

MALVERN CITY FC 2027 PARTNERSHIPS





JOIN THE BIGGEST CLUB IN STONNINGTON

In 2026 we had over 860+ registered players more than any other sporting club in the municipality.

Team Participation:
A total of 58 teams, inclusive of both male and female squads, showcasing our commitment to inclusivity and development.

Database:
Leverage off our database off over 9000 and growing through an a dedicated EDM

Social Media Presence:

10,000+ followers across all social media platforms.
Active daily during the season, engaging with our community.
1 million+ impressions throughout the season, highlighting our extensive reach and influence.

Facility Engagement:
More than 10,000 visitors annually across our two state-of-the-art facilities.

OUR STORY





Since 1976, Malvern City FC has prided itself on being a club with a community focus while striving for success in the top tiers of Victorian Football. Season 2027 ushers in an exciting era for the club as we continue to build our Junior Boys BVYPL Program, providing an elite player pathway for our juniors through to our senior Men's program. This competition offers an opportunity for our Under 13 to 18 boys teams to hone their skills in an advanced environment and compete against the best junior players in the state. They have been competing in the strongest YPL league and at setting the bench mark currently being ranked at number 3 in Victoria.

We are proud to remain an anchor tenant at Gardiner Reserve in Glen Iris. The multi-million dollar development of the park includes a new FIFA-grade synthetic pitch and a state-of-the-art pavilion, which remains the home of our BVYPL program. Additionally, the club's spiritual home, Sir Zelman Cowen Park in Kooyong, will continue to serve as the base for all other teams.

The increased exposure and ongoing success the club achieves through our programs allow us to engage deeply with our community, providing greater brand visibility, activation, and valuable sponsorship opportunities for corporate and community partners.

Malvern City FC is committed to providing value to sponsorship partners by:

- Leveraging across a highly diverse and engaged, affluent audience, 84% of whom reside within Stonnington and neighbouring councils (Boroondara, Glen Eira).
- Driving increased brand awareness.
- Delivering exposure at games and through social networks.
- Creating opportunities to engage directly with the club's vibrant community.

The aim of our partnerships is to build on our success and ensure opportunities for the club to grow long into the future.

SPONSORSHIP CATEGORIES

Our proposed sponsorship strategy aims to maximise the benefits of this opportunity. We will devise a comprehensive plan that ensures your brand stands out, engages the audience effectively, and creates lasting impressions, ultimately leading to increased brand loyalty and customer acquisition.



HOW CAN WE HELP?

Expand Brand Reach | By partnering with the Malvern City, your brand gains access to a vast and passionate community of football enthusiasts. Our digital platforms, events, and matches offer a wide-reaching canvas for your brand's message. From local fans to statewide followers, aligning with us ensures your brand resonates far and wide

Enhance Brand Credibility | Association with a reputable and beloved club like the Malvern City elevates your brand's stature. Our legacy of excellence, community involvement, and commitment to the sport lends credibility to our partners. When you're with Malvern you're not just a sponsor but part of a respected football lineage

Foster Customer Relationships: | Football is more than just a game; it's a shared passion that brings people together. By supporting Malvern, you position your brand at the heart of these shared experiences. Engage with our community at matches, events, and online platforms, fostering deeper connections and building lasting customer relationships. With us, you're not just reaching customers; you're connecting with fans









APPAREL SPONSORSHIP

- We offer training and match day apparel branding packages for our apparel, providing Victoria-wide exposure for your brand. Whilst the sponsorship is yearly, your brand is a part of the Malvern City apparel for its lifetime and exposure is not limited to matchday venues.

- Our clubrooms and venues are constantly visited by our 900+ players and their families multiple times per week, as well as visiting opposition teams and their supporters.

- Let Malvern City represent your brand! In 2027, Apparel Partners will be able to choose between Senior Men's, Juniors and Women's programs.







Soccer kicking goals for kids

Peter Rolfe

A surge in the popularity of soccer has seen participation rates grow by more than 10 per cent in Victoria over the past year – and twice that amount among female participants.

New Football Australia figures reveal there were 391,530 Victorian participants at all levels of the world game last year.

Women and girls participation grew to 27,756 in Victorian outdoor, social and registered futsal leagues – a 20 per cent increase.

The 2024 National Participation Report shows female participation in Victoria shooting ahead of the national trend, with women's and girls participation rising 16 per cent to 221,436 players Australia-wide.

Nationally, there were more than 1.9m men, women, boys and girls playing the game – an 11 per cent or increase of 200,000 players compared to 2023 figures.

Females made up 24 per cent of all soccer players in Victoria, with the FIFA Women's World Cup exploits of the Matildas credited with the rise.

But clubs are struggling to keep up with demand and urgently need more female-friendly facilities.

Malvern City Football Club president John Hatzis said the club had to turn girls away, with no space on the pitch but also no dedicated female change facilities at its Kooyong base.

"It's really frustrating ... we just don't have the grounds or the facilities to keep up," he said.

Malvern City will have about 850 players on its books for the upcoming season, including 180 females.

"We put out an expression of interest for women and got more than 100 new expressions — we could have gone to more than 1000 players," he said.

"The problem is we've got a pavilion last renovated in the 1990s and we don't have fit for purpose girls facilities.

