SPONSORSHIP PROSPECTUS 2026



V1.1 10.2025



About us

Bentleigh United Cobras FC is a community football (soccer) club located in Melbourne's south-east.

Driven by our rich history, we are predominantly run by volunteers and proudly provide the local community, participants and their families with a strong sense of belonging. We strive to maintain a safe professional and social environment and to be viewed as a destination club for all levels and abilities.



Our Mission

Cobras are committed to creating an environment for all members of all ages to develop their football, social & life skills.

We are focused on increasing participation by members of all genders, all cultural backgrounds and at all levels of ability.



Game Changers

We are thrilled to have achieved our first Star under Football Australia's Club Changer Certification to recognise our ongoing commitment to developing pathways for and empowering our female footballers.

Members of our club are also active and prominent figures in the development of football in Victoria and Australia by contributing in national forums, events and committees.


TIM & TERRY
OYSTER SUPPER


CROYDON CELLARS


MONTAGUE

Our History

Our story began with the 1985 establishment of Lemnos Soccer Club who enjoyed spectacular success for a long period of time in the Amateur and Provisional leagues.

The high standards and winning spirit came as no surprise given the deep connection the Lemnian community enjoyed with the ANZACS. We believe this deeply rooted camaraderie and continued connection with the ‘Old Boys’ remains central to our club culture today.

Over the course of the 2000s the club went through a series of evolutions leading to the merger of Braeside Lemnos United and Caulfield United (Cobras) to ultimately become today’s Bentleigh United Cobras FC.


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Our Reach

- We are known for our family-centred community comprising an **estimated 1,000+** players, families and friends.
- We participate in a **diverse range of leagues** spanning all ages, genders, varying abilities and regions across Victoria.
- We have a **growing presence on Social Media** platforms allowing us to reach and engage with very large audiences (**over 65,000 accounts reached** across Instagram & Facebook **in 9 months**).



Competitions

Our involvement in a wide range of competitions gives us a notable presence across the Greater Melbourne area.

On any given weekend, we host a multitude of opposition teams at our home ground Victory Park, affectionately referred to as the Snake Pit.

At the same time, many Cobras' teams will travel out, adorned in black & yellow or blue & white, to represent the club at the homes of our competitors.

We participate in many Football Victoria (FV) leagues starting from Miniroo and Junior level all the way through to Senior Metropolitan and State Leagues. We also have several Master level, Social and Futsal teams in leagues governed by bodies other than FV. See below list for reference:

State League 3 Senior & Reserve Men
State League 4 Senior Women
State League 5 Senior Women
Metropolitan League 3
Metropolitan Under 21 A & B
Junior Boys & Girls (Under 12 to 18)
Miniroos (Under 5 to 11) Academy & Community teams
Bayside FA Over 35s Men's Masters
Over 45s Soccer League Masters
Competitive Women's Masters
Social Women's Masters
Futsal HQ Super 5s
Cups & Tournaments

Media Analytics

100% organic growth, $0 spent on online ads or promotional boosters

We have gained some exciting traction on our social platforms recently and have plans to further improve our content sharing to encourage continued growth and strenghten connections across our community.

Instagram @bentleighcobrasfc

- 1.7k followers ***+30% since last year***
- More than 40k accounts reached*
- More than half a million views (560k)*

Facebook @Bentleigh United Cobras FC

- 1.6k followers
- 25k accounts reached*
- nearly a quarter million views (240k)*

*values based on Meta Business Insights over period Jan 01 - Sep 25, 2025







Sponsorship Packages

Contribution	Package
$3,000	Base Sponsor
$5,000	Bronze Sponsor
$8,000	Silver Sponsor
$12,000	Gold Sponsor
$17,000	Platinum Sponsor

Note: all contributions are to be made in $AUD

Base Sponsor

min $3,000 contribution

1 x Social Media Ad (graphic)

1 x Ground sign

Logo inclusion in social media content
& Logo inclusion on website

Note: social media ads can be shared to both our pages.
Scan QR code to view a Social Media Ad (video) example,
included in Gold and Platinum packages only.

Bronze Sponsor

min $5,000 contribution

Shorts Sponsor

2 x Social Media Ad (graphic)

1 x Ground sign

Logo inclusion in social media content
& Logo inclusion on website

Note: social media ads can be shared to both our pages.
Scan QR code to view a Social Media Ad (video) example, included in Gold and Platinum packages only.

Silver Sponsor

min $8,000 contribution

Choice of Men's, Women's or Junior's
Jersey Sleeve Sponsor **OR**
Jersey Low-Back Sponsor (below number)

Training Kit Sleeve Sponsor

2 x Social Media Ad (graphic)

1 x Ground sign

Logo inclusion in social media content
& Logo inclusion on website

Note: social media ads can be shared to both our pages. Scan QR code to view a Social Media Ad (video) example, included in Gold and Platinum packages only.

Gold Sponsor

min $12,000 contribution

Jersey High-Back Sponsor (above number)

Training Kit Back Sponsor

1 x Social Media Ad (video)
2 x Social Media Ad (graphic)

2 x Ground sign

Logo inclusion in social media content
& Logo inclusion on website

Note: social media ads can be shared to both our pages.
Scan QR code to view a Social Media Ad (video) example.

Platinum Sponsor

min $17,000 contribution

Jersey Front Sponsor

Training Kit Front Sponsor

2 x Social Media Ad (video)

2 x Social Media Ad (graphic)

3 x Ground sign

Logo inclusion in social media content

& Logo inclusion on website

Note: social media ads can be shared to both our pages.
Scan QR code to view a Social Media Ad (video) example.

THANK YOU

for your support in 2025

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