



2026

**WEST ADELAIDE FOOTBALL CLUB
SANFLW PLAYER SPONSORSHIP**

**STRONGER
TOGETHER**



STRENGTHEN THE CLUB BACK THE PLAYER



Being a player sponsor at the West Adelaide Football Club means forming a direct and meaningful connection with an individual player while supporting the broader success of our great club.

It is more than just branding – it is a personal partnership.

As a player sponsor, you are aligned with a specific player for season 2026. Your business or name is promoted in association with that player across club communications, game day materials and digital platforms. This creates targeted exposure while also demonstrating your visible support of local football and the tremendous impact community sport has on the lives of these players.

Sponsoring a player is a powerful way to put a face to your support. It creates a personal connection between your business and an individual athlete who represents the red and black every week. Rather than simply sponsoring a club, you are backing a person – their preparation, their performance and their journey. It demonstrates a genuine commitment to local talent, leadership and community role models, while aligning your brand with the passion, resilience and pride that define the West Adelaide Football Club.

Importantly, player sponsorship helps contribute to the fundamentals including:

- Player development and high-performance programs
- Medical, wellbeing and recovery support
- Coaching and football operations resources
- The overall sustainability of the club

All our sponsors are recognised as valued members of the Bloods community and are often invited to club events, networking opportunities and player functions, allowing you to build authentic relationships within the West Adelaide network.

At its heart, being a player sponsor means backing a player's journey, investing in the club's future and proudly standing alongside West Adelaide on and off the field.



THE INVESTMENT THE BENEFITS



For this investment, a player sponsor receives a range of benefits designed to maximize both exposure and engagement with the West Adelaide Football Club community.

These include:

Brand Exposure: Your business name/logo featured alongside your player in the matchday program, on the club's website, and across social media channels.

Game Day Access: Two tickets to home games and the opportunity to meet your sponsored player during pre-game or post-game events.

Club Engagement: Invitations to exclusive club functions, networking events, and community initiatives, strengthening connections within the Bloods' network.

Player Connection: Regular updates from your player, including training highlights, game summaries, and personal messages that make your sponsorship more personal and engaging.

Recognition: Acknowledgement as a valued supporter in newsletters and at key club events, reinforcing your visible role in supporting local football and the development of talent.

This package ensures your sponsorship is not only an investment in a player's journey but also a tangible opportunity to connect your brand with the pride, passion, and energy of West Adelaide football.



VALUE ADD YOU WILL ALSO ENJOY



1x SANFLW Membership

- Allow you to enjoy all of the Home and Away Women's Matches

Sponsor name and logo digital asset

- Website and social media logo presence

Player portrait photograph

- Signed and presented by your sponsored player to proudly display at your business

Recognition as Player Partner

- Club social media posts, and relevant media opportunities

Acknowledgment in WAFC annual report

10% discount on all club merchandise, apparel and player apparel

10% off Club Best and Fairest Tickets

1x entry to Twilight Training sessions with nibbles and drink provided

All for

\$900 + GST

ARE YOU READY TO DO THIS?

Name:

Business Name:

Player Sponsored:

Email Address:

Phone Number:

Please return this form to your sponsored player to return to club, or email your details to:
haydn.ward@westadelaidefc.com.au