"They have to wait for the boys and that is just not good enough."

Mr Hatzis said there was no doubt the Matildas had sparked interest among girls.

"That has been one of the biggest impetus for participation, it's not doom and gloom ... participation in the round ball is great."

OUR TEAMS

Malvern City Offers a pathway into all levels of soccer

MiniRoos & Community Programs
Our largest participation group, with over 550 boys and girls aged U7–U21. These programs promote skill development, teamwork and a lifelong love of football, while providing sponsors with valuable on-ground brand visibility through playing kits and engagement with local families.

BVYPL & Pre-BVYPL High Performance Programs
An elite development pathway for over 250 players, focused on nurturing talent and preparing players for higher-level football. The BVYPL features five teams (U13–U18), with weekly match results and features promoted across the club's social media platforms. The Pre-BVYPL program comprises 11–12 teams, developing younger players and preparing them for the elite pathway. We are proud to be considered as one of the top 4 clubs in the state when it comes to high performance development

Senior Men's, Under 23's & Under 20's
Three senior pathway teams competing in Victorian Premier League 1, Victoria's second-highest tier of football. Sponsors benefit from premium brand exposure through weekly social media promotion, YouTube match broadcasts and podcast programs, connecting their business with players, supporters and the wider football community.

Partner with Malvern City FC
Put your business in front of a highly engaged football community and turn sponsorship into a genuine business opportunity.
Partnering with Malvern City FC offers more than brand exposure. We aim to deliver measurable value through targeted marketing, social media performance reporting, business networking opportunities and initiatives that connect sponsors with potential customers.
Join us in building the future of our club while growing your business. Contact Malvern City FC to discuss a tailored sponsorship package that aligns with your marketing objectives and delivers value for your investment.





FRONT OF SHIRT SPONSOR

- 1 x Shirt Sponsor - Front of shirt
- Dedicated EDM promoting your business to our 9000+ database
- Advertisement on Men’s match day warm up top
- Rotating placement on Kiosk screens
- Weekly advertising placing on Senior Gameday posts
- Advertising through social media platforms including 3x dedicated posts
- Club room signage (Major Sponsor)
- Invitation to Sponsors Networking Events
- Ground Signage (BVYPL/Pre BVYPL Only)
- 1 x Framed Top

PARTNER INVESTMENT

Juniors and Miniroos: $20k + GST

BVYPL / Pre BVYPL : $20k + GST

Senior Men & Women’s: $30k + GST



BACK OF SHIRT SPONSOR

- 1 x Shirt Sponsor - Back of shirt
- Advertising through social media platforms including 2x dedicated posts
- Club room signage (Medium Sponsor)
- Rotating placement on Kiosk screens
- Invitation to Sponsors Networking Events
- Ground Signage (BVYPL/Pre BVYPL Only)
- 1 x Framed Top

PARTNER INVESTMENT

Available both above and below the number

Juniors and Miniroos: Above $12k + GST | Below: $10k +GST

BVYPL / Pre BVYPL: Above $12k + GST | Below: $8k + GST

Senior Men & Women's: Above $15k + GST | Below $10k + GST



SLEEVE SPONSOR

- 1 x Shirt Sponsor - Either sleeve
- Advertising through social media platforms including 1 x dedicated post
- Club room signage (Minor Sponsor)
- Rotating placement on Kiosk screens
- Mention in months club newsletter
- Invitation to Sponsors Networking Events
- Ground Signage (BVYPL/Pre BVYPL Only)
- 1 x Framed Top

PARTNER INVESTMENT

Juniors and Miniroos: $6k + GST (Either Sleeve)

BVYPL / Pre BVYPL: $6k + GST (Either Sleeve)

Senior Men & Women's: $6k + GST (Either Sleeve)



SHORTS SPONSOR

- 1 x Shirt Sponsor - Either back or front
- Advertising through social media platforms including 1x dedicated post
- Rotating placement on Kiosk screens
- Invitation to Sponsors Networking Events
- Ground Signage (BVYPL/Pre BVYPL Only)
- 1 x Framed Top

PARTNER INVESTMENT

Juniors and Miniroos: $6k + GST (Front), $5k + GST (Back)

BVYPL / Pre BVYPL: $5k + GST (Front), $4k + GST (Back)

Senior Men & Women's: $6k + GST (Front), $4k + GST (Back)



THE FRAME CLUB

Not looking to be a traditional major sponsor?

With a tax-deductable contribution of $2,000, we'll include your
business logo on our 2027 Jersey all framed and ready for hanging.

Alongside the frames Jersey with your logo you will also receive;

- Invitations to sponsorship Networking Events.
- Family Pass to Senior Home Games

Simply provide us with your logo, and we'll take care of the rest.



SOCIAL MEDIA POSTS

























SOCIAL MEDIA UPDATES













CANTEEN EXPOSURE

















MALVERN CITY'S FUTURE LOOKS BRIGHT

On the 14th of November 2026, Amelia Hamer member for Malvern together with the Shadow Sports Minister Brad Battin pledged $7 Million to our club. The Mayor of Stonnington City Council Steve Stephanopoulos also promising the councils support.









For more information email our team at sponsorship@malverncityfc.com or call Gigi Ramirez Ingham on 0451 221 095 or Nick Flaounas on 0418 924 924.