



SYDNEY OLYMPIC FOOTBALL CLUB

# *A NEW HISTORY*

## SPONSORSHIP PROPOSAL

There is nothing permanent  
except change

SOCRATES

# WHO WE ARE?

Sydney Olympic FC was founded in 1957 and has focused on two primary objectives:

**UNITING OUR COMMUNITY  
AND GROWING THE GAME  
OF FOOTBALL.**

Through the years we have succeeded on the national stage with two NSL titles and one minor premiership and continue to win titles in the competitive NSW NPL.

As stewards of the 'Beautiful Game', Sydney Olympic FC has built an identity which reflects Australia's rich diversity and sense of community through the prism of football.

Our connection with our communities' spans decades of treasured sporting history.

From Canterbury, Bankstown, Rockdale, Bayside, Georges River, and the Inner West, our catchment is large, and our communities are passionate about football. With a community of over 1.66 million people, we have 37,800 registered players across the Canterbury, St George, Bankstown, and Granville District Football Associations.

Sydney Olympic has been accepted by Football Australia as a foundation club in a new and exciting national competition launching at the start of 2025. This new competition will build on the historic and current successes of our Club.

Sydney Olympic FC has an acclaimed history of nurturing some of the biggest names in Australian football, such as Tim Cahill, Brett Emerton, Nick Carle, and Terry Antonis to name a few. In the women's game, we pride ourselves on helping forge the growth of an impressive cohort of three champion Matildas, including the 2023 World Cup standout, Cortnee Vine.

Sydney Olympic FC is strategically located for growth in the heart of football-loving, multicultural Sydney.

**Sydney Olympic has the fans history, passion, and infrastructure to be an automatic standout in this new national competition and compete with some of the best clubs in Australia.**



# LOOKING AHEAD TO 2025

## A NEW AND EXCITING ERA FOR AUSTRALIAN FOOTBALL.

### **Starting in 2025, the National Second Division (working title) will commence.**

The NST will herald a new age of football content and live match experiences with the introduction of a new locally driven national competition.

The NSD will include historically important and established clubs from across the nation. The new competition will see football in Australia return to its communities and its roots, highlighting football's great advantage among other established national professional codes.

- 8 - 12 foundation clubs (APIA Leichhardt FC (NSW), Avondale FC (VIC), Marconi Stallions FC (NSW), Preston Lions FC (VIC), South Melbourne FC (VIC), Sydney Olympic FC (NSW), Sydney United 58 FC (NSW), Wollongong Wolves FC (NSW))
- Professional-level venues and stadia
- National broadcast distribution on FTV/STV
- Strong governance and competition structures
- Locked in for 2025 season
- New and unique content
- New professional pathways and systems

The NSD provides an opportunity for commercial partners and sponsors to develop a strong and personal connection with the clubs' communities and achieve national recognition and reach.



# WHY SYDNEY OLYMPIC?

SIZE OF TERRITORY

**~1.1 MILLION**  
INCLUDING 6 LGAs

CLUB SIZE

**352**  
**CLUB PLAYERS**  
**21 TEAMS**

CURRENT TERRITORY PARTICIPATION

**>32,800**

CLUB HISTORICAL SUCCESSES

**2 NSL**  
**CHAMPIONSHIP TITLES**  
(1989/90 & 2001/02)  
**2 NSL CUP TITLES**  
(1983 & 1985)  
**3 NPL NSW TITLES**  
(2011; 2018 & 2022)

SOCIAL MEDIA

**28,677**  
**FOLLOWERS**  
1ST LARGEST REACH  
NPL NSW CLUB

MEMBERSHIP

**10%**  
MEMBERSHIP  
GROWTH TARGET  
**8 NEW**  
MEMBERSHIP/  
CORPORATE  
OFFERINGS

FOUNDED

**66 YEARS**  
**OF HISTORY**

INTERNATIONAL PLAYERS PRODUCED

**15 MEN**  
**1 WOMAN**  
(INCLUDING 12  
SOCCEROOS)

SPONSORSHIP ASSETS

**25**

INFRASTRUCTURE

**NEW STADIUM**  
**AGREEMENT**  
NSD FIXTURES AT  
PREMIER VENUE  
JUBILEE STADIUM

CLUB MEMBERS

**1000+**

CORE CATCHMENT PROFILE

**167,000**  
SCHOOL STUDENTS  
**48% UNDER 35 YEARS**  
**188,000**  
LOCAL BUSINESSES  
**6 PRIORITY**  
GROWTH AREAS

MATCH ATTENDANCE

**8% GROWTH**  
**TARGET**

STREAMING (2023)

