WEST TORRENS BIRKALLA
SOCCER CLUB

SPONSORSHIP PACKAGES

SEASON 2027



BIRKALLA

CLUB HISTORY

West Torrens Birkalla Soccer Club has a long and proud history, dating back to 1925 with West Torrens Soccer Club and 1933 with Birkalla Rovers Soccer Club.

1979
Both clubs amalgamated and became West Torrens Birkalla Soccer Club.

2001 to 2004
The club was under the private ownership of Mr Con Makris, who re-established the club back to its former glory.

2002
The club's senior teams played under the banner of Adelaide Galaxy Football Club.

2004
Mr Makris handed the club back to its members.



The 1998 squad, First Division champions

WELCOME TO BIRKS

A culture of excellence since 1933

FIRST DIVISION / PREMIER LEAGUE CHAMPIONS

BIRKALLA ROVERS
1944, 1945, 1947, 1950, 1951, 1952

WEST TORRENS
1925, 1928, 1929, 1936, 1939, 1941

WEST TORRENS BIRKALLA
1998

FEDERATION CUP

BIRKALLA ROVERS
1938, 1944, 1950, 1951

WEST TORRENS
1925, 1927, 1928, 1939, 1940, 1946

WEST TORRENS BIRKALLA
1987

ADELAIDE GALAXY
2002

SECOND DIVISION / STATE LEAGUE CHAMPIONS

BIRKALLA ROVERS
1935, 1960, 1963

WEST TORRENS BIRKALLA
1981, 1986, 1996, 2001, 2021, 2024

ADELAIDE GALAXY
2005

INTRODUCING

OUR CLUB

West Torrens Birkalla Soccer Club is led by Chairman Amin Ayoubi. Amin has held the position of Chairman since 2013, with the support of the Birkalla Board of 8 members.

Birks currently participates in 5 competitions: the National Premier League (Senior Men's), the Women's National Premier League (Senior Women's), Junior Boys and Girls, MiniRoos Boys and Girls, and the Collegiate Soccer League.

Birks is family and community, with boys, girls, men's and women's teams. In 2027 our junior teams will compete in the Junior Premier League, Junior State League, MiniRoos and Youth Championship competitions.



SENIOR MEN'S COMPETITION

Coached by 2024 State League Coach of the Year, Stav Gelekis. Competes in the National Premier League SA.



SENIOR WOMEN'S COMPETITION

Coached by Mitch Nicholson. Competes in the Women's National Premier League SA.

THE BIRKS COMMUNITY

YOUR BUSINESS, IN FRONT OF THE WHOLE CLUB

180,000+
views of our live-streamed games in 2026

3,000+
views on a typical game on YouTube

600+
members in the club database

460
juniors and senior parents receive the club newsletter

7,900+
followers on Facebook and Instagram

5
competitions the club plays in





PARTNERING WITH

BIRKALLA

West Torrens Birkalla Soccer Club has the ability to deliver your message to a wider community and enhance your business.

We are able to design a sponsorship package to meet your requirements. The following packages are only a guide to what we are able to provide.

If you would like to sit down with us about what we can do to promote your business, please let us know.

NOW IS THE TIME TO GET ON BOARD WITH OUR FANTASTIC CLUB, WITH A PROUD HISTORY.

SPONSORSHIP

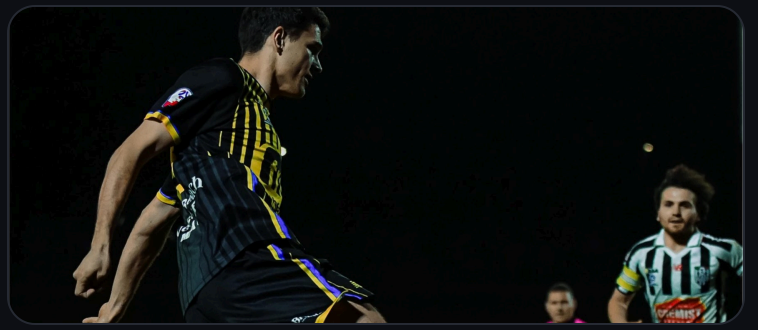
OPPORTUNITIES



FRONT OF SHIRT
YOUR BRAND FRONT AND CENTRE



BACK OF SHIRT



SLEEVES



SHORTS



GROUND SIGNAGE



WEBSITE & SOCIAL MEDIA

PACKAGES

AT A GLANCE

LEVEL	INVESTMENT (EX GST)	HEADLINE BENEFIT
GROUND NAMING RIGHTS	$50,000	Your name on the home ground
GOLD	$18,000 a program · Collegian $5,000	Your logo on the front of the strips
SILVER	$15,000 a program · Collegian $3,000	Your logo on the back of the strip*
BRONZE	$10,000 a program · Collegian $2,000	Your logo on the shorts or sleeve*
PRESIDENTS	$5,000	A ground sign and member pricing
PLAYER SPONSOR	$2,800	Back a player's season, reach 600+ members
SIGNAGE	$2,300	A 2.5 metre sign at Jack Smith Park
500 CLUB MEMBER	$500	NPL and WNPL season passes

Gold, Silver and Bronze can back the Senior, Junior, MiniRoos or Collegian programs, or all of them. *Subject to availability.



