



KEDRON  
FOOTBALL  
CLUB  
- EST 1937 -



**KEDRON LIONS**

**SPONSORSHIPS**

**2026**



# KEDRON LIONS PROUD SPONSORS AND SUPPORTERS

## INTEGRATED COMMUNITY



## GOVERNMENT & EDUCATION PARTNERS



## PLATINUM CORPORATE SPONSOR

GROUND NAMING RIGHTS



SCOREBOARD NAMING

## GOLD MAJOR SPONSORS



## SILVER MAJOR SPONSORS



## BRONZE SPONSORS



## JUNIOR CLUB SPONSORS





## OUR COMMUNITY COMMITMENT

In 2025 Kedron Lions was awarded the AFLQ Toyota Community Club of the Year across both the Junior and Senior clubs. In 2024, we won Alpha Sport Community Club and President Glenn Noy was awarded the AFLQ Toyota Community Volunteer of the Year at the AFL National Volunteer Awards. Lachlan Gray was awarded the Queensland Toyota Young Leader of the Year. In addition, James O'Gorman was awarded Queensland's 2024 Tackle your Feelings Community Champion. These awards are external recognition of what the club is trying to achieve, in addition to on-field success.

"We are not building a community to support a football club, we're building a football club to support the community," is the club's mission statement.

As a not-for-profit organisation sponsoring us will positively reflect on your business profile and contributions are tax deductible. All sponsorship funds go directly back into the club to improve the grounds, facilities, programs and community outcomes. Sponsorship increases exposure and demonstrates commitment:

- **To Engage the Future Generation of Youth**
- **To Build Better and Safer Communities**
- **To Increase Inclusive Sport and Recreation Participation**
- **Provide a Family Friendly Fun Environment**

Any form of contribution is welcome - from volunteering to sponsorships/partnerships. If you decide to generously support Kedron Lions please contact [marketing@kedronlions.com.au](mailto:marketing@kedronlions.com.au)

In the spirit of our community commitment, Kedron Lions Juniors donated some preloved Kedron Lion's jerseys and second hand boots to Vanuatu to enrich their local community and youth. Go team Lions Vanuatu (below)!



Team Vanuatu

## FUTURE DEVELOPMENTS

In 2025, we continued to experience significant growth in player registrations across all demographics. We renovated our sports bar to create a more modern and welcoming environment where our community can come together. We continue to have a strong marketing and social media presence to engage with our community. In 2026 we expect to experience further growth. The Senior Mens', Womens' and youth teams have high expectations to make finals. The pathways transitioning players from junior through youth to senior football have never been stronger.

With the help of sponsors and volunteers we continually strive to improve the club to reflect the growing number of registrations and strategic direction. Our future proposed projects include; women's change rooms, sun-safe grandstand, match day box, nets behind the goals and further facility improvements.

## HISTORY

Kedron Lions takes pride in its history and core values. Steeped in history dating back to 1937, Kedron Lions is one of AFL's oldest clubs. The clubs formation was the result of an amalgamation between Kedron and Wooloowin Past Pupil's Associations and are still to this day affectionately knowns as the 'Regleggers'.

Red Legger, Erwin Dornau (below), was the first Queensland to play in the AFL/VFL, making his debut in 1948. He was a local Windsor State Primary School student and at just 13 years of age was selected to represent QLD interstate.

The sports ground is named after E K (Ted) Anderson, who helped build the family club, pictured in the 1950 team (below, front center) with his son seated at his feet holding the football. With a rich history of success, Kedron Lions have won multiple premierships across all competitions and proudly produced many champion representative players, including six Grogan Medallists and ten AFL Queensland Hall of Fame players.



1950 Red Leggers



Erwin Dornau

**SOME OF THE KEY PERFORMANCE INDICATORS THAT MAKES US THE BEST COMMUNITY FOOTBALL CLUB IN QUEENSLAND INCLUDE:**

**1<sup>ST</sup>** 2025 AFL WINNER COMMUNITY CLUB OF THE YEAR QLD 

**#1** 2025 QFA DIV2 NORTH AWARD LEADING GOAL KICKER JOSHUA ELMSLIE 

**#1** AFLQ VOLUNTEER AWARD VOLUNTEER OF 2024 PRESIDENT GLENN NOY

**#1** AFLQ VOLUNTEER AWARD YOUNG LEADER 2024 LACHLAN GRAY

**21%** CLUB GROWTH ACCELERATION IN 2025

**89** YEARS IN 2026 SINCE 1937 ESTABLISHMENT

**255** AUSKICKERS

**373** JUNIOR YOUTH PLAYERS

**179** SENIOR PLAYERS

**807** REGISTERED PLAYERS ACROSS ALL AGE GROUPS

**2000** APPROX. WEEKEND ATTENDANCES

**2024** • 2024 WINNER OF WOMEN AND GIRLS CHARTERED CLUB  
• 2025 ACTION PLAN, WITH FOCUS TO DEVELOP THE AFLW COMPETITION  
• IMPROVE THE FACILITIES IN 2025

**2025** • 2025 WINNER OF AFL QUEENSLAND COMMUNITY CLUB OF THE YEAR AWARD  
• 2025 QFA DIV2 NORTH LEADING GOAL KICKER, JOSHUA ELMSLIE  
• 2025 UPGRADED THE CLUBHOUSE FACILITIES AND SPORTS BAR

# ABOUT OUR CLUB

Based in the Northern suburbs and voted 2025 AFLQ Toyota Community Club of the Year, Kedron Lions continue to thrive.

