

KEDRON LIONS SPONSORSHIP

2027



KEDRON LIONS PROUD SPONSORS AND SUPPORTERS

Integrated Community



Government & Industry



Queensland
Government

Cr Adam Allan
COUNCILLOR FOR NORTHGATE WARD



PLATINIUM CORPORATE SPONSOR

Ground Naming Rights



Scoreboard Naming Rights

GOLD MAJOR SPONSOR



WATCHORN



SILVER MAJOR SPONSOR



Australian
Venue Co.

BRONZE MAJOR SPONSOR



WHITE FENCE SPONSORSHIP



JUNIOR CLUB SPONSORS

Nathan Johnson
LJ Hooker Stafford



WELCOME

We are not building a community to support a football club, we're building a football club to support the community.

OUR COMMUNITY COMMITMENT

Kedron Lions keeps punching above its weight off the field. In 2026, Alice Bonnett capped a stellar year, taking home the Toyota AFL National Female Coach of the Year and Erryn O'Brien recognised as an AFL Qld Local Legend — building on our 2025 AFLQ Toyota Community Club of the Year win across both Junior and Senior clubs.

Our people set the standard too: in 2024 alone, Kedron Lions was crowned Alpha Sport Community Club, President Glenn Noy claimed the AFLQ Toyota Community Volunteer of the Year at the AFL National Volunteer Awards, Lachlan Gray was named Queensland Toyota Young Leader of the Year, and James O'Gorman took out Queensland's Tackle Your Feelings Community Champion — four accolades in one year.

"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.

In the same spirit, Kedron Lions partnered with Kedron Wavell on our Anzac Day Jumper Buy Back Initiative, raising over \$3,200 for Legacy Brisbane.

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
- Build Better and Safer Communities
- Increase Inclusive Sport and Recreation Participation
- Provide a Family Friendly Fun Environment

FUTURE DEVELOPMENTS

2026 was a landmark season for Kedron Lions — for the first time in the club's history, all four senior teams made finals, a reflection of our continued drive to improve both on and off the field.

We saw an increase in our Senior Player numbers, and the pathways transitioning players from junior through youth to senior football continue to strengthen. We also upgraded our AV system to enhance the matchday and clubhouse experience for our community.

With the help of sponsors and volunteers, we continually strive to improve the club to reflect our progress 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 Woolloowin Past Pupil's Associations and

are still to this day affectionately known as the 'Regleggers'.

Red Legger, Erwin Dornau (below), was the first Queenslander 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.



#1 2026 AFL COMMUNITY FEMALE
COACH OF THE YEAR - ALICE BONNETT

#1 2026 AFL QUEENSLAND LOCAL
LEGEND - ERRYN O'BRIEN

#1 2025 AFL COMMUNITY CLUB OF
THE YEAR

#1 2025 QFADIV2 LEADING GOAL
KICKER - JOSH ELMSLIE

#1 AFLQ VOLUNTEER OF THE YEAR
2024 - GLENN NOY

#1 AFLQ YOUNG LEADER OF THE
YEAR 2024 - LACHLAN GRAY

4/4 SENIOR TEAMS MADE FINALS
- A CLUB FIRST IN 2026

6 YOUTH TEAMS MADE FINALS IN
2026 WITH 2 MAKING THE GF

556 AUSKICKERS, JUNIOR &
YOUTH PLAYERS

179 SENIOR PLAYERS

735 REGISTERED PLAYERS
ACROSS ALL AGE GROUPS

2000 APPROX WEEKEND
ATTENDEES

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

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

With strong player registrations 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 and support our local community.



SOCIAL STATS

2026 Season from 1 Oct 2025 to 30 Sept 2026.

The club increased its social media presence further in 2026!

- Kedron Men's Facebook had over 757,000 content views, followers increased to 2,825 and over 113,004 unique viewers.
- Kedron Junior's Facebook increased to 1,815 followers and over 442,000 facebook total views.
- Our instagram accounts @kedronlions and @kedronlionsjuniors had the biggest year to date with over 1,274,584 views combined across both clubs.

**KEDRON LIONS (KL)
FACEBOOK TOTAL VIEWS**

757,123

**KL FACEBOOK
FOLLOWERS**

2,825

**KL FACEBOOK
VIEWERS**

113,004

**KL INSTAGRAM
TOTAL VIEWS**

797,984

**KL INSTAGRAM
REACH**

34,723

**JUNIOR FACEBOOK
TOTAL VIEWS**

442,500

**JUNIOR FACEBOOK
FOLLOWERS**

1,815

**JUNIOR INSTAGRAM
TOTAL VIEWS**

476,600



www.kedronlions.com.au



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.

CUSTOMISABLE

We offer a range of sponsorship packages to suit different levels of support. The package options are shown to the right, and full details of the benefits included in each can be found on the following pages.

All packages are negotiable and tax deductible. Additional sponsorship opportunities are available and can be customised to suit your business.

Contact marketing@kedronlions.com.au to enquire about any of our sponsorship opportunities.

2027 SPONSORSHIP PACKAGES

PARTNER WITH KEDRON LIONS

SENIOR CLUB		
PLATINUM \$25K	GOLD \$15K	\$10K SILVER
BRONZE \$5K	WHITE \$2K+	PLAYER SPONSORSHIP FROM \$845

ALL PRICES EXCLUDE GST.

SPONSORSHIP PACKAGES

BENEFITS

SENIOR CLUB

SENIOR CLUB

\$895

no GST

\$845 FOR QFAW
AND DIV3
PLAYER

Player
Registration Fees

Full playing
uniform

Sponsorship
Certificate in bar

Player ticket to
B&F

\$2,000

+GST

+ COST OF FENCE SIGN

WHITE

12 mth position on
main oval for
fence sign *

Website Exposure

Clubhouse
Exposure

1 activation opp

- *Sponsor to pay additional costs for the design / print / install of the sign*

SPONSORSHIP PACKAGES

BENEFITS

SENIOR CLUB

\$5,000

+GST

BRONZE

Oval Fence Sign
Website Exposure
Clubhouse Exposure
Scoreboard Logo
Logo on training shirt *
Logo on shorts *
Merchandise pack x1
Comp Event Ticket x 1
\$50 disc voucher

\$10,000

+GST

SILVER

** 3rd position exp **

Media Banner
Oval Fence Sign
Website Exposure
Clubhouse Exposure
Scoreboard Logo
Logo on training shirt*
Logo on shorts*
Presentation Opp
Merchandise pack x2
Comp Event Ticket x2
\$100 disc voucher

• *subject to availability, manufacturing deadlines and AFLQ requirements for the season.*

SPONSORSHIP PACKAGES

BENEFITS

SENIOR CLUB

\$15,000

+GST

GOLD

** 2nd position exp **

Car Park Entry Sign
Social Media Exp

Media Banner
Website Exposure
Oval Fence Sign
Clubhouse Exposure
Scoreboard Logo
Logo on training shirt*
Logo on shorts*
Presentation Opp
Merchandise pack x3
Comp Event Ticket x2
\$150 disc voucher

\$25,000

+GST

PLATNIUM

** 1st position exp **

Ground Naming Rights
Free Standing Sign

Car Park Entry Sign
Oval Fence Sign
Media Banner
Social Media Exp
Website Exposure
Clubhouse Exposure
Scoreboard Logo
Logo on training shirt*
Logo on shorts*
Presentation Opp
Merchandise pack x3
Comp Event Ticket x5
\$200 disc voucher

• subject to availability, manufacturing deadlines and AFLQ requirements for the season.



CONTACT US

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