**449,384**  
**MINUTES**  
**89 COUNTRIES**  
**24,459 TOTAL**  
**6,324 ONLINE**  
CLUB STREAMING  
RECORD

ORGANISATIONAL EXCELLENCE

**STRONG**  
**GOVERNANCE**  
**DEFINED GROWTH**  
**STRATEGIES &**  
**PLANS**





# OUR VALUES

**Sydney Olympic's values are owned and committed to by all Club staff, players, Executive Leadership Team and our Board of Directors.**

These values are integral to how we operate as a Club, and alongside our vision, will be actively integrated into all our plans. As our success grows, they will act as a touchstone to remind us of who we are and what our core mission is as a community-first football club.

02

## Excellence in Sport

Winning games is essential to sporting success, and our chances of being a winning team start at the foundations. By promoting excellence in sport in all divisions, through dedicated coaches and trainers, expert knowledge and professional-grade facilities and services, we can ensure the success of Sydney Olympic is continued.

01

## Connection to Community

The Club's connection to the Sydney Olympic community is a guiding principle for all decisions made on and off the pitch. As part of a national competition, it is fundamentally important to ensure that the community is brought along for the journey, and that the origins of the club are reflected and acknowledged in its evolution.

03

## The Club as a Lifestyle

The Sydney Olympic brand and images are symbols of heritage and connection to a way of life. We will stay true and honest to these ideas, and uphold them in all aspects of the Club. This will extend to our interactions with business and stakeholders that may be new to the Club and its values.

04

## Empowering our People

We see football as a tool not only to demonstrate aptitude as an athlete, but also an opportunity for personal, professional and social development. We seek to empower our players and staff with career and educational opportunities inside and outside the game, which makes them better players and better community members.

# ***STRONG GOVERNMENT SUPPORT***

**‘Sydney Olympic FC is a club with a rich history, passionate fanbase and exceptional talent, and I believe they would make a valuable contribution to the National League Football Two competition.’**

Hon. Steve Kamper MP, State Member for Rookdale, Minister for Small Business, Lands and Property, Multiculturalism and Sport

**‘...these qualities that attest to the worthiness of Sydney Olympic’s application, with its world-class playing talent, burgeoning player engagement, and a groundswell of fan support being of great value to the newly formed FFA National Second Tier Competition.’**

Hon. Tony Burke MP, Federal Member for Watson, Minister for the Arts, Employment and Workplace Relations

**‘A licence in the new FFA National Football League Two Competition, will provide a boost to grassroots football for 33,000 registered male and female players in the Canterbury-Bankstown and St George Football Competitions.’**

Hon. Sophie Cotsis MP, State Member for Canterbury, Minister for Industrial Relations and Work, Health and Safety

**‘The club’s presence at Belmore Stadium, as well as its potential games across Sydney Southwest, brings a sense of unity and excitement to our region.’**

**‘The catchment area covering Canterbury, Bankstown, Bayside, George’s River, Parramatta, Strathfield, and Inner West councils showcases the club’s commitment to serving a diverse population**

Kylie Wilkinson MP, State Member for East Hills

**‘It is a chance to not only grow the game of football in South and Western Sydney but to benefit the entire community.’**

Hon. Linda Burney MP, Federal Member for Barton, Minister for Indigenous Australians

**‘I believe that this opportunity to include Sydney Olympic Football Club in the FFA National Football League Two competition will provide many benefits to the surrounding communities, including the many residents in the Banks electorate who play and watch football.’**

Hon. David Coleman MP, Federal Member for Banks

**‘Given the large amount of footballing talent, history and passion within our community, it is only appropriate that Football Australia’s National Second Tier has a club which can represent us on the national stage. I am encouraged by the club’s aspiration to use this licence to help enhance football in the Auburn community, provide direct pathway opportunities for talented local players and have a club the community can call their own.’**

