



**WE ARE
NORTH
BALLARAT**

Line

ABOUT NORTH BALLARAT FNC

Established in 1882, North Ballarat Football & Netball Club is one of Australia's oldest continuously running football clubs. **Based at Mars Stadium** in the heart of Ballarat's premier sporting precinct, the Roosters have **proudly represented the Ballarat community for more than 140 years.**

Today, the club is home to **28 teams and more than 500 players**, across junior and senior football, netball and Auskick. With a proud history of success, North Ballarat has celebrated **169 premierships and produced 41 AFL/VFL players.**

Our home at Mars Stadium features **two full-size football ovals, two netball courts, a gym and the North Ballarat Sports Club**, providing a hub for players, families and the wider Ballarat community.

The club also boasts a proud VFL history, claiming **three consecutive VFL premierships from 2008–2010**, before returning its focus to community football and netball.





PROVEN EXCELLENCE



174 PREMIERSHIPS



5 Premierships in 2026



41 AFL/VFL Players via AFL Pathways



3 × VFL Premierships 2008–2010

ROUND 18			
FOOTBALL LADDER			
	GAMES	POINTS	PERCENTAGE
NORTH BALLARAT	18	60	165.79%
SEBASTOPOL	18	60	158.22%
BALLARAT	18	52	141.68%
DARLEY	18	44	140.24%
SUNBURY	18	40	96.86%
MELTON	18	32	127.81%
BACCHUS MARSH	18	32	92.01%
EAST POINT	18	20	80.53%
REDAN	18	20	74.21%
LAKE WENDOUREE	18	0	30.32%

ROUND 18			
NETBALL LADDER			
	GAMES	POINTS	PERCENTAGE
DARLEY	18	68	173.77%
NORTH BALLARAT	18	56	129.57%
LAKE WENDOUREE	18	52	120.05%
SUNBURY	18	50	117.21%
SEBASTOPOL	18	42	112.52%
BALLARAT	18	32	105.08%
BACCHUS MARSH	18	24	81.26%
REDAN	18	16	85.98%
EAST POINT	18	16	79.93%
MELTON	18	0	44.67%

OUR AUDIENCE & REACH

With a loyal following and highly engaged community, North Ballarat offers sponsors exceptional exposure across digital, match day and community touchpoints.



11620 SPORTS CLUB MEMBERS IN DATA BASE

WHY PARTNER WITH NORTH?

Partnering with North Ballarat connects your business with a passionate and engaged audience, while supporting local sport and our community.



01

BRAND EXPOSURE

- Sports Club & ground signage
- Social media promotion
- Website exposure
- Newsletter & digital communications
- Match day visibility



02

COMMUNITY CONNECTION

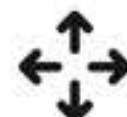
- Align with a respected local club
- Connect with players, families and supporters
- Be part of local events and initiatives
- Build relationships within the Ballarat community



03

EXCLUSIVE EXPERIENCES

- Invitations to club events
- Opportunities to host clients and staff
- Function room hire
- Access to match day experiences
- Be part of the North story



04

MULTI-PLATFORM VISIBILITY

- Physical – Sports Club, Mars Stadium, fencing, match days
- Digital – Facebook, Instagram, website, newsletters
- Events – Games, functions, sponsor events, community activities

OUR GROWTH YOY

April–August Season 2026
Compared to same period in 2025





NORTH BALLARAT SPORTS CLUB

A HIGHLY ENGAGED AUDIENCE.
ALL YEAR ROUND.



SPONSOR SLIDE SHOW

PLAYED IN VENUE 364
DAYS OF THE YEAR



11,620

SPORTS CLUB
MEMBERS IN
DATA BASE



500+

VISITS
PER DAY



2,500+

VISITS
PER WEEK



8,000+

VISITS
PER MONTH



50,000+

VISITS
PER YEAR

A consistent flow of members, players, families, supporters, spectators and community members through the North Ballarat Sports Club and sporting precinct provides sponsors with valuable year-round exposure.

MORE THAN A VENUE. NORTH IS A COMMUNITY.



OUR HOME **MARS** **STADIUM**

A UNIQUE STAGE FOR YOUR BRAND TO BE SEEN.

North Ballarat is proud to call the redeveloped Mars Stadium home.

With a modern venue, increased capacity and high-quality digital infrastructure, Mars Stadium delivers unmatched visibility and engagement opportunities.

HIGH VISIBILITY

Across Digital Scoreboard at North Home Games & Stadium Banners visible to fans and sports club visitors all season.

STADIUM BANNERS

Your brand on display around Mars Stadium all season.

Major, Gold & Silver sponsorship include Mars Stadium banners.

DIGITAL SCOREBOARD

Be the first.
Your brand featured on the brand-new digital scoreboard at North Home Games.

All sponsor levels benefit.

DIGITAL
SCOREBOARD

YOUR
BRAND SEEN
HERE EVERY
HOME GAME

STADIUM
BANNERS
YOUR
BRAND SEEN
HERE ALL
SEASON

YOUR
LOGO
HERE

YOUR BRAND. OUR HOME.
A UNIQUE STAGE TO BE SEEN.

SPONSORSHIP OPTIONS

MAJOR SPONSOR

PLAYING JUMPER & SHORTS

THE NUMBER ONE SPONSORSHIP ASSET

Place your business' logo on the playing attire for 3 BFNL Football teams (Seniors, Reserves & U/19's) and gain maximum exposure throughout the season.



