



# POWERHOUSE

AMATEUR FOOTBALL CLUB  
ST KILDA

Our 'House', Our Home: Culture, Community, Inclusiveness

[www.powerhouse-afc.com](http://www.powerhouse-afc.com)

 [PowerhouseAFC](#)

IG: [power.house.afc](#)



## About Us

The Power House Amateur Football Club was originally formed in 1940. It was a club formed under the vision of the Lord Somers Camp and Power House Association to be a premier youth leadership and development organisation.

The club remains a part of the Lord Somers Camp and Power House Association, which is the original governing body for all the associated Power House sporting clubs and associations including Basketball, Cricket, Drama, Hockey, Netball, Rugby Union, Rowing, Softball, and Underwater Club.

The idea of forming a Power House Australian Rules football club was first borne during the 1940 Big Camp by three Slushies; Wal Davie, Roberts Dunstan and Tom Johnston. The mission and values of the club were based around youth development leadership and interaction, tolerance, teamwork, trust care and friendship.

The first match was played at Royal Park against St. Pats Old Collegians in 1940, unfortunately the Second World War caused the entire 1940 season to be terminated at the end of the first round. In 1947, Club Founders Wal Davie and John Pilbeam resurrected the club. Power House fielded a team in the VAFA in C Grade in that year.

Since its inception in 1947, Power House Amateur Football Club has played in the Victorian Amateur Football Association. The club has won 5 Senior Premierships (1959, 1971, 1973, 2000 and 2006). The club has also won 2 Reserves premierships (1978 & 2006) and one Under 19's premiership (1970).

In 2018, the club launched its inaugural Women's team in Division 3 of the VAFA women's competition and finished the year in fourth place. The introduction of the women's team into the club has created renewed interest in the club and their success has reinvigorated the club's passionate supporter base.

In 2023, the club has over 150 registered current players, over 2,300 past players and 1,400 followers on Facebook and Instagram.

The club fields Seniors and Reserves men's teams in Division 3 of the VAFA, whilst the women's team competes in Division 3 of the VAFA women's competition.

We welcome all players of all standards to become part of what historically has been a great sporting culture and a great social environment.

The Power House Amateur Football Club is located in one of the most prominent positions in Albert Park. Our clubrooms overlook the picturesque Albert Park Lake (Home of the Formula 1 Grand Prix) and the beautiful city of Melbourne. Our ground and clubrooms are situated on the Ross Gregory Oval, Village Green Drive, Albert Park.

The Club is seeking to form partnerships with organisations who would like to support community programs that provide development opportunities to play football whilst also developing young men and women in all areas of life.

This document outlines the sponsorship packages available through the Power House Amateur Football Club including the many benefits, advantages and various levels of commitment on offer.

In addition, we welcome any other forms of support for the Power House Amateur Football Club. We look forward to working with you during the season and are proud to have you in the team.



**For further information, please contact:**

Brendan Wright  
*Sponsorship Manager*

Phone: 0456 785 937

Email: [sponsorship@powerhouse-afc.com](mailto:sponsorship@powerhouse-afc.com)



Partner with Power House Amateur Football Club – Get involved with the community and be part of our success.

Sponsoring a community football club such as Power House Amateur Football Club allows you the opportunity to join a group of people sharing a common passion for community football. Local community football translates into positive commercial outcomes for you. The Power House Amateur Football Club is not just a football club, but an extensive network of players, past players, supporters, administrators, spouses and the wider Lord Somers Camp community.

## Building partnerships

We have over 150 men and women registered as players and many more in our coaching, support and official ranks – people who are strongly committed to the club and keen to support the businesses who support them.

Our committee is always available to help you get the most from your sponsorship of the club and if you have any questions about the sponsorship program, you can talk to Nic Pavlou (President) via [president@powerhouse-afc.com](mailto:president@powerhouse-afc.com) or on 0414 339 990

## Our Supporters are Your Supporters

**www.powerhouse-afc.com:** 1000 visits per month

**Facebook:** 1400 followers and likes

**Instagram:** Over 500 followers

**Email list:** Circulation 600 weekly (during the season) and monthly (outside)

That's a lot of people who are directly engaged in the football club – you don't need to find them to deliver your message. These are ready-made customers with an incentive to support your business.

## Our Neighbourhood is Your Neighbourhood

65% of players live within a 5km radius of Ross Gregory Oval in Albert Park. This neighbourhood is:

- **Young** – 51% are 20-45 years old
- **Single** – 64% have never been married
- **Educated** – 53% have an education level higher than Year 12
- **Renting** – 61% of households are renting, translating into many first home buyers
- **Well Off** – 45% of individuals earn more than \$1,200 per week

The City of Port Philip is the right community for your business and sponsoring Power House Amateur Football Club can be an important part of accessing the community.

## It's Not All Business

Have some fun and mix with like-minded people...

- Bring the family or friends to the Ross Gregory Oval and enjoy the atmosphere and regular lunch events at home games
- Come along to our regular networking events, attended by all sponsors, donors and Business Members
- Bring a rug and a picnic and enjoy the game.

Whether it's footy, business or socialising, we will make sure that you enjoy being part of this team. And we are proud to have you with us this season!



## PHAFC Sponsor Packages at a glance

	Gold	Silver	Bronze	Club	Member
Your logo on back of jumper for the season	•				
Your logo on front of jumper or front of shorts for the season	•				
Your banner at all senior home games Men's and Womens games at Ross Gregory Oval	•				
Your logo on training and warm-up tops	•	•			
Framed Power House Amateur Football Club Jumper	•	•			
Naming rights for a home game with local community promotion	•	•			
Promotional article on the Club's website during the season	•	•	•		
Feature article in the club's weekly email during the season	•	•	•		
Promotional opportunities via the Club's social media platform	•	•	•	•	
Acknowledgment at club functions and events	•	•	•	•	
Material for your social media about your involvement with the club	•	•	•	•	
Complimentary tickets to the Club's presentation night	4	2	2		
Complimentary tickets to sponsors luncheon	•	•	•	•	•
Your logo shown on Home Scoreboard Screen	Dominant	Prominent	Large		
Your logo on the Sponsor Board in the club rooms	Dominant <sup>1</sup>	Prominent	Large	Small	
Inclusion in Club's business directory	Dominant	Prominent	Large	Small	Small
Your business in the weekly club newsletter throughout the season	Logo	Logo	Business Name	Business Name	
Logo on club website	Dominant	Prominent	Large	Small	
Sponsorship certificate	•	•	•	•	•
Free club merchandise (TBC)	10	5	2	1	1
<b>Price</b>	<b>\$5,000</b>	<b>\$3,000</b>	<b>\$1,500</b>	<b>\$500</b>	<b>\$200</b>

<sup>1</sup>Separate core flute sign on entry or over the bar size to be confirmed and supplied by the club