

PLAY ON *Exhibition*

CELEBRATING WOMENS FOOTBALL
FROM GRASSROOTS TO GLORY

JULY - AUGUST 2023
at the University of Canberra





YOU'RE INVITED TO JOIN THE SQUAD

Be a part of the *Play On Exhibition* in Canberra during July and August 2023

The Women's World Cup is coming to Australia and New Zealand in July 2023, and with it – the world of football. This is an opportunity to capitalise on the swell of interest around the world game, to showcase the rich and varied stories of Women's Football in the Canberra region and the ways in which the Nation's Capital has contributed to the success of the Australian National Women's Team, the Matildas.

Our project **PLAY ON** is an exhibition co-designed and delivered by cross-disciplinary students and academics in the Faculty of Arts and Design at UC. **We would like to present a unique and exciting opportunity for your organisation to be a part of history** by sponsoring this event. The PLAY ON exhibition, taking place over July and August, promises to be a one-of-a-kind celebration of the incredible women who have contributed to the world of football.

By supporting this event, your business can play a vital role in increasing awareness of women's football history and culture within the local community. **With the exhibition set to attract a significant number of external visitors, your sponsorship will also help to showcase your support of the local community to a wider audience.** With input from current superstar players across all levels, along with pioneers and icons of the game, we aim to encourage the next generation of female footballers and leaders.

By sponsoring the PLAY ON exhibition, your organisation will be positioning itself as a champion of gender equity, diversity, and inclusion. We believe that your organisation shares our commitment to promoting these causes, and we are confident that your support will make a significant contribution to the success of this project and its aims.



EXHIBITION THEMES

This project aims to inspire and empower girls and women to participate in sport by highlighting stories of achievement, diversity and belonging in the world of women's football. We will showcase the history of the game in Canberra and increase awareness of the culture and legacy, through women's stories of their own experiences. The exhibition hopes to foster a more supportive community that encourages girls and women of all ages to participate in sport, ultimately benefiting the community as a whole.

Power Plays

Female empowerment
Feminism in sport
Leadership on and off the field

Good Games

MVP Awards, Club-Records,
Success stories, Finals Results,
Championship trophies

Making Moves

Player pathways from
grassroots to elite level - NPL,
Canberra United & Matildas

Telling Time

Historical timeline of women's
football in the Canberra region
over the last 45 years

Stories of Self

LGBTQI+ stories, Identity and
Cultural stories, First Nations
stories

All Abilities

Football for everyone, Para-
Matildas, Walking football,
Powerchair Football, Masters
competitions

Football Family

Stories of friendships, building
communities, cultural diversity
and love stories



YOUR CONTRIBUTION

The exhibition will provide sponsors with unique marketing and communication access to **football players, officials and volunteers in the junior and senior sectors from grassroots through to elite levels of competition**, along with fans, friends and family supporters, university students, the wider academic community and the general public.

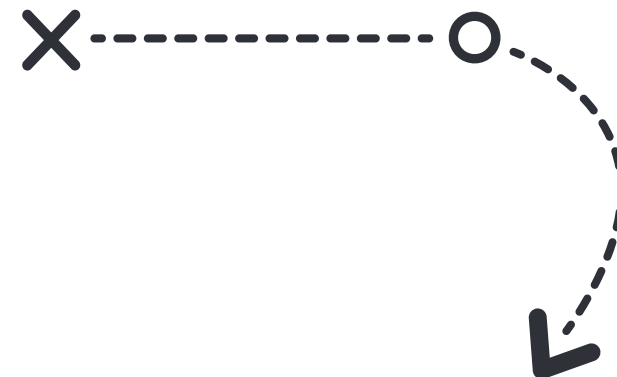
Promotional material will not only reach audiences at the exhibition, but also through our website, social media initiatives and post-event publications. **Supporters will have local and national exposure both before and after this special event.**

Sponsors will receive acknowledgement, benefits and entitlements in line with their level of contribution, including advertising on the website, flyers, social media, and branded material in event gift bags. There are four levels of sponsorship outlined in this prospectus, along with specific sponsorship components.

Sponsorship funds may be used to support:

- Participation of special guests
- Manufacture and production of displays
- Exhibition installation and implementation
- Launch event gift bags and event costs

As sponsorship packages are limited, we recommend early confirmation to avoid missing your preferred package. This will also ensure a **higher level of exposure** in the lead up to the exhibition in the form of **promotional events, email broadcasts, social media and web exposure.**



Sponsorship details

	Supporter \$500+ <i>10 only</i>	Bronze Partner \$1000+ <i>6 only</i>	Silver Partner \$2500+ <i>4 only</i>	Gold Partner \$5000+ <i>2 only</i>
Logo placement and Thank You on website	✓	✓	✓	✓
Social Media shoutouts across platforms	✓	✓	✓	✓
Logo placement on sponsors banner	✓	✓	✓	✓
Branded materials in launch event gift bags	-	✓	✓	✓
Logo placement on Media Wall at launch event	-	✓ SMALL	✓ MEDIUM	✓ LARGE
Presentation of a lucky door prize at launch event	-	-	✓	-
Professional photo opportunity with significant memorabilia and special guests	-	-	✓	✓
Guest speaker spot at launch event	-	-	-	✓
Logo on all marketing materials	-	-	-	✓
Naming rights of an award presented at event launch	-	-	-	✓



Sponsorship Confirmation

Sponsorship package acceptance

Please [click here](#) to complete your sponsor application form. Upon receipt of your application we will process for approval and you will be issued a confirmation and tax invoice for the full amount due. By submitting your application, you are deemed to have read and accepted the following terms and conditions

Terms and Conditions

- All rates listed in this prospectus are exclusive of GST
- Placement and size of logos included in the exhibition material will be at the discretion of the committee and will reflect the level of support given by your organisation
- All signage and materials displayed as part of the package is to be supplied by the sponsor
- All advertisements or branded materials included as part of the package are to be supplied by the sponsor
- A high-resolution png or vector file of your logo is to be supplied by the sponsor

More Information

Visit www.playonexhibition.com

or contact:

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SUPPORT THE TEAM

This is a collaborative project between



**UNIVERSITY OF
CANBERRA**

**FACULTY OF
ARTS AND DESIGN**



**CAPITAL
FOOTBALL**

CREDITS

Cover Photo: Canberra United player and ex-Matilda Ellie Brush, taken by Anthony Caffery

Social Media icons via [flaticon.com](https://www.flaticon.com)