Lynda Voltz MP, State Member for Auburn

**‘The club’s position within some of our most diverse areas of Sydney presents an opportunity to serve as a representative and celebrant of the rich tapestry of New South Wales’ cultural diversity.**

**‘Sydney Olympic FC’s dedication to promoting gender equality and women’s participation stands as a beacon of inspiration, poised to influence other New South Wales-based clubs to follow suit and set a commendable standard for the broader sports community.’**







Mark Coure MP, State Member for Oatley

**‘This would grow the game of football in Western Sydney, with benefits for the entire community. It will enable the Club to continue to deliver football development programs, boost grassroots football at a time when interest has never been more acute, and grow high performance opportunities for women’s football.’**

Cr Sameer Pandey, Lord Mayor City of Parramatta

# OUR BRAND

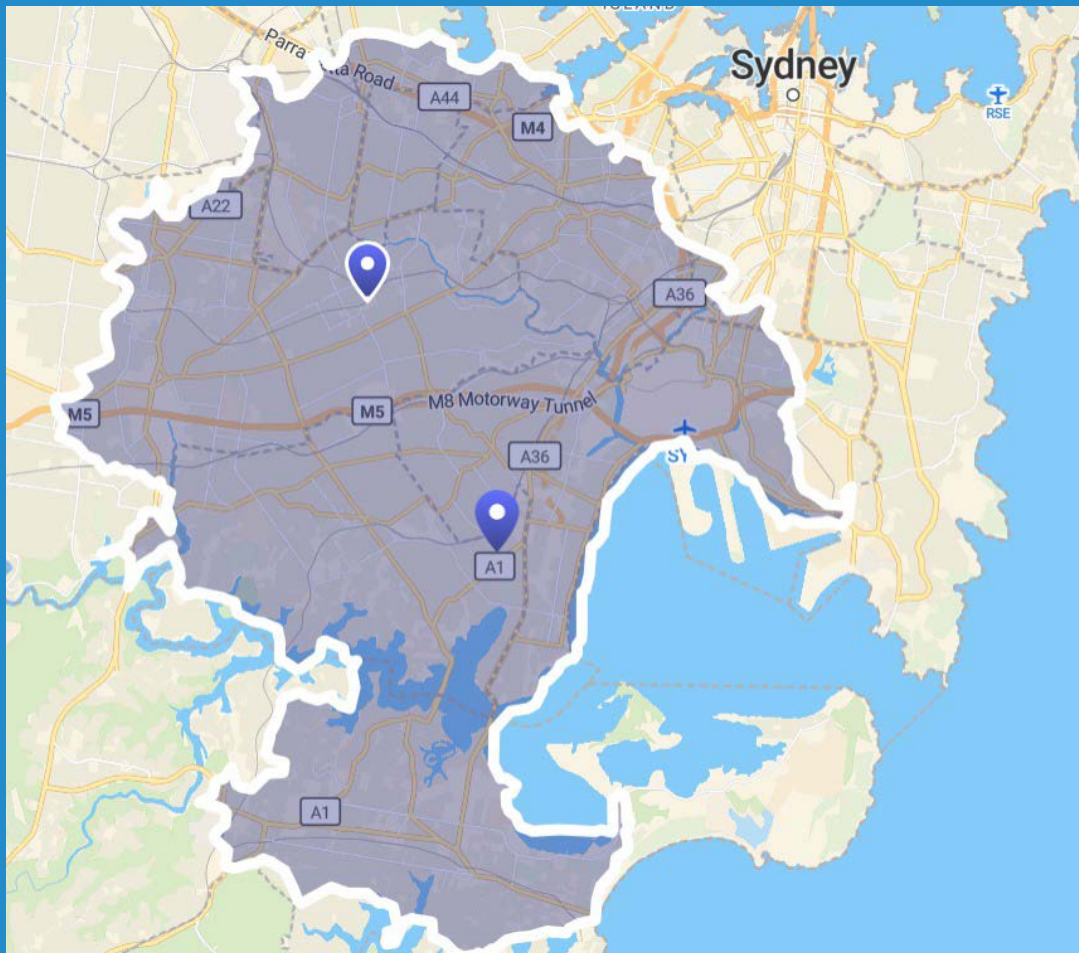
## Brand Ethos

-  An inclusive brand which embraces all cultures and identities
-  A modern brand which reflects the Club's future in the NSD
-  A brand which complements the pedigree of our partners and sponsors
-  A brand which honours the Club's rich history
-  A brand which promotes excellence and prestige
-  A brand founded on global sports design principles





