



**FOOTBALL
SOUTH
AUSTRALIA**

WOMEN'S WORLD CUP LEGACY PLAN

REGIONAL PARTICIPATION PILLAR

PARTNERSHIP PROPOSAL

WHO WE ARE?

FOOTBALL SOUTH AUSTRALIA

Football South Australia was formed in 2006 and since this time has been responsible for governing the sport of football in South Australia with a chartered responsibility to:

- Manage and develop each aspect of Football (soccer) in the State
- Implement national regulations
- Implement and conduct national development programs
- Provide a united voice and body for football in South Australia

Football SA is a not-for-profit organisation, with funding being reinvested back into the sport to further its development and growth. As the governing body, Football SA provides a voice for all stakeholders to the national body, who in turn represent Australia on the international stage.



FOOTBALL
**SOUTH
AUSTRALIA**

UNITY



United in our approach to growing
the game across our State

OUR VALUES

DRIVE ALL THAT WE DO

PASSION



Intensely focused on the
success of our game

RESPECT



Always displaying high regard for all our
participants and partners.

KEY FACTS



55,733
PLAYERS



2500+
COACHES



350+
MATCH OFFICIALS



383
COMMUNITY
CLUBS



5000+
VOLUNTEERS



160+
CULTURES



WEBSITE AND SOCIAL MEDIA ENGAGEMENT



FACEBOOK

20,500 FOLLOWERS

25% INCREASE SINCE 2020



TWITTER

6,000 FOLLOWERS

ACROSS TWO ACCOUNTS



INSTAGRAM

8,280 FOLLOWERS

30% INCREASE SINCE 2020



LINKEDIN

850 FOLLOWERS

150% INCREASE SINCE 2021



YOUTUBE

9.41k SUBSCRIBERS

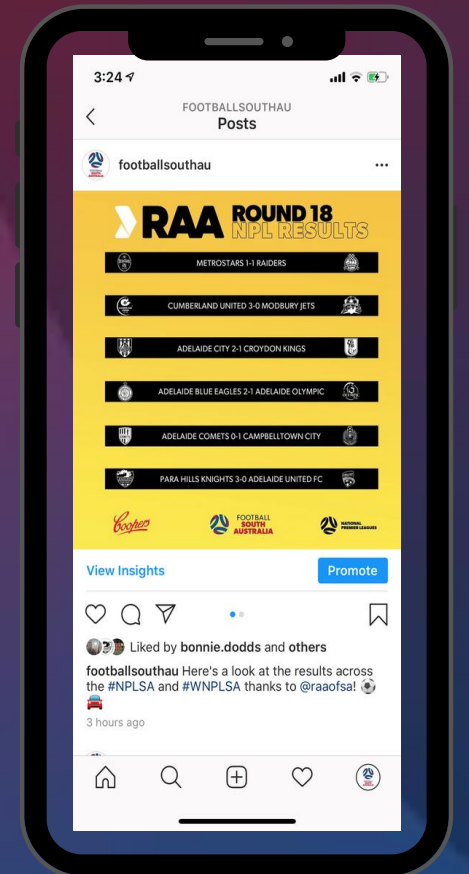
300% INCREASE SINCE 2020



WEBSITE

FOOTBALLSA.COM.AU

500,000 VISITORS ANNUALLY



74.9% OF FANS
ACCESS US VIA
MOBILE DEVICES



FOOTBALL
**SOUTH
AUSTRALIA**

WE ARE INFLUENCERS

55,000 PARTICIPANTS ACROSS SOUTH AUSTRALIA

- Primary and High School Students.
- Men, Women and Children play both professionally and socially

STATE CENTRE FOR FOOTBALL

- Proposed 2023 FIFA Women's World Cup Training Venue.
- 1,500 visitors to the venue per week, catering for the social player through to the elite.
- Home of Football SA Talented Player Pathway Programs.
- School and social participation programs for girls and mixed teams.
- Social football hub with ten 5-a-side playing fields, with capacity for 700 teams to participate annually.
- Education hub, partnering with Roma Mitchell Secondary College (including girls only campus) and SEDA College.

DIGITAL ENGAGEMENT

- Extensive digital engagement across all platforms with over 40,000 plus followers on digital touch points
- eDM reach over 32,000
- Livestream viewed by 180,000 annually
- Viral moments reaching 50,000



FIFA WOMEN'S WORLD CUP 2023™



- On 25 June 2020 Australia and New Zealand were awarded the rights to host the FIFA Women's World Cup 2023™.
- One of the biggest events in the World.
- Adelaide is a host city.
- The FIFA Women's World Cup in 2019™ in France was attended by 1.2 Million spectators and was watched by 1.12 Billion viewers.
- FIFA Women's World Cup 2023™ will be 33% bigger than in 2019 with more teams participating, increasing from 24 to 32 teams. Meaning more spectators and viewers.



FOOTBALL SA LEGACY PLAN

- To capitalise on the FIFA Women's World Cup 2023™ Football SA has developed a Legacy Plan.
- The Legacy Plan will drive change for girls and women.
- Identifies three pillars for success, infrastructure, participation and leadership.
- Focus on health and wellbeing programs to increase physical activity across all age groups.
- Recognise the significant contribution women make in leadership.
- Create a lasting legacy for football, women and South Australia.



PARTNERSHIP PROPOSAL

Naming rights to all Regional Participation Programs associated with the Legacy Plan:

- **School Competition Programs**
- **Social and Well-Being Programs**

TERM

Three-year partnership commencing 2022 through until 2024



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BENEFITS

- Recognised as a Major Partner of Football SA.
- Official Partner of the Football SA Women's World Cup Legacy Plan.
- Naming rights to all regional participation programs under the Legacy Plan – For example Social Fives, Dance Football.
- Recognised as an official partner for school competitions conducted under the Legacy Plan.
- Logo of the partner to be placed on the attire of Football SA coaches that deliver the Legacy Participation Programs in regional areas.
- Your signage to feature at all venues that conduct Participation Programs in Regional Areas of the Legacy Plan.
- Company Logo to feature on all digital platforms that promote the regional participation programs of the Legacy Plan.



BENEFITS

STATE CENTRE FOR FOOTBALL HUB FOR GIRLS AND WOMEN'S FOOTBALL

The organisation will receive branding and exposure at the new State Centre of Football, to be opened in April 2022:

- Signage on the main football field.
- Signage on the two artificial fields.
- Signage on the 5-a-side playing fields.
- Digital signage on Scoreboard
- Acknowledgement of being a major partner for regional participation programs associated with the Legacy Plan at all major events held at the State Centre for Football.



CONNECTING WITH OUR FANS

MEDIA RELEASE

- Announcement of partnership to Football SA database and via social media platforms.

LOGO RECOGNITION

- All official stationery
- Football SA Yearbook and Annual Report
- Website
- Match programs for major events

TICKETS

- 10 x season passes, providing access to all NPL, WNPL and State League matches
- 4 x tickets to RAANPL and WNPL Grand Final corporate functions
- 4 x tickets to FFA Cup SA Qualifying Final corporate function
- 4 x tickets to the annual Celebration of Football awards night





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CONNECT WITH US

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