



SPONSORSHIP PACKAGES 2026



WHO ARE WE

Since 1968, Caloundra Football Club has proudly served as a cornerstone of our local sporting community on the Sunshine Coast. We are dedicated to providing a welcoming, inclusive and community focused football environment for players of all ages and abilities. Everything we have achieved over nearly 60 years has been made possible through the dedication of our players, families, volunteers, passionate supporters and valued sponsors.

While our senior teams strive for success on the field and compete strongly for premierships each season, we never compromise on our core values:

- Providing opportunities for people of all ages to participate in community sport
- Delivering a safe, family-friendly club environment
- Developing young athletes through structured pathways and quality coaching
- Supporting and upskilling our coaches to deliver high standards of training

In 2025, our Senior Men secured their third consecutive premiership, earning promotion to the Football Queensland Premier League 2 (FQPL2). This huge milestone now sees Caloundra FC competing against strong clubs across South East Queensland, marking an exciting new era of growth, professionalism and ambition.

In 2026, we aim to grow our club membership to over 300 players, from boys and girls aged 6 through to men and women in their 50s. Our club is fully inclusive, welcoming players of all abilities and backgrounds.

As we take this next step in our journey, we remain committed to our community foundations while building a stronger future for local football.

We invite you to partner with us and be part of the continued success of Caloundra Football Club.



OUR VISION

- Build a proud, united club with strong community spirit.
- Success in the FQPL2 to support a top-down approach, attracting new players at all levels.
- Ensure growth in both male and female participation and competitiveness.
- Begin concrete steps toward developing a pathways for youth players.
- Solidify the club's position in the community pre Honey Farm move in 2027

OUR REACH

 FACEBOOK
3.2K FOLLOWERS

 INSTAGRAM
870+ FOLLOWERS

 FIELDS
100,000+ VISITORS P.A

 REACH
20K AV PM, 30K+ TRENDING

 WEBSITE
CALOUNDRAFOOTBALL.COM.AU



SENIOR MEN FQPL2

Under the guidance of head coach Mick McCone (2025 FQPL3 Coach of the Year), our Senior Men went undefeated throughout the 2025 season, securing their third consecutive premiership. While we fell short on Grand Final day, the team redeemed themselves by defeating two other South East Queensland teams to earn promotion to FQPL2 in 2026.

This historic achievement marks the first time in the club's history that such a feat has been accomplished, and we are only the second team on the Sunshine Coast to do so.

We are not simply participating - we are building a competitive team that will challenge for the Cup. Achieving success at this level requires a greater investment from the Club in Football Queensland costs, registrations, referees, equipment, uniforms, coaching and travel.

Support from sponsors like you is crucial to help our players reach their full potential, proudly representing Caloundra Football Club and the Sunshine Coast.

WHAT DOES THIS MEAN FOR YOU?

REGIONAL EXPOSURE

- National Exposure:** Compete on a bigger stage with the Australia Cup, showcasing your brand across the country.
- Televised Matches:** All home and away FQPL2 games are broadcast via FQTV, giving your business ongoing visibility.
- Regional Reach:** Gain exposure across South East Queensland, particularly in Brisbane, Gold Coast.
- Media Coverage:** Benefit from local media attention - our team featured on Channel 7 News during finals and FQPL promotion.
- Community Connection:** Align your brand with a respected local club, supporting grassroots football and engaging directly with families, players, and fans.
- Association with Success:** Partner with a club that has a winning culture and strong on-field performance, reinforcing positive brand perception.



FQPL2 - PACKAGES

PLATINUM SPONSOR - \$20,000 + GST

Our Platinum Sponsor is the club's primary partner for both the FQPL2 team and the wider Caloundra Football Club. This premier package includes branding on the playing kits of both our Senior Men and Under 23s teams, premium field and clubhouse signage, and the highest level of web and social media presence. Sponsors also receive invitations to key club events, extensive hospitality, team merchandise, and exclusive exposure through FQTV.



GOLD SPONSOR - \$10,000 + GST

Our Gold package offers strong brand visibility both on and off the field, including logo placement on the back of FQPL2 and U23 playing shirts, major branding on training shirts, and premium field and clubhouse signage. Sponsors also receive invitations to key club events, hospitality vouchers, team merchandise, and regular social media promotion.



