An entry level partnership package with clear inclusions, for a business seeking an accessible first relationship with the Club and a relevant introduction to our community.

A clear set of benefits.

- Dedicated sponsor landing page and linked website/logo, listed as 'Community Partner'
- Inclusion in the Demons Business Hub.
- Athlete Tracker membership access.
- Weekly newsletter logo and business excerpt inclusion.
- Shared social sponsor feature during the season*
- Direct association with investment of your funds to the Club, our players, equipment or facilities*
- 100 Good for Footy Raffle tickets purchased in your name*
- Recognition as 'Community Partner' in the Annual Yearbook.

Designed to stay affordable.

Shared features and a standardised season-long digital presence keep the partnership and outcomes focused whilst remaining an accessible level of investment. Idea for a local service, trade, retailer or small business looking for a relevant community connection.

Ready to be part of a great community?

sponsorship@phafl.com.au

*Your organisation features with other Community partners. Reporting and acknowledgement provided on where your investment to the Club is spent. See page 15 for details on Toyota Good for Footy Raffle.

Player Sponsor

SPONSORSHIP & PARTNERSHIP



YOUR INVESTMENT (PER PLAYER)

\$1,200 +GST

Per season.

FOUR MONTHLY PAYMENT
PLAN INSTALMENTS
AVAILABLE OF \$300+ GST IF
REQUIRED

Back a player, share the journey. Choose a player (or players), or discuss supporting a team captain, and help finance a portion of their Club registration fees and associated SFL/AFL playing costs.

Your recognition and connection.

- One dedicated social media post with your business logo and excerpt*
- Business profile on the dedicated Player Sponsors website page.
- Inclusion in the Demons Business Hub.
- Athlete Tracker membership access.
- 100 Toyota Good for Footy Raffle tickets purchased in your name*
- 1 x entry into PHAFC AFL Tipping Competition (Pending confirmation of competition running in Season 2027)
- Recognition as 'Player Sponsor' in the Annual Yearbook.

How the funds are invested.

- \$500 invested to the Club directly through the Toyota Good for Footy Raffle - Good for Footy. Good for You. Good for PHAFC.
- \$450 returned to the player to assist them with the costs of registration.
- \$250 directly invested in Club facilities and equipment to support your player's season.

Chosen a player to support?

sponsorship@phafl.com.au

*Per sponsored player. See page 15 for details on Toyota Good for Footy Raffle.



A different way to become part of the Demons.

Your products, facilities or services can make a practical contribution to the Club instead of, or alongside, a financial partnership. *Together, we can identify an exchange that is useful for the Club and relevant to your business.*

TRAINING & FITNESS

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.

RECOVERY & WELLBEING

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 & ON FIELD EQUIPMENT

A sports tape or equipment partner can support PHAFC by providing free or cheaper products to reduce the cost of supporting the playing group and game-day activities. In return, your organisation gains strong brand visibility and the chance to be recognised as a trusted supplier.

APPAREL & MERCHANDISE

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

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.

A clear exchange, agreed before it starts.

We discuss how your products or services, qualities, delivery dates, agreed value and exact sponsor benefits are to be managed in writing. If you have any specific requests to customise your sponsorship, let us know.



Clear expectations. A confident decision.

Your investment and term.

All prices are AUD, excluding GST. Gold, Silver and Bronze partnerships are quoted per season, over three seasons. Club and Community partnerships are quoted per season. 'Season' refers to March - October.

Your delivery schedule.

Partnership deliverables and promotional activity commences upon confirmation of a signed partnership contract. Physical or related home-game day promotion commences upon the start of the AFL Season and the first confirmed home round, and ceases at season end.

Your rights and placements.

You confirm the exact logo and business referencing for any relevant digital or physical promotion. Allocation of home-game activation rights is subject to the confirmation of home rounds and availability. Event invitations are different from inclusive tickets outlined in any partnership agreement.

Streaming and third-party coverage.

Kayo Freebies and Streamer are the official coverage platforms for the SFL and AFL Sydney seasons. Sponsor information is provided to these third-parties per your signed agreement. Any sponsor recognition is dependent on confirmed arrangements for 'Match of the Round'. No particular match, airtime, placement or audience is guaranteed (*14 total live streamed games in 2026*).

