

ANUAFEC

SPONSORSHIP

Sponsor
Information Pack



20

25



www.anuafc.com.au



[@anugriffins](https://www.instagram.com/anugriffins)



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South Oval, ANU, Canberra

ABOUT US

THE GRIFFS

The ANUAFC, also affectionately known as the 'Griffs' in honor of our mascot the Griffin, was established in 1961.

The club currently fields three teams, a senior and reserve men's teams, and a women's team in AFL Canberra. We aim to provide a safe and friendly environment for students and non-students to learn the game of Australian Football whilst representing the ANU.

Being a university amateur football club, we have a responsibility to provide our members with appropriate footballing facilities at a reasonable cost. Membership fees for the club are substantially cheaper than most other Australian Football Clubs in Canberra and surrounding areas. This ensures that students are able to partake in the game that they love at affordable prices.



OUR VALUES

Community focused and team oriented

Competitive and fun

Inclusive and welcoming

Supportive and committed

Social and respectful

Equity minded



THE OPPORTUNITY



COMMUNITY AND SOCIAL IMPACT

Support for Inclusive Sports

The Griffins field men's, women's, and masters' teams. We are leaders in gender equality, pioneering initiatives that reflect the women's team as an equal 1st grade team of the club.

We promote diversity with specially designed 'Pride' and Indigenous guernsey's. Providing sponsors with a unique opportunity to support diversity and inclusivity in sport and align with brands that champion equality and social responsibility.

Health and Wellbeing Advocacy

Sponsoring a sports team promotes a healthy, active lifestyle, aligning your brand with positive, community-oriented values.

CONNECTION TO THE ANU

Associate with excellence

Aligning with ANU, one of Australia's leading universities, allows your brand to be associated with academic and athletic achievement, enhancing any potential sponsors reputation.

Access to future leaders

Sponsoring the Griffins connects them with ANU's network of current students and alumni, many of whom are future leaders and professionals. This can be valuable for recruitment or building long-term brand loyalty.



ENHANCED BRAND VISIBILITY

Diverse audience reach

Exposure to a broad and engaged audience, including ANU students, faculty, alumni, and the local Canberra community. This includes visibility through match-day banners, logos on uniforms, and digital presence on the Griffins' social media platforms.

Constantly refreshed market

The Griffins experience a highly dynamic membership base year on year. This provides potential sponsors with a new and fresh market to promote and engage with each year greatly increasing exposure for long term sponsors.

INNOVATIVE COLLABORATION OPPORTUNITIES

Beyond sports

The partnership potential with ANU extends beyond sports. Sponsorship could open doors to innovative collaborations in research, health studies, or technology, leveraging ANU's strong academic and research focus.

PACKAGES

Our sponsorship packages are structured around value from direct financial, in-kind or combined support.

PREMIER

This is our top sponsorship package. The greatest exposure and engagement with our community. Become a major sponsor and make your brand synonymous with the club

\$8k+

GOLD

The gold package brings enhanced exposure and opportunities to directly engage with the club

\$6k

SILVER

Want targeted promotion? The silver package builds on the type and amount of exposure.

\$4k

BRONZE

Grow your business. Exposure with the community and access to networking opportunities.

\$2k

COMMUNITY

Looking to get involved with the club? Dip your toes in, join the community and we can grow with you!

\$500

PLAYER

Show your direct sponsorship for a player. Cover their kit, fees and show your support for the club.

\$550

INCLUSIONS

Each package provides core benefits to a sponsor that build on the type of exposure and engagement they want with the club.

Benefit	Prem.	Gold	Silver	Bronze	Com.	Notes
Complimentary beanie and stubby holder	✓	✓	✓	✓	✓	
Material for your social media	✓	✓	✓	✓	✓	
Logo on website [^]	✓	✓	✓	✓	✓	Prominence based on level
Sponsorship Certificate	✓	✓	✓	✓	✓	
\$50 Canteen voucher	✓	✓	✓	✓		
Membership of Business Supporters Group	✓	✓	✓	✓		Like-minded people enjoying a social occasion/networking
Acknowledgment at Club functions and events	✓	✓	✓	✓		
Logo on playing kit	✓	✓	✓			3 yrs+ commitment. Prominence based on level
Complimentary tickets to the best and fairest function	✓	✓	✓			
Raffle number in yearly	✓	✓	✓			Get a 1 in 100 chance to win \$1000 for your business
Promotional article about your company	✓	✓				Distributed on website, email and socials
Opportunity for specialised club engagement event	✓ ⁺⁺	✓				Direct engagement with Club members. Increased with level.
Promotional opportunities via the Club's social media	✓ ⁺⁺	✓				Advertise and promote sales or events. Increased with level.
Framed Jumper for display at your business	✓					Can be 'core', 'pride' or 'indigenous'
Naming rights for a home game	✓					Business name & logo featured on all social media posts.
Use of 'Major Sponsor of the ANU Griffins'	✓					
Use of 'Key Sponsor of the ANU Griffins'		✓				
Use of 'Proud Sponsor of the ANU Griffins'			✓	✓		
Use of 'Proud Supporter of the ANU Griffins'					✓	

WE ARE FLEXIBLE

Building on our core inclusion we stay flexible and can offer additional or alternative value for you and your brand.

This could include:

- Engagement opportunities with the broader ANU
- Sponsorship of awards, grants, or scholarships
- Match ball advertising
- Specific round sponsorship
- Special events or functions
- Training and special purpose kit advertising

Anything is possible!

If you have an idea or opportunity reach out to discuss.



OUR TEAM

THE EXECUTIVE BOARD

PRESIDENT

Michael Hamill has been involved with the Club since 2012 and became president in 2024. Not known as the best footballer, but often the most enthusiastic. With a background as an intensive care paramedic, he now works as an operations manager, and volunteers on a range of boards and committees that benefit the Canberra community.



VICE PRESIDENT

Lauren Power is a cultural leader of the Club. Power by name, power by nature she has been decimating key forwards since 2018. With extensive experience in policy and executive management with the federal government she joined the board as Vice President in 2024.



TREASURER

Ben Harris is a chartered accountant by trade and has been with ANUAFC since 2017. A proficient umpire and one of ANU's premier back-up, back-up ruckman. Ben joined the board as treasurer in 2021. As a Carlton fan his only joys in life are found through his work as a dedicated public servant.



SECRETARY

Emma Dunn came to the Club in 2019 and quickly cemented her spot as a key defender with the Buzzies. A team barometer, if you're behind Em on the ground your either out of position or just being lazy. Bringing extensive experience in systems engineering and ICT consultancy she joined the board in 2022.



FOOTBALL MANAGER

Izaak Van Ree, or 'Iz', personifies what it means to be a 'Griff'. A dedicated trainer with an average right foot, he has been a stalwart of the club since 2019 volunteering countless hours to ensure the Club continues to play great footy. With a background in the public sector, he has been on the board since 2022. We do not hold his allegiance to Collingwood against him.





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