## We are an Award Winning Community Club featuring:

- E.K. (Ted) Anderson Oval has approx 2,000 visitors attending over weekends
- Newly renovated clubhouse, Sports Bar and entertainment area
- 2 Function Rooms that can be joined to cater for up to 140 guests
- A Canteen that provides fresh and tasty meals and also serves dinner Thursday nights during the season to locals as well as players
- 2 quality flood-lit AFL fields with facilities for home games and training
- Ample car parking with over 200 parking spaces
- Easy access to Kedron Brook bikeways, pathways and local schools
- Family Friendly environment close to the CBD with 2 Children's playgrounds
- Established Women's Steering Committee to improve our women's program
- A valued sponsorship network of assorted community businesses and services

## There is never a better time to join the mighty Lions!

With strong growth across all age groups, there is never a better time for your business to get involved with the Kedron Lions. As a sponsor you will help grow the future generation of AFL in Queensland.



# SOCIAL STATS

2025 Season from 1 Oct 2024 to 30 Sept 2025.

## The club increased its social media presence and followers in 2025:

- Kedron Men's Facebook had over 425,467 content viewers, followers increased to 2,634 and reach expanded to 63,185
- Kedron Junior's Facebook had 1,800 followers and reach expanded to 38,092
- The Lady Lion's Facebook had followers of 482 and reach expanding 12,585
- Combined total facebook followers 4,916
- Our instagram accounts @kedronlions and @kedronlionsjuniors had the biggest year to date with over 287,900 content viewers, a reach of 18,200 and 1,040 followers
- In 2025 the club updated the websites, communication platforms and marketing to further engage the community

GAME CHANGER FOR FANS AND FOLLOWERS, CLUB MARKETING SOCIAL MEDIA STATISTICS. ENGAGEMENT INCREASED OVER 2025.

JUNIOR FACEBOOK TOTAL VIEWS

**489,981**

JUNIOR FACEBOOK FOLLOWERS

**1,800**

JUNIOR FACEBOOK REACH

**38,092**

JUNIOR INSTAGRAM TOTAL VIEWS

**207,455**

KEDRON LIONS FACEBOOK TOTAL VIEWS

**425,467**

KEDRON LIONS FACEBOOK FOLLOWERS

**2,634**

KEDRON LIONS FACEBOOK REACH

**63,185**

KEDRON LIONS INSTAGRAM TOTAL VIEWS

**287,900**

LADY LIONS INSTAGRAM TOTAL VIEWS

**94,385**

LADY LIONS INSTAGRAM FOLLOWERS

**562**

LADY LIONS INSTAGRAM REACH

**12,727**

LADY LIONS INSTAGRAM REACH

**UP 166%**



Photo Credit: Lachie Millard, The Courier Mail



Welcome to the Kedron Football Club

"IT'S A GRAND OLD FLAG"

In 1937, the Kedron Lions are focused on the playing and promotion of Australian Football in general and a successful history as a family-friendly, inclusive club, our constitution, is to

provide a healthy and competitive recreational environment for players of any gender looking to engage in sporting activities and in particular Australian Rules Football!



Thank you Ten Group & Scott Family

**SOUTH EAST QUEENSLAND COMMUNITY AWARDS NIGHT**

**LEADING GOAL KICKER**

**JOSHUA ELMSLIE**  
KEDRON | 60 GOALS  
QFA DIV2 NORTH ALPHA SPORT PREMIERSHIP SENIORS



www.kedronlions.com.au



# 2026 SPONSORSHIP PACKAGES

## YOUR SUPPORT

Support from sponsors is always greatly appreciated and goes straight back into the community and club to facilitate operations, grounds maintenance, enrich players with quality programs and provide uniforms and equipment. Get involved today as a sponsor for the mighty Kedron Lions.

## PLATINUM SPONSOR

**\$25,000 +gst**

- Ground Naming Rights
- Free standing sign
- Carpark entry sign - Prominent
- Media banner
- Scoreboard digital advertising
- Social media exposure weekly
- Web exposure - Prominent
- Clubhouse TV Digital exposure
- Logo on training shirts - Prominent
- Logo on player jumper - Prominent
- Merchandise packs x 3
- Complimentary event tickets x 5
- Presentation Day opportunity
- VIP Discount voucher \$200



## GOLD MAJOR SPONSOR

**\$15,000 +gst**

- Carpark entry sign
- Oval fence sign
- Media banner
- Scoreboard digital advertising
- Social media exposure weekly
- Web exposure - Secondary
- Clubhouse TV Digital exposure
- Logo on training shirts - Secondary
- Logo on player jumper - Secondary
- Merchandise packs x 3
- Complimentary event tickets x 2
- Presentation Day opportunity
- VIP Discount voucher \$150