SILVER SPONSOR - \$5,000 + GST

The Silver package provides excellent exposure with logo placement on the sleeve of FQPL2 and U23 shirts, prominent branding on training shirts, field and clubhouse signage, and event pop-ups. Sponsors also receive select hospitality benefits, team merchandise, and quarterly social media promotion.



BRONZE SPONSOR (PLAYER) - \$1,500 + GST

Support an individual player and help cover essential costs such as travel, kit, and match fees. Your sponsorship makes a real difference to their playing experience and helps them focus on the game. You'll get a special field signage, social and website recognition and an invitation to the sponsors night.



FQPL2 - PACKAGES

	Platinum	Gold	Silver	Bronze
Playing Shirt Branding (FQPL2 & U23 tops)	Front	Back	Sleeve	N/A
Training Top Branding	✓	✓	✓	N/A
Field Signage *	2 signs	2 signs	2 signs	1 sign
Website Recognition	✓	✓	✓	✓
Invitations to Club Events	✓	✓	✓	✓
Clubhouse Signage	✓	✓	✓	
Event Pop-up Signage	✓	✓	✓	
Tickets to Finals*	✓	✓	✓	
Sponsor Popup on FQTV	✓	✓		
Logo on Website and Facebook Banners	✓			
Food & Drink Vouchers	4 × \$50	2 × \$50	1 × \$50	N/A
Club Gear to Keep	1 playing + 2 training tops	1 playing + 1 training top	1 training	N/A
Framed Certificate	✓	✓	✓	✓
Case of 3 Peet Cali Beer	✓	✓	✓	
Social Media Feature	Monthly	Quarterly	Quarterly	Once
Price per annum	20K + GST	10K + GST	5K + GST	1.5K + GST

* Field signage includes two signs – one facing the clubhouse and one facing the field. Bronze level signage will be positioned field-facing behind the goals.



CLUB - PACKAGES

We offer a range of sponsorship packages for our Miniroos, Juniors, and Community Football programs. Sponsoring the club is a great way to show your support, whether big or small, and be part of our growing football community. Next year, we're expecting around 300 players across all age groups, making it an exciting time to get involved with the club.

SPONSOR AN ENTIRE AGE GROUP – \$8,000 + GST

Sponsoring an entire age group is a fantastic way to support the club and make a real impact on our players' experience. Your brand will be prominently featured across all teams in your chosen age group, helping you connect with our growing football community. On average, each age group includes around 90 players, spanning Miniroos, Juniors, and Seniors.

INDIVIDUAL TEAM SPONSOR – \$2,200 TO \$2,500 + GST

Perfect for parents or community members who want to directly support their child's team. The costs varying depending on team numbers. At the end of the season, players get to keep their shirt. You'll also enjoy all the benefits of a club sponsor, plus your logo featured on the team shirt.

CLUB SPONSOR – \$2,000 + GST

This package offers excellent visibility and a chance to celebrate your support alongside players, families, and the wider club community.

FIELD SPONSOR – \$1,000 + GST

Support the club with a simple, high-visibility sponsorship. Your logo will appear on a sign on the field fence, showing your support to everyone who visits the club.

SOMETHING DIFFERENT?

Have a creative idea or collaboration in mind? We love exploring unique partnerships! Let's chat about how we can work together to make it happen.

2025 YOUTH LADIES GRAND FINAL CHAMPIONS!



CLUB- PACKAGES

	Age Cohort*	Team	Club	Field
Field Signage	✓	✓	✓	✓
Playing Top Branding	All teams	Single team		
Training Top Branding	✓	✓	✓	
Clubhouse Signage	✓	✓	✓	
Event Pop-up Signage	✓	✓	✓	
Website Recognition	✓	✓	✓	
Invitations to Club Events	✓	✓	✓	
Tickets to Finals*	✓	✓	✓	
Framed Certificate	✓	✓	✓	
Case of 3 Peet Cali Beer	✓			
Club Gear to keep	1 playing	1 playing	1 training	N/A
Social Media Feature	Quarterly	6 monthly	6 monthly	N/A
Price per annum	8K + GST	~2.5K + GST	2K + GST	1k + GST

* Our age cohorts include MiniRoos (U6–U12), Juniors (U13–U18) and Seniors

**WE LOOK FORWARD TO YOU JOINING
THE “CALI” FAMILY IN 2026**

SPONSORSHIPCOORDINATOR@CALOUNDRAFOOTBALL.COM.AU

