



NSFA Northern Tigers Sponsorship Proposal

BUSINESSES SUPPORTING
THE COMMUNITY

2025/2026 Season



Contact

Phone 0411 217 740
Website www.northerntigersfc.com.au
Email karen.parsons@nsfa.asn.au
Address Suite 2, 4-10 Bridge Street, Pymble



NORTHERN
SUBURBS
FOOTBALL
EST. 1957



**NORTHERN
SUBURBS
FOOTBALL**
EST. 1957

Introduction

At NSFA Northern Tigers FC, we are more than just a sporting club. We are a community hub, bringing together players, families, and fans through the game we love.

Thousands of participants across all ages and levels.

A proven pathway from grassroots to elite performance.

Strong community programs promoting inclusion, health, and wellbeing.

Partnering with us means aligning your brand with teamwork, resilience, and community impact—values that resonate both on and off the field.

Together, we can create opportunities that inspire the next generation while giving your business a powerful platform for visibility and engagement.

Contents

TOPICS OF THE PROPOSAL



03. ABOUT US

06. COMMUNITY OUTREACH

07. NORTHERN TIGERS FC

08. OTHER COMPETITIONS

10. BENEFITS FOR SPONSOR

11. SPONSORSHIP PACKAGES

13. GEAR SPONSORSHIP

17. MINOR SPONSORS

About Us



**NORTHERN
SUBURBS
FOOTBALL**
EST. 1957



The NSFA is comprised of 30 member clubs across Sydney’s North Shore with over 18,000 members annually. Games are played every weekend for up to 20 rounds across the season, spanning over above 30 field locations around Sydney.

Northern Tigers Football Club represents the Northern Suburbs Football Association, uniting communities across Sydney’s North Shore. Born in 2002 with a heritage dating back to the 1960s, the club has grown into a formidable force—gradually earning promotions and securing titles across men’s and women’s competitions.

Highlights include men’s Super League triumphs (2007, 2010), an NPL NSW 2 championship (2015), and breakthrough runs in the Waratah Cup and Australia Cup in 2025. On the women’s side, after solid performances and promotions, the First Grade squad captured the 2024 Sapphire Cup. From youth development to elite competition, Northern Tigers FC delivers community pride, on-field excellence, and a pathway for aspiring footballers.

Vision



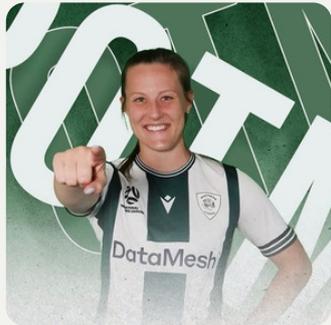
- A leader in youth development in Australia providing opportunities for young players to advance to the highest levels
- Deep connection to the community.
- Develop great people and elite players achieving excellence on and off the football field.



Mission

- Provide a high-performance framework to maximise player potential
- Promote a culture of creativity and continuous improvement
- An evolving football plan that excites players, coaches, supporters and the community
- Develop and attract leading coaches that align with and enhance our player-centred approach
- Proudly offer homegrown youth players opportunities and advancement into Senior teams
- Dominating performances in the highest levels of competition
- Provide modern facilities to support the high-performance framework
- Well established pathways to identify local players in NSFA and to progress players to elite levels
- Equal opportunity and care for all players and coaches

Our Divisions



**NSW NPL1 Northern
Tigers Women's**



**NSW League 1
Northern Tigers Men's**



**NSW GYL1 Northern
Tigers Girl's Youth**



**NSW BYL1 Northern
Tigers Boy's Youth**



**Development
Squads**



**Community
Divisions Men's**



**Community
Divisions Women's**



MiniRoos



**Additional
Competitions**

Community Outreach

Grassroots Development: Runs inclusive youth competitions and holiday clinics, plus the INSPIRE coach education program.

Schools & Volunteers: Hosts primary school tournaments to connect kids with local clubs, while celebrating and supporting thousands of volunteers.