## SILVER SPONSOR

**\$10,000 +gst**

- Oval fence sign - Positioned
- Media banner
- Scoreboard digital advertising
- Web exposure - Third
- Clubhouse TV Digital exposure
- Logo on training shirts - Third
- Logo on player jumper - Third
- Merchandise packs x 2
- Complimentary event tickets x 2
- Group Presentation opportunity
- VIP Discount voucher \$100

## BRONZE SPONSOR

**\$5,000 +gst**

- Oval fence sign - Positioned
- Scoreboard digital advertising
- Social media and web exposure
- Clubhouse TV Digital exposure
- Logo training shirts sleeve (subject to avail)
- Logo player shorts (subject to avail)
- Merchandise pack x 1
- Complimentary event ticket x 1
- VIP Discount voucher \$50

## SNR PLAYER SPONSOR

**\$875 inc.gst Senior Men Div 2**

**\$820 inc.gst Senior Men Div 3**

**\$820 inc.gst Senior Women**

- Player's registration fee
- Player's new season full uniform
- Player's Sponsor Certificate in club
- Complimentary B&F ticket for player
- Excellent value

## JUNIOR CLUB MAJOR SPONSOR

**\$10,000 +gst 3 years min**



- Oval fence sign - Prominent
- Media banner
- Scoreboard digital advertising
- Social media exposure weekly
- Weekly advertising newsletter to all junior club members
- Web exposure on Kedron Lions Juniors
- Logo on player jumper - Secondary
- Logo on training shirts
- Merchandise packs x 2
- Complimentary event tickets x 2
- Group presentation opportunity
- VIP discount voucher \$100

## JUNIOR CLUB GENERAL SPONSOR

**\$1,500 +gst**

- Media banner
- Scoreboard digital advertising
- Social media exposure weekly
- Weekly advertising newsletter to all junior club members
- Web exposure on Kedron Lions Juniors
- Complimentary event tickets x 2
- Oval fence sign (optional additional cost)

\* All packages are negotiable and tax deductible. Additional sponsorship opportunities are available and can be customised to suit your business, please contact [marketing@kedronlions.com.au](mailto:marketing@kedronlions.com.au)



Auskickers 2025



Courier Mail, photo Lachie Millard



Under11s 2025



Junior Girl's Carnival



Lady Lions 2025



Friday Night Div 3



Senior Men's 2025

# KEDRON FOOTBALL CLUB INC

## SPONSORSHIP AGREEMENT- Season 2026

<b>Company Name:</b>		<b>Logo</b>
<b>Business Address:</b>		
<b>Contact Name:</b>		
<b>Contact Email:</b>	<b>Mob:</b>	
<b>Sponsorship Amount + GST. **</b>		

\*\* All sponsorships packages are + GST except for Individual Senior Players Sponsorships.

<b>SPONSORSHIP PACKAGES</b>	
<b>SENIOR CLUB</b>	<b>JUNIOR CLUB</b>
Platinum Corporate Sponsor	Gold Sponsor - Junior Club
Gold Sponsor	Junior Club General Sponsor
Silver Sponsor	Junior Club Team Sponsors
Bronze Sponsor	Customised Sponsorship Package
Player Sponsor (Player Name:)	
Customised Sponsorship Package	
<b>ADDITIONAL SPONSORSHIP OPPORTUNITIES</b>	
Ground Naming Rights	Flag Sponsorship
Scoreboard Naming Rights	Fence Sponsorship
Uniform Sponsor	Equipment Sponsor
Event Sponsor	Raffle Donations

**DETAILS OR OTHER REQUESTS:**

I/We have read the terms and conditions below and would like to participate as an official sponsor/supporter of Kedron Football Club and/or Kedron Districts Junior Football Club. An email with company logo (high resolution format) and a brief overview of your business along with this completed sponsorship form will be sent to [marketing@kedronlions.com.au](mailto:marketing@kedronlions.com.au).

Signed by Sponsor: \_\_\_\_\_ Dated: \_\_\_\_\_

Signed by Club Rep: \_\_\_\_\_ Dated: \_\_\_\_\_

### TERMS AND CONDITIONS

The Kedron Football Club (KFC) is a not-for-profit organisation. Any donation, sponsorship or support is tax deductible (subject to advice). Sponsorship Packages are for a season, unless otherwise specified and are renewable to the current sponsor at the commencement of every season. All payments should be made at the beginning on the sponsored season and are subject to GST. Amounts specified are exc. GST and GST will be added at the time of invoicing. Specific support, donations (in-kind), volunteer services/arrangements are at the discretion of KFC President. A tailored sponsorship can be catered for and monetary value in special categories/areas of interest can be arranged and must be documented in writing. KFC reserves the right to cease a sponsorship/support supplier in the best interests of the club. Consideration is given to avoid the conflict of interest of similar sponsors from the same industry, however all sponsors are regarded equally. In signing this agreement, consent is given to KFC to use any corporate logo, images and any other supporting material for reproduction purposes including but not limited to social media, emails, newsletters and for any other marketing purposes.



# CONTACT US

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Kedron District Junior Football Club Inc.  
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