BENTLEIGH COBRAS FC

EST. 1985

# Sponsorship Prospectus

## 2027




DRAFT2 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 a safe environment for all members of all ages to develop their football, social & life skills.

We are focused on increasing participation of 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.


LEMNOS SOCCER CLUB 1988


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 large audiences (**~150,000 accounts reached & more than 1 million views** 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 2 Senior & Reserve Men*
*State League 4 Senior Women*
*State League 6 Senior Women*
*Metropolitan League 3*
*Metropolitan Under 21 A*
*Junior Boys & Girls*
*Miniroos (Under 5 to 11) Academy & Community teams*
*GMSA Over 35s Men's Masters*
*Over 45s Soccer League Masters*
*Competitive Women's Masters*
*Social Women's Masters*
*Futsal HQ Super 5s*
*Cups & Tournaments*


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# 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 plan to further improve our content sharing to encourage continued growth and strenghten connections across our community.

**Instagram @bentleighcobrasfc**

- 2.1k followers
- ~80k accounts reached
- More than 1 million views ***+340% vs last year***
- More than 23k interactions ***+1200% vs last year***

**Facebook @Bentleigh United Cobras FC**

- 1.8k followers
- ~70k accounts reached
- More than 390k views ***+77% vs last year***
- more than 6k interactions ***+97% vs last year***

*values based on Meta Business Insights over period Jan 01 - Sep 30, 2026


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# Sponsorship Packages

| Contribution | Package |
|---|---|
| $1,500 | Base Sponsor |
| $3,000 | Bronze Sponsor |
| $5,000 | Silver Sponsor |
| $10,000 | Gold Sponsor |
| $15,000 | Platinum Sponsor |

Note: all contributions are to be made in $AUD

| | LOGO FEATURE ON APPARREL | SOCIAL MEDIA ADS | PITCH-SIDE GROUND SIGNS |
|---|---|---|---|
| **PLATINUM SPONSOR $15,000** | Jersey front<br>Training kit front | 2 x video<br>2 x graphic | X 3 |
| **GOLD SPONSOR $10,000** | Jersey upper-back<br>Training kit back | 1 x video<br>2 x graphic | X 2 |
| **SILVER SPONSOR $5,000** | Jersey sleeve **or** Jersey lower-back<br>Training kit sleeve | 2 x graphic | X 1 |
| **BRONZE SPONSOR $3,000** | Shorts front **or** back | 1 x graphic | X 1 |
| **BASE SPONSOR $1,500** | None | 1 x graphic | X 1 |


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# THANK YOU

*for your support in 2026*

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