Facilities: Developing the Home of Football and upgrading synthetic pitches to improve access for players and the wider community.

Player Pathways: Provides elite opportunities in Men's League One, Women's NPL, and youth teams, with strong links back to NSFA clubs.

Development Squads: Offers advanced training for U8–U14 players while keeping them active in community football.

Coaching & Programs: Runs specialist programs (e.g., HITT, SHEV+, goalkeeper training) to support holistic player and coach development.

Community Engagement: Produces the Tiger Talk newsletter, organises events like the Tigers Cup, and invites sponsors to support individual players through the "Teammate" program.

Community Engagement: Produces the Tiger Talk newsletter, organises events like the Tigers Cup, and invites sponsors to support individual players through the "Teammate" program.



**NORTHERN
SUBURBS
FOOTBALL**
EST. 1957



Outreach

30 clubs

18,100 members

5 councils

Over 24,000 followers
across NSFA club
Instagram platforms



**NORTHERN
SUBURBS
FOOTBALL**
EST. 1957

Northern Tigers FC

1

800+ members

2

All NPL1 first grade games are livestreamed on Football NSW youtube account with 32.6k subscribers.

3

Games are played at over 30 locations across NSW with crowd attendances 1000+

4

NPL1 First Grade Grand Finals held at CommBank Stadium



Other Competitions



NORTHERN
SUBURBS
FOOTBALL
EST. 1957



Tiger's Cup

Tigers Cup is a one-day tournament held at North Turramurra Recreational Area for high performing community teams.

6 mixed boy/girl age groups: U8's through to U12's mixed

Teams are invited from different associations across Sydney and Greater Sydney.

Over 1000 participants annually



Other Competitions



NORTHERN
SUBURBS
FOOTBALL
EST. 1957



1

School Cups

1. Skellern Cup – Girls Primary School Competition
2. Sutton Cup – Boys Primary School Competition
3. Thea Slatyer Cup – Girls High School Competition
4. Paul Davies Cup – Boys High School Competition

2

Summer Football

6 aside competitions run from September through to December in various venues in Sydney's Northern Suburbs

3

NSFA Knockout Tournaments

1. Damian Miles Cup – Senior All Age Men
2. Rick Close Cup – Men's Over 35 and Men's Over 45
3. President's Shield – Mixed Under 18
4. GWFC Girl's Under 18 Shield
5. Women's Cup – Senior All Age Women
6. Vice President's Shield – Under 16 Mixed
7. Treasurer's Shield – Under 14 Mixed

4

NSW State Knockout Tournaments

1. Champion of Champions
2. State Cups



Benefits for Sponsor



Brand & Visibility Exposure

NSFA and Northern Tigers FC sponsors will have access to wide audiences through:

- Logo placement on uniforms, signage, and digital platforms.
- Media coverage (TV, radio, social media, live streams).
- Event-day exposure with large crowds and community presence.

This boosts brand recognition and keeps the sponsor's name visible throughout the season.

Positive Brand Association & Community Connection

Sponsors align their brand with the values of sport—teamwork, health, resilience, and community spirit. Supporting grassroots or professional sport:

- Builds goodwill by showing commitment to the community.
- Enhances reputation as a socially responsible brand.
- Connects with passionate fans on an emotional level.

Business Growth & Engagement Opportunities

Partnerships open up direct channels for:

- Customer engagement through activations, promotions, and VIP experiences.
- Networking with other sponsors, partners, and stakeholders.
- Lead generation and sales opportunities in a highly engaged environment.