# OUR TERRITORY



Sydney Olympic's territory is anchored by our twin venue strategies, with tenancy agreements in place at both Belmore Oval and Jubilee Stadium.

This region covers a wide diversity of cultural backgrounds, and overlaps with the Greater Cities Commission's 'Central River City', it houses:

-  ~ 800,000 residents within a 15-minute drive time of Sydney Olympic F.C stadiums
-  ~1.1 million residents across all local government areas (within the defined catchment area).
-  Six (6) Local Government Areas (Canterbury-Bankstown, Bayside, Georges River, Inner West, Strathfield, Burwood)
-  Three (3) District Football Associations (Canterbury & District Soccer Football Association Inc., St George Football Inc., Bankstown Amateur Football Association Inc.)
-  Approx. 32,800 registered football players (including 8,791 female players)
-  Territory Analysis: 15 minute drive travel time methodology (source: Smappen, Australian Bureau of Statistics)



# OUR STRUCTURE & PATHWAYS

## Sydney Olympics' 'One Club' Success

Sydney Olympic FC boasts a complete roster of registered teams that span the spectrum of age groups across both men and women, exemplifying a commitment to fostering football talent from the grassroots level to elite competition.

From the men's first-grade and reserve squads to the boys to the under 9s, as well as the accomplished women's first-grade and reserve teams complemented by the girls' to under 10s, the club's collective strength encompasses 352 players for the 2023 season, distributed across squads of 15 to 17 players each.

What sets Sydney Olympic apart is its robust youth development system, its cornerstone 'one club' philosophy, which enables players to chart a career trajectory from junior sides all the way to the first team. The seamless progression across age divisions not only nurtures talent but also forms the bedrock of a streamlined high-performance pipeline, ensuring the cohesion and consistency required for sustained excellence in a competitive football market.



# SOCIAL MEDIA ENGAGEMENT

## Social Media Account Engagement

Channel	Followers/ Page Likes	Ranking across all NSW NPL Clubs	Ranking across all Australian NPL Clubs	Links
	18,000	1st	3rd	<a href="http://www.facebook.com/SydneyOlympicFC">www.facebook.com/SydneyOlympicFC</a>
	6,036	3rd	9th	<a href="http://www.instagram.com/sydneyolympicfc/">www.instagram.com/sydneyolympicfc/</a>
	3,693	1st	4th	<a href="https://twitter.com/SydneyOlympicFC">twitter.com/SydneyOlympicFC</a>
	485	1st	14th	<a href="https://www.tiktok.com/@sydneyolympicfc">www.tiktok.com/@sydneyolympicfc</a>
	463	2nd	6th	<a href="https://www.linkedin.com/company/sydney-olympic-football-club">www.linkedin.com/company/sydney-olympic-football-club</a>
	342	-	-	<a href="https://www.youtube.com/channel/UCheSasgUfAkDpmfA2Cj5iRQ">www.youtube.com/channel/UCheSasgUfAkDpmfA2Cj5iRQ</a>

\*Does not include A-League backed clubs

## Social Media Positioning & Insights

**1<sup>ST</sup>**

Page likes or followers of any NSW NPL club (non-A-League affiliated) on Facebook, Twitter and Tik Tok.

**3<sup>RD</sup>**

Volume of content posted on Facebook and Instagram of any NSW NPL Club (non-A-League affiliated)

**1<sup>ST</sup>**

Highest page likes or followers across social media channels of any non-A-League football club in Australia.

**1<sup>ST</sup>**

Among the current non-A-League clubs in the NSW NPL competition, Sydney Olympic FC ranks first in reach across its social media channels.

