ADELAIDE UNIVERSITY SOCCER CLUB

# 2027

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01

OUR CLUB

# WHO WE ARE

Adelaide University Soccer Club (AUSC) is one of South Australia's most established university football clubs, with a proud history dating back to 1936.

We combine competitive ambition with a deep connection to Adelaide University, our players, and the wider community—creating opportunities, building character, and representing our badge with pride.

| 1936 | Adelaide | AUSC |
| --- | --- | --- |
| Founded | South Australia | Football |



02

OUR VISION

# TO BUILD ONE OF SOUTH AUSTRALIA'S LEADING FOOTBALL ENVIRONMENTS.

Our ambition is to create an environment defined by competitive standards, meaningful development and a strong connection to the University and wider community.

### COMPETE

Create an environment capable of sustained football success.

### DEVELOP

Help players, coaches and people improve on and off the pitch

### CONNECT

Strengthen our relationship with the University, alumni and wider community.



03

OUR PEOPLE

# PEOPLE ARE THE CLUB.

Adelaide University Soccer Club brings together players, coaches, volunteers, students, alumni and supporters from across the University community. Different backgrounds and experiences come together around a shared commitment to football, development and representing the Club with pride.

### PLAYERS

The people who represent the Club on the pitch.

### COACHES

Developing players, teams and the Club's football identity.

### COMMUNITY

Volunteers, alumni, students and supporters who make the Club possible.

# BUILT BY PEOPLE.

# UNITED BY FOOTBALL.

ADELAIDE UNIVERSITY
SOCCER CLUB. EST. 1936

04 | OUR FOOTBALL

# ONE CLUB. EVERY LEVEL.

Adelaide University Soccer Club provides a clear football pathway and a place to play for everyone—from elite senior competition to community football and junior development. One club, united by opportunity, commitment and passion for the game.



## ELITE

Compete at the highest level.

## COMMUNITY

Inclusive football for all.

## JUNIORS

Develop today. Lead tomorrow.

## PROGRAM STRUCTURE

01

### ELITE WOMEN

Women's National Premier League

02

### ELITE MEN

State League 2

03

### COMMUNITY WOMEN

Community Football

04

### COMMUNITY MEN

Community Football

05

### JUNIOR BOYS

Player development pathway

06

### JUNIOR GIRLS

Player development pathway

FOOTBALL

OUR REACH

# 05 BEYOND THE TOUCHLINE.

Adelaide University Soccer Club connects with players, families, supporters, students and the wider community through our football programs and club channels.

| 700+ | 7,000+ | 3,100+ | 50+ |
|---|---|---|---|
| MEMBERS | FACEBOOK FOLLOWERS | INSTAGRAM FOLLOWERS | TEAMS |



### MATCHDAY

Engaging with players, supporters and families across matchdays and club events.

### DIGITAL

Connecting through social media, club communications and online content.

### UNIVERSITY

Reaching students and staff across Adelaide University and the broader community.

THIRD-PARTY EXPOSURE

# OUR AUDIENCE DOESN'T END WITH OUR CHANNELS.

Football South Australia extends our exposure through social media, YouTube, digital competition platforms, fixtures, results, highlights and match coverage.

**31,000+** FACEBOOK FOLLOWERS

**20,700+** INSTAGRAM FOLLOWERS

**14,700+** YOUTUBE SUBSCRIBERS

**2,600+** TIKTOK FOLLOWERS

Through Football South Australia's platforms and coverage, **AUSC and our partners reach thousands of people across South Australia every season.**

EXPOSURE

# 06 MORE THAN A FOOTBALL CLUB.

AUSC brings together students, alumni, families, volunteers, players and supporters through a shared passion for football and the University community.




ONE CLUB.
MANY CONNECTIONS.

## UNIVERSITY

Proudly affiliated with Adelaide University. Connecting students, staff and the wider University community through football.

## ALUMNI

A lifelong connection that extends beyond playing years. Our alumni remain part of the AUSC family.

## FAMILIES & SUPPORTERS

The heart of our matchdays. From junior development to senior football, our families and supporters create an unbeatable atmosphere.

## VOLUNTEERS & COMMUNITY

Dedicated volunteers and local partners who help deliver football, events and opportunities for everyone.

RECOGNISED BY
FOOTBALL SOUTH AUSTRALIA

## CLUB CHANGER OF THE MONTH

Recognised for diversity, inclusion and community impact.



07

PARTNERSHIPS

# BUILD WITH US.

Partnerships with AUSC connect organisations with football, community, University networks and audiences across South Australia.



# OUR PARTNERSHIP LEVELS

| | |
|---|---|
| **MAJOR PARTNER** | **$20,000** |
| **PREMIER PARTNER** | **$15,000** |
| **GOLD PARTNER** | **$10,000** |
| **SILVER PARTNER** | **$5,000** |
| **BRONZE PARTNER** | **$3,000** |
| **COMMUNITY PARTNER** | **$2,000+** |

Every partnership can be tailored to align with your organisation's objectives.

01

PARTNERSHIP PACKAGE

# MAJOR PARTNER

## $20,000

Our principal commercial partnership.
Maximum visibility across Adelaide University Soccer Club.