Sponsorship Package



NORTHERN
SUBURBS
FOOTBALL
EST. 1957



GOLD

Logo at back (top or bottom) of home & away game day shirts

Naming rights to x2 Schools Cup tournaments of choice to be held at NTRA

Logo at bottom of first grade team photos on Northern Tigers social media

Logo on front page + sponsor page of Northern Tigers + NSFA websites

Inclusion in all emails to NSFA + Northern Tigers members

4 sponsor posts on NSFA accounts + 4 sponsor posts on Northern Tigers accounts

Fortnightly inclusion of article & inclusion in footer to Northern Tigers members (weekly during season, monthly off-season) + dedicated half-yearly article

Invitation to all Northern Tigers social events: End of Season Awards, Presidents Dinner, Season Launch

Field banner at NTRA for all Tigers home matches & display of banner at choice of 3 NSFA club's home games

\$25,000

SILVER

Logo at bottom of first grade team home game photos on Northern Tigers social media

Logo on sponsor page of Northern Tigers + NSFA websites

Half-yearly dedicated sponsor posts on Northern Tigers + NSFA accounts

Fortnightly inclusion in footer to Northern Tigers members (weekly during season, monthly off-season)

Invitation to end of Season Awards + Season Launch

Field banner at NTRA home matches & display of field banner at 2 field banner at all NSFA club's home games

\$12,000

BRONZE

Logo on sponsor page of Northern Tigers + NSFA websites

1 dedicated sponsor post on Northern Tigers + NSFA accounts

Fortnightly inclusion in footer to Northern Tigers members (weekly during season, monthly off-season)

Invitation to end of Season Presentation nights

Field banner at NTRA home matches & display of field banner at 1 NSFA club's home games

\$7,000



Platinum Sponsorship Package

Gold Sponsorship Package

+

Naming Rights to the Tigers Cup
Tournament (instead of Schools Cup)

+

Logo on front of all home and away
game day shirts



\$40,000



Gear Sponsorship

Home & Away Kits



Position	Price
Front Right Sleeve	\$5,000
Front Shorts Right Leg	\$2,500
Back Shorts Left Leg	\$2,500



NORTHERN
SUBURBS
FOOTBALL
EST. 1957

Gear Sponsorship

First Grade Training/Warmup Kits



Position	Price
Front Chest	\$5,000
Back below Number	\$3,000
Back above Number	\$3,000



**NORTHERN
SUBURBS
FOOTBALL**
EST. 1957

Gear Sponsorship

N1GK Kits



Position	Price
Front Chest	\$5,000
Back below Number	\$3,500
Back above Number	\$3,500
Front Right Sleeve	\$2,500
Front Left Sleeve	\$2,500



**NORTHERN
SUBURBS
FOOTBALL**
EST. 1957

Gear Sponsorship

Development Squad Kits



Position	Price
Front/Chest	\$7,000
Back	\$5,000

Minor Sponsor

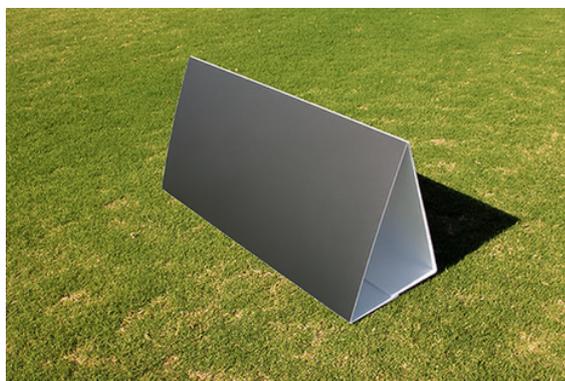


NORTHERN
SUBURBS
FOOTBALL
EST. 1957



Player Sponsorship

Have your logo at the bottom of social media posts every time that player has an individual shoutout (e.g. Player of the Match).



Logo Advertisement

Signage at match days within NSFA (e.g. Toblerone field dividers)



Business Advertisement

Pamphlets displayed at NTRA canteen during Northern Tigers FC home games and other football tournaments

\$1,500 – \$5,000



NORTHERN
SUBURBS
FOOTBALL
EST. 1957

Thank you for your support!

Contact

Phone 0411 217 740
Website www.northerntigersfc.com.au
Email karen.parsons@nsfa.asn.au
Address Suite 2, 4-10 Bridge Street, Pymble