# COMMUNITY PARTICIPATION & ENGAGEMENT ACTION PLAN

All community engagement activities are delivered in accordance with a well-thought out and sustainable outcome-focused plan to deliver on the following priorities:

- Promote football participation.
- Promote female participation.
- Convert registered football participants into active and engaged Club members.
- Support economic impact initiatives.
- Improve physical and mental health.
- Strengthen cultural identity and inclusivity and continue social connection in the community.

Our Club's engagement starts at the grassroots and community level; being present and engaging with the community is paramount to the success of any initiative designed to improve participation. Community programs will be implemented in line with Football NSW and FA game development programs and initiatives.

HOLIDAY TRAINING  
CAMPS & COACHING  
CLINIC

INCLUSIVITY  
DAY

TRAINING  
SUPPORT AND  
APPEARANCES

Our community  
engagement program  
includes:

COMMUNITY  
OUTREACH  
WITH LOCAL  
ORGANISATIONS

SCHOOL  
AFFILIATIONS

SCHOLARSHIP  
AND SUPPORT  
PROGRAMMES  
FOR FOOTBALL  
EXCELLENCE\*



# PARTNERSHIP VISION

## A RESULTS DRIVEN PARTNERSHIP

### Excellence

We are driven by performance on and off the field. By understanding your objectives, we will use our expertise and assets to drive results for you.

### Innovation

The consumer landscape is rapidly evolving both across sport and business. We will leverage our fan connectivity to reach and engage your potential customers.

### Collaboration

This is a partnership where we will work as an extension of your marketing team, constantly creating ideas and activations with you to drive impact.

Social Responsibility: Supporting the health, wellbeing and future of the football community



# PLATINUM NAMING RIGHTS & FRONT OF JERSEY



Value: \$250,000+

BENEFITS	DESCRIPTION
Platinum Naming Rights	Naming Rights to Sydney Olympic National Second Division, National Premier League (Men)
Sydney Olympic Logo Lock-Up	Combined Sydney Olympic and Your Logo to be used by the Club in all references to National Second Division and National Premier League Men's teams
Platinum Jersey Branding	Front of Jersey branding on all Playing, Training and Retail Merchandise items
Uniform & retail Merchandising Branding	Logo placement on all Uniform and retail
Sideline signage	Placement of sideline signage at all Sydney Olympic home games
Large Sideline Bolsters	Four (4) large sideline bolsters positioned halfway at all Sydney Olympic home games
Small Sideline Bolsters	Four (4) small sideline bolsters are positioned on halfway at all Sydney Olympic home games
Media Backdrop	30% share of voice on Sydney Olympic media backdrop used at all home match and training media appearances
Season Hospitality	Exclusive use of dedicated and catered corporate box, with access to Chairman's Club, and hospitality at all Sydney Olympic FC home fixtures
Digital	Naming rights to one regular soccer-focused content piece shared on the Sydney Olympic digital network
Fan Engagement Campaign	Naming rights to one piece of Game Day content played on big screen pre-match and shared across digital channels
Game Day	Exclusive branding on one (1) piece of Game Day content
Events	6 tickets to the Season Launch and all Sydney Olympic networking events
Memberships	10 memberships to be used at all Sydney Olympic home games
Player Appearances	Sydney Olympic players are to appear for a one-hour duration on five occasions per year of the term
Corporate Activation	Marquee and other activation opportunities supervised by Sponsors for all Sydney Olympic home games – subject to venue approval