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### INCLUSIONS

Front of Shirt Logo

Ground Signage (Partner Supplied)

Matchday Marquee (Partner Supplied)

Naming Rights to One Flagship Event

Dedicated Email Campaign and Social Media Post

Presentation Night Invitation

Website & Email Recognition

### IDEAL FOR

Organisations seeking club-wide visibility
and a strategic long-term relationship.

02

PARTNERSHIP PACKAGE

# PREMIER PARTNER

## $15,000

A high-profile partnership with strong visibility across the Club and its wider football community.

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### INCLUSIONS

Back of Shirt Logo

Ground Signage (Partner Supplied)

Naming Rights to One Flagship Event

Dedicated Email Campaign and Social Media Post

Presentation Night Invitation

Website & Email Recognition

### IDEAL FOR

Organisations seeking significant visibility and a strong partnership presence with AUSC.

03

PARTNERSHIP PACKAGE

# GOLD PARTNER

## $10,000

A high-value partnership delivering strong visibility
and meaningful connection across Adelaide University Soccer Club.

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### INCLUSIONS

Sleeve Logo Placement

Ground Signage (Partner Supplied)

Event Recognition

Dedicated Email Campaign and Social Media Post

Presentation Night Invitation

Website & Email Recognition

### IDEAL FOR

Organisations seeking strong visibility, flexibility
and a meaningful partnership with AUSC.

04

PARTNERSHIP PACKAGE

# SILVER PARTNER

## $5,000

A flexible partnership package offering strong Club visibility and meaningful community connection.

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### INCLUSIONS

Ground Signage (Partner Supplied)

Event Recognition

Presentation Night Invitation

Social Media Recognition

Website & Email Recognition

### IDEAL FOR

Organisations seeking accessible visibility and a valued presence within the AUSC community.

05

PARTNERSHIP PACKAGE

# BRONZE PARTNER

## $3,000

Reliable exposure across key channels and matchday touchpoints.

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### INCLUSIONS

Event Recognition

Presentation Night Invitation

Social Media Recognition

Website & Email Recognition

### IDEAL FOR

Businesses seeking an accessible entry point to support football and connect with our community.

06

PARTNERSHIP PACKAGE

# COMMUNITY PARTNER

## $2,000+

Sponsor a coach, junior player or senior player.

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### INCLUSIONS

Presentation Night Invitation

Social Media Recognition

Website & Email Recognition

### IDEAL FOR

Businesses and individuals who want to support players, coaches, football and the AUSC community.

# 07 | PARTNERSHIPS

# YOUR BRAND.
## WORN WITH PRIDE.

Official Match Kit

### FRONT OF SHIRT

Highest visibility.
Premier asset.

### SHORTS

Additional branding opportunity.






## BACK OF SHIRT

Seen by everyone.
Every match.

## LOWER BACK

Additional branding
opportunity.

# 07 MORE THAN A LOGO.

AUSC partnerships deliver real exposure across multiple touchpoints, on and off the pitch.

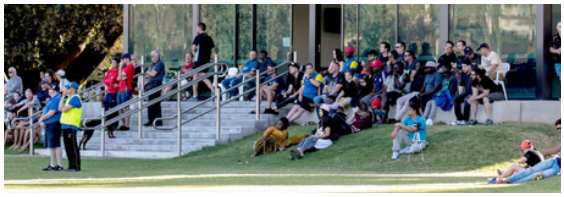
## SOCIAL MEDIA

Consistent content, stories and high engagement across our social channels.




## MATCHDAY

Exposure to players, families, supporters and the wider AUSC community.



## EMAIL & DIRECT COMMUNICATION

Reach our engaged database through targeted emails and updates.




## PITCHSIDE BRANDING

Banners, signage and marquees at home games and events.




## DIGITAL BROADCAST

Visibility during streamed fixtures and digital match content.




## EVENTS & ACTIVATIONS

Opportunities to engage with our community at club events, programs and initiatives.



# BUILT AROUND YOUR BUSINESS.

Every organisation has different goals.
We work with you to create a partnership
that delivers meaningful value.



### TAILORED BENEFITS

We tailor exposure, assets and benefits to align with your business objectives and target audience.



### ADDITIONAL ACTIVATIONS

From custom campaigns and events to exclusive content and experiences, we create opportunities that go further.



### FLEXIBLE PAYMENT

We offer flexible payment structures and timelines to support a partnership that works for you.

## LET'S BUILD SOMETHING TOGETHER.

Contact us to start the conversation.

08

# LET'S TALK.

## START THE CONVERSATION.

Partnerships with Adelaide University Soccer Club can be tailored to suit your goals and objectives. We welcome the opportunity to discuss how we can achieve more together.

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+61 400 842 333

**WEBSITE**
www.adelaideunisoccerclub.com

**We can tailor a partnership package to suit your objectives.**

## PARTNERSHIP ENQUIRY

**NAME** _____

**BUSINESS / ORGANISATION** _____

**EMAIL** _____

**PHONE** _____

**INTERESTED IN** _____

**MESSAGE** _____

**PACKAGE LEVEL (PLEASE SELECT)**

☐ **MAJOR** ☐ **PREMIER** ☐ **GOLD** ☐ **SILVER** ☐ **BRONZE** ☐ **COMMUNITY**

# ONE CLUB.

# MANY OPPORTUNITIES.

ADELAIDE UNIVERSITY
SOCCER CLUB

www.adelaideunisoccerclub.com

EST. 1936 · ADELAIDE, SOUTH AUSTRALIA