SPONSORSHIP LEVEL

GOLD

SENIOR	JUNIOR	MINIROOS	COLLEGIAN	ALL PROGRAMS
$18,000	$18,000	$18,000	$5,000	$50,000

All prices ex GST.

INCLUSIONS

- Company logo on the front of the strips
- Free home and away match season ticket
- Inclusion on the West Torrens Birkalla website
- 2 tickets to the Open Season Night
- Advertising in the club match day program
- Signage on the sponsors board in the clubroom
- Invitation to VIP events
- 1 x 2.5 metre sign on and around the ground
- Free season car park card at home games
- 2 tickets to the Birkalla Celebration Award Night
- 2 tickets to the FSA Celebration of the Season
- Use of clubroom facilities when available
- Business recognition gift
- Birkalla sponsors jacket and cap



SPONSORSHIP LEVEL

SILVER

SENIOR	JUNIOR	MINIROOS	COLLEGIAN	ALL PROGRAMS
$15,000	$15,000	$15,000	$3,000	$45,000

All prices ex GST.

INCLUSIONS

- Company logo on the back of the strip (subject to availability)
- Free home and away match season ticket
- Inclusion on the West Torrens Birkalla website
- 2 tickets to the Open Season Night
- Advertising in the club match day program
- Signage on the sponsors board in the clubroom
- Invitation to VIP events
- 1 x 2.5 metre sign on and around the ground
- Free season car park card at home games
- 2 tickets to the Best & Fairest Award Night
- 2 tickets to the FSA Celebration of the Season
- Use of clubroom facilities when available
- Business recognition gift
- Birkalla sponsors jacket and cap



SPONSORSHIP LEVEL

BRONZE

SENIOR	JUNIOR	MINIROOS	COLLEGIAN	ALL PROGRAMS
$10,000	$10,000	$10,000	$2,000	$25,000

All prices ex GST.

INCLUSIONS

- Company logo on the shorts or sleeve (subject to availability)
- Free home match season tickets
- 1 ticket to the Best & Fairest Award Night
- Advertising in the club match day program
- Use of clubroom facilities when available
- Invitation to VIP events
- 1 x 2.5 metre sign
- Inclusion on the West Torrens Birkalla website
- 1 ticket to the FSA Celebration of the Season
- Signage on the sponsors board in the clubroom
- Personalised, first-hand knowledge of all functions



SPONSORSHIP LEVEL

PRESIDENTS

PRESIDENTS
$5,000

All prices ex GST.

INCLUSIONS

- 1 x 2.5 metre sign
- Inclusion on the West Torrens Birkalla website
- Advertising in the club match day program
- Use of clubroom facilities when available
- Member pricing on bar and merchandise
- Free home match season tickets
- 2 tickets to the Birkalla Celebration Award Night
- Signage on the sponsors board in the clubroom
- Personalised, first-hand knowledge of all functions



SPONSORSHIP LEVEL

SIGNAGE

SIGNAGE
$2,300

All prices ex GST.

INCLUSIONS

- 1 x 2.5 metre sign
- Free home match season tickets
- Inclusion on the West Torrens Birkalla website
- Advertising in the club match day program
- Personalised, first-hand knowledge of all functions
- Member pricing on bar and merchandise
- Birkalla cap



SPONSORSHIP LEVEL

PLAYER SPONSOR

PLAYER SPONSOR
$2,800

All prices ex GST.

INCLUSIONS

- 1 x 2.5 metre sign around the ground
- A player's season club fees
- Advertising in the club match day program
- Free home match season tickets
- Inclusion on the West Torrens Birkalla website
- Member pricing on bar and merchandise
- Share your offers with the club's database of 600+ members



SPONSORSHIP LEVEL

GROUND NAMING RIGHTS

GROUND NAMING RIGHTS
$50,000

All prices ex GST.

INCLUSIONS

- External club signage (currently “Jack Smith Park”)
- Prime position on the website
- Prime exposure at the 3 sponsors' network functions
- Free entry and car park for all 2027 home and away matches
- 4 tickets to the Best & Fairest Award Night
- Sponsors jacket
- Signage in the clubrooms for the Friday night meals night
- The WT Birkalla newsletter, issued to all 400 junior and 60 senior parents
- 4 x 2.5 metre signs at the pitch perimeter
- Allocated seating at an Adelaide United A-League home game
- 2 tickets to the FFSA Season Celebration Award Night
- Advertising opportunities with the club on all media levels



SPONSORSHIP LEVEL

500 CLUB MEMBER

500 CLUB MEMBER
$500

All prices ex GST.

INCLUSIONS

- 1 x NPL season pass: all home matches at Jack Smith Park
- 1 x WNPL season pass: all home matches at Jack Smith Park
- 1 x VIP invitation + 1 x guest invitation to the exclusive 500 Club event, including food and drinks
- 2 x club merchandise of your choice: jacket and cap, or scarf
- 20% discount on food and beverage purchases at JSP, and on club merchandise

WEST TORRENS BIRKALLA
SOCCER CLUB

THANK YOU

We look forward to discussing our sponsorship opportunities with you.

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Pack design by MP Launch, the club's website partner