



EAST MALVERN
JUNIOR FOOTBALL CLUB

**2026 SPONSORSHIP
PROPOSAL**

ABOUT THE MIGHTY KNIGHTS

HISTORY OF THE CLUB

The East Malvern Junior Football Club (EMJFC, otherwise known as the Mighty Knights), was originally part of the East Malvern Football Club, formed in 1927.

To give the junior teams greater representation, a Junior Committee was formed, and the junior club was incorporated and formally launched in late 1986.

Starting with four junior teams, the Knights the Knights has delivered huge growth to now field 38 team across Mixed, Boys and Girls programs. This has us as one of the largest Junior Football Clubs in Melbourne

The Knights is conducted on a volunteer basis by parents and friends of the Club. Our home grounds include D.W. Lucas Oval, Darling Park - Basil Reserve & Stanley Grose Reserve. We call Dunlop Pavilion at D.W. Lucas Oval home for our Club.

The Knights are a part of the South Metro Junior Football League (SMJFL), the largest junior football competition in the Melbourne metropolitan region.

We are the largest club in the SMJFL with teams from Under 8s to Under 18s, including girls' teams in all girls age groups from Under 8s to Under 18s.

CLUB DEMOGRAPHICS

The community support for the Knights continues to be strong, and reflective that we are a true community-based club. 2025 saw us register 795 players (223 girls and 572 boys), from 600 families, across 66 different schools. As an engaged sponsor of the Knights your business will continually be promoted to this community group via our scoreboard, social media, website, newsletters, and clubroom advertisements.

SO WHAT CAN THE MIGHTY KNIGHTS OFFER ITS SPONSORS?

Other than providing your support to a traditional sport that encourages kids to get outside, make new friends, be active and build their confidence by being involved in a local sport, you will get exposure to numerous families within your community. The Knights reaches out to over 600 families within the East Malvern and surrounding suburbs on a regular basis.

EXCLUSIVITY

At the Knights, we pride ourselves on the fact that we only accept one sponsor from each industry/service type, regardless of the level of sponsorship (note this excludes gameday voucher sponsorship).

WEBSITE

Our members are encouraged to visit our website to access necessary information regarding their involvement in the club. The 2025 season delivered strong growth across all communication channels, with the club's digital presence expanding significantly in both reach and audience engagement. Website performance improved notably, with 9,525 site sessions, of which 5,161 were unique visits.

SOCIAL MEDIA

Across social media, we have 2,241 Instagram followers and 947 Facebook followers. Average reach rose significantly on both platforms in the 2025 season, with Facebook climbing from 120 to 301 and Instagram from 412 to 471, driven by stronger content planning, more frequent video updates, and real-time match-day storytelling. Instagram's total reach more than doubled, increasing from 14,374 to over 37,800, highlighting substantial uplift in visibility.

NEWSLETTER ACKNOWLEDGEMENT/ ADVERTISEMENT

Each year, we send out about 25 newsletters to the entire Knights community. Sponsor logos will be included at the bottom of each newsletter (listed according to sponsorship level). We also offer the opportunity to include an advertisement or feature article in our newsletter on one or multiple occasions, depending on sponsorship level.

CLUBROOM SPONSORS SIGNAGE

Your company will be included on our Clubroom sponsor's screen. Our Clubrooms are a hive of activity, especially on Friday nights at training and during game day. We are also building on our Training Night on Wednesday and expect to have an increased number of people in the clubrooms on this night each week.

SPONSORSHIP PACKAGES

All sponsors, regardless of sponsorship level, are welcome to become a part of the Knights community by joining us at the club on Friday night training sessions, Sunday match days and social functions. We encourage participation and involvement from the entire Knights community, including members, players, sponsors, friends, and family. Sponsors will be acknowledged on the club's website, newsletters, and social media.

MAJOR SPONSOR – BACK OF JUMPER

Amount: \$15,000 pa minimum

We offer one major sponsor logo on the back of the EMJFC player jumper, displaying the logo underneath the player number. The major jumper sponsor opportunity has been taken up until end of 2026 season. Benefits include:

- Logo displayed on scoreboards.
- Logo will appear at the top section of each newsletter (noting Major Sponsor status)
- Name listed in the sponsors section of the website (including hyperlink)
- Invitation to Knights social functions.
- Feature article or introduction in the newsletter each year
- Company brochures on display in the Club Rooms at Friday night training
- Digital advertising in the club rooms at Friday night training
- Sponsor logo on club website home page
- Seven social media posts (Instagram and Facebook) throughout the season.

MAJOR SPONSOR - FRONT OF JUMPER

Amount: \$12,000pa minimum

We offer one major sponsor logo on the front chest of the EMJFC player jumper. The front of jumper sponsor opportunity has been taken up until end of 2030 season.

Additional benefits as per above.

MAJOR SPONSOR - SCOREBOARD

Amount: \$10,000 pa minimum

We offer one other major sponsor logo rights on the scoreboard (Jumper sponsors plus one additional). Additional benefits as per above aside from social media posts which are reduced to four per year.

PLATINUM SPONSOR

Amount: \$5,000 TO \$10,000

Subject to availability we have following available:

- Logo on club shorts – minimum \$7,500pa
- Logo on training tops – minimum \$7,500pa
- Logo on training balls – minimum \$7,500pa
- Logo on Goal post covers – minimum \$7,500
- Logo on EMJFC hoodies – minimum \$7,500pa

*NOTE: Due to upfront costs we require 3yr minimum sponsorship period on above items

Additional benefits:

- Logo will appear at the bottom of each newsletter (noting Platinum Sponsor status)
- Acknowledgement in the newsletter
- Name listed in the sponsors section of the website (including hyperlink)
- Invitation to Knights social functions.
- Two social media posts (Instagram and Facebook) throughout the season

GOLD SPONSOR

Amount: \$2,000 TO \$5,000

Benefits include:

- Logo will appear at the bottom of each newsletter (noting Gold Sponsor status) Acknowledgement in the newsletter.
- Name listed in the sponsors section of the website (including hyperlink) Invitation to Knights social functions.

GAME DAY SPONSOR

Amount: Voucher, no minimum

Local businesses are invited to offer vouchers to be distributed to the “player/s of the match” as decided by the coaches at each game. The Knights is a club that promotes participation, fun & inclusiveness over winning at all costs, so the award is usually given to the player that best demonstrates the club’s morals. As we are such a large club, we would not expect every sponsor to provide 900+ vouchers and would be happy to provide the opportunity for a business to sponsor several age groups. Benefits include:

- Logo will appear at the bottom of each newsletter.
- Acknowledged in the newsletter.
- Name listed in the sponsors section of the website

SUPPORTER

Amount: Not applicable

Local community members are encouraged to support the development of the club and its players.

Benefits include:

- Logo will appear at the bottom of each newsletter.
- Acknowledged in the newsletter.
- Name & logo listed in the supporter section of the website.