MINIMUM
5 YEAR
COMMITMENT



BOTTOM OF JUMPER
\$16,500 P/A
(inc. GST) for 5 years



TOP OF JUMPER
\$10,000 P/A
(inc. GST) for 5 years



FRONT OF JUMPER
\$7,500 P/A
(inc. GST) for 5 years



FLEXIBLE PRICE FOR MORE THAN 1 LOCATION
Flexible payment options to suit your business' needs.

YOUR LOGO HERE
TOP OF JUMPER

YOUR LOGO HERE
BOTTOM OF JUMPER

YOUR LOGO HERE
FRONT OF JUMPER

+ ALL THE BENEFITS OF A GOLD SPONSOR

MORE DETAILS ON NEXT PAGE

SPONSORSHIP OPTIONS

CLUB SPONSORSHIP PACKAGES



		GOLD	SILVER	BLACK & WHITE
	MEMBERSHIPS FREE ENTRY TO HOME GAMES	4 X 2027 MEMBERSHIPS	2X 2025 MEMBERSHIPS	1X 2025 MEMBERSHIPS
	ELECTRONIC EXPOSURE	3 SPACES ON SPONSOR & GAME DAY SLIDESHOW SPONSOR SLIDE SLOW - 45,000 SHOWINGS PER YEAR IN SPORTS CLUB GAME DAY SLIDE SHOW - 600 SHOWINGS PER SEASON ON MARS SCOREBOARD - NEW IN 2027	2 SPACES ON SPONSOR & GAME DAY SLIDESHOW SPONSOR SLIDE SHOW - 30,000 SHOWINGS PER YEAR IN SPORTS CLUB GAME DAY SIDE SHOW - 400 SHOWINGS PER SEASON ON MARS SCOREBOARD - NEW IN 2027	1 SPACE ON SPONSOR & GAME DAY SLIDESHOW SPONSOR SLIDE SHOW - 15,000 SHOWINGS PER YEAR IN SPORTS CLUB GAME DAY SLIDE SHOW - 200 SHOWINGS PER SEASON ON MARS SCOREBOARD - NEW IN 2027
	SIGNAGE POSITIONS Signage cost included for 3 year packages ~~	1X MARS STADIUM 1X NORTH 2 1X NETBALL~~	1X MARS STADIUM 1X NORTH 2 OR NETBALL~~	1X NORTH 2 OR NETBALL~~
	SPONSORS DAY	5 TICKETS TO SPONSORS DAY	3 TICKETS TO SPONSORS DAY	2 TICKETS TO SPONSORS DAY
	TICKETS TO CLUB EVENTS	4 TICKETS TO BALL OR PRESENTATION NIGHT	2 TICKETS TO BALL OR PRESENTATION NIGHT	N/A
	SPORTS CLUB VOUCHERS	\$200 WORTH OF VENUE VOUCHERS	\$100 WORTH OF VENUE VOUCHERS	N/A
	PRICING PER YEAR (INC. GST)	\$5,000	\$3,000	\$1,200

SPONSORSHIP OPTIONS

SPONSOR A PLAYER

SUPPORT PLAYER DEVELOPMENT &
GAIN UNIQUE BRAND EXPOSURE

NBFNC

MEMBERSHIP
HOME GAME ENTRY
X9 HOME GAMES

1

SPONSORS
DAY TICKET

PLAYER
SPONSOR
FRAME

SPONSOR
SLIDE SHOW
LOGO WITH PLAYERS
HEADSHOT



UNIQUE SOCIAL MEDIA
RECOGNITION

\$300 PER PLAYER INC GST

BUNDLE WITH OTHER SPONSORSHIP PACKS FOR
MAXIMUM BRAND EXPOSURE



NORTH
BALLARAT
SPORTS CLUB



SPONSOR
SLIDE SHOW

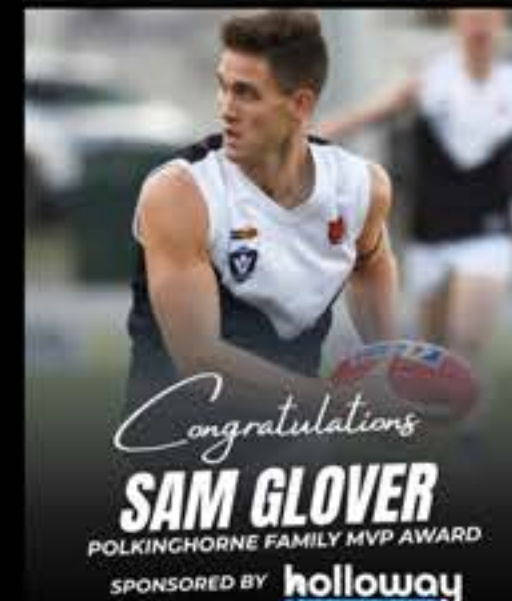
PLAYED IN VENUE 364
DAYS OF THE YEAR



North Ballarat Football & Netball Club is with Holloway Electrical Group and ...
Published by Instagram · 3 days ago ·
🏆 2026 SENIOR PRESENTATION NIGHT - PART 2
Continuing our celebrations from the 2026 Senior Presentation Night, we recognise our Reserves Football, A Grade Netball, Se... See more



North Ballarat Football & Netball Club is with Inspire Netball Group and 2 others.
Published by Joanna Sewick · 17 August ·
Round 17 best on ground
A big thank you to our player sponsors for backing our athletes
#NorthBallarat #BestOnGround #Football #Netball See less







THANK YOU