# STRATEGIES, INITIATIVES & PLANS (FUTURE – 2024)

## Sponsorship Opportunities

Sponsorship Category	Average Contract Value (p.a.)	Number	Partnership Properties
PLATINUM	\$250,000+	1 sponsor (exclusive)	<ul style="list-style-type: none"> <li>Club Naming Rights</li> <li>NSD Front of Jersey Logo Placement</li> <li>NSD Training Apparel &amp; Tracksuit Logo Placement</li> <li>Exclusive Indoor Corporate Suite &amp; Corporate Hospitality</li> <li>Media Board Logo Placement</li> <li>Access to Chairman's Club</li> <li>Player of the Week &amp; Team Announcement Sponsor</li> <li>Bolster &amp; Fixed Perimeter Signage at all NSD Home Fixtures</li> <li>Club Website Logo Placement</li> <li>Dedicated Socials &amp; EDM Distribution</li> <li>Corporate Game Day Activation (optional)</li> </ul>
GOLD	\$100,000+ Minimum value for Gold Sponsorship. Final sponsorship assets to be negotiated.	6 sponsors	<ul style="list-style-type: none"> <li>NSD Jersey Secondary Logo Placement - Back (upper or lower), Sleeve or Shorts</li> <li>NSD Training Apparel &amp; Tracksuit Logo Placement</li> <li>NSW NPL Jersey Placement (exact placement for both men &amp; women)</li> <li>Exclusive Indoor Corporate Suite &amp; Corporate Hospitality</li> <li>Media Board Logo Placement</li> <li>Access to Chairman's Club</li> <li>Bolster &amp; Fixed Perimeter Signage at all NSD Home Fixtures</li> <li>Club Website Logo Placement</li> <li>Dedicated Socials &amp; EDM Distribution</li> </ul>
SILVER	\$40,000+ Minimum value for Silver Sponsorship. Final sponsorship assets to be negotiated.	6 sponsors	<ul style="list-style-type: none"> <li>U20s Reserve Team Jersey (exact placement for both men &amp; women)</li> <li>Dedicated Open-Air Corporate Box &amp; Corporate Hospitality</li> <li>Access to Chairman's Club</li> <li>Club Website Logo Placement</li> <li>Dedicated Socials &amp; EDM Distribution</li> <li>Bolster &amp; Fixed Perimeter Signage at all NSD Home Fixtures</li> </ul>



# STRATEGIES, INITIATIVES & PLANS (FUTURE – 2024)

## Sponsorship Opportunities

Sponsorship Category	Average Contract Value (p.a.)	Number	Partnership Properties
BRONZE	\$20,000+ Minimum value for Bronze Sponsorship. Final sponsorship assets to be negotiated.	10 sponsors	SAP & Youth League Age Group (boys & girls) jersey placement (U9s to U18s) Dedicated Open-Air Corporate Box & Corporate Hospitality Bolster & Fixed Perimeter Signage at all NSD Home Fixtures Club Website Logo Placement Dedicated Socials & EDM Distribution
COMMUNITY	\$80,000+ Minimum value for Community Sponsorship. Final sponsorship assets to be negotiated.	1 sponsors	Naming Rights Sponsorship of all Community Outreach Programs & Holiday Clinics Logo Placement on Merchandise Handouts at Clinics & Engagement Activities Club Website Logo Placement Dedicated Socials & EDM Distribution NSD Game Day Activation Game Day Corporate Box Fixed Perimeter Signage at all NSD Home Fixtures
CONTRA	Value in kind per Club requirements.	Unlimited	General Admission Tickets Club Website Logo Placement Dedicated Socials & EDM Distribution Dedicated Open-Air Corporate Box & Corporate Hospitality (*subject to Contra value) NSD Game Day Logo Placement (*subject to Contra value)



# SYDNEY OLYMPIC F.C VENUES

- Grade A, national-level venues
- Corporate hospitality & suites
- Pre & post-match event functions
- Game day corporate activations
- Sideline signage & perimeter bolsters
- LED Screen brand promotion

Sydney Olympic has venue agreements in place for Jubilee Stadium and Belmore Sports Ground as home venues for all club representative-level teams from SAP to NSD.

Jubilee Stadium will be the home stadium for all NSD fixtures.



## Jubilee Stadium

All NSD men's home fixtures, exhibition matches, Australia Cup home fixtures and NPL women's and men's home finals fixtures.



## Belmore Sports Ground

All regular season NPL men's and women's home fixtures, all NSW Youth League (boys and girls) regular season and finals home fixtures, and all Football NSW SAP (boys and girls) regular season and finals home fixtures.



SYDNEY OLYMPIC FOOTBALL CLUB

# *A NEW HISTORY*



We invite you to join us on this journey.

Together, we can propel Sydney Olympic F.C. to new heights, forging a brighter future for our beloved club.

**Your support, commitment, and passion are integral to our success.**

**SYDNEY OLYMPIC FOOTBALL CLUB**

**Belmore Sports Ground**

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