Your production responsibilities.

Partnership deliverables are dependent on receiving the necessary information required to execute outcomes, including but not limited to logo, images, videos, business excerpt, contact details, links or activation staffing. PHAFC are responsible for all paid execution of partnership deliverables.

Changes during the season.

Fixture changes or inclement weather events may impact partnership agreements. Any necessary substitutions or revisions to partnership benefits will be reviewed by PHAFC pending impact of any changes.





TOYOTA GOOD FOR FOOTY RAFFLE

A simple way for you to support the Club.

When you purchase a raffle ticket through Toyota Good for Footy, **100% of every ticket sale comes directly back to the Club**, helping us to continue to invest in our players, programs, facilities and the future of our Club.

The Toyota Good for Footy Raffle is a simple way for members, supporters and the wider community to support the Pennant Hills Demons directly, whilst benefiting you by putting you in the running for over \$250,000 worth of fantastic prizes.

The Toyota Good for Footy Raffle operates from March to September annually.

Good for Footy. Good for the Club. Good for You.

Why your ticket matters.

100% of funds raised through the Toyota Good for Footy are returned to the Pennant Hills Demons, contributing to the ongoing development and improvement of the Club and strong football environment for our players and community.

No investment too big or small.

Toyota Good for Footy Raffle tickets are just \$5 per ticket, and purchases can be made for as little as \$5 or as much as \$500. No investment is too big or small, with every dollar returned directly to the Club.

What your purchase supports.

Player development and football programs, investment in facilities, equipment and Club infrastructure, the delivery of game day operations, the strengthening of our pathways for young, women's and men's football and building a connected and sustainable Club community.

A simple way to support the Club.

If a sponsorship package isn't for you, then the Toyota Good for Footy Raffle is a simple way to actively support the Pennant Hills Demons without committing to a long term package or big financial investment. Suitable for players, members, or wider community members looking for a way to give back to the Club.





LET'S PUT YOUR BUSINESS IN THE PICTURE.

Tell us what you want to achieve. We will discuss the right next step.

BUSINESS NAME

CONTACT NAME

PHONE

EMAIL

WEBSITE OR SOCIAL MEDIA HANDLE

WHAT WOULD YOU LIKE THE PARTNERSHIP TO ACHIEVE? (TICK ALL THAT APPLY)

- | | |
|---|--|
| ☐ Brand visibility, recognition or exposure | ☐ Customer interest, enquiries, referrals or lead generations |
| ☐ Business connections or local brand preference | ☐ Community involvement and social impact |

WHICH PARTNERSHIP WOULD YOU LIKE TO DISCUSS? (TICK ALL THAT APPLY)

- | | |
|--|---|
| ☐ Gold - \$50,000 / Season | ☐ Silver - \$24,000 / Season |
| ☐ Bronze - \$15,000 / Season | ☐ Club - \$8,000 / Season |
| ☐ Community - \$3,500 / Season | ☐ Player - \$1,200 / Player |
| ☐ Products, facilities or services contribution | ☐ Help me choose a package |

ADDITIONAL NOTES OR QUESTIONS FOR US?

Send your interest to our sponsorship team:
sponsorship@phafl.com.au

Fill in this form, save the PDF and attach it to your email.
Or scan the QR code to fill out the form via our website.



SCAN TO WEBSITE

Expression of interest only—not a contract or payment authority. All prices exclude GST. Gold, Silver and Bronze have a three-season term. Final benefits, availability and any proposed additions are confirmed in writing before commitment.



PENNANT HILLS
DEMONS AFC
EVERY HEART BEATS TRUE



SYDNEY
FOOTBALL
LEAGUE



2027 SPONSORSHIP & PARTNERSHIP PROSPECTUS

BE PART OF A WINNING TEAM.

Join the Demons for 2027.

Send your interest to our sponsorship team:

sponsorship@phafl.com.au.

www.phafl.com.au/sponsorship



SCAN TO WEBSITE