



Sponsorship Packages



A little about us..

Founded in 1977 with just one club and 210 athletes, Kingsway Athletics has grown from humble beginnings into one of the largest and most vibrant Centres in Western Australia.

Each year, we proudly welcome over 500 athletes and their families to be part of our thriving community. Like many centres across the state, Kingsway is made up of affiliated clubs that train independently at their local grounds during the week before coming together for exciting weekly competitions at the centre.

As the name implies, our focus is on the sport of athletics—track and field—with events thoughtfully tailored to suit various ages and abilities. From running and jumping to throwing and walking, we offer a dynamic range of activities that inspire participation and development.

At its heart, athletics at Kingsway is about more than just sport—it's about building a supportive and inclusive environment where everyone, including parents, can get active, have fun, forge friendships, and learn new skills. We are deeply committed to nurturing athletic growth and development at every level—from budding young athletes to seasoned competitors.

Our athletes delivered a phenomenal 2024/2025 season, excelling across local and national competitions with remarkable determination and skill. At the WA State Track & Field Championships, the team captured an impressive haul of 11 gold, 8 silver, and 9 bronze medals—an outstanding reflection of their dedication. The momentum continued at the WA Junior State Championships, where our young stars secured 11 gold, 12 silver, and 11 bronze medals, while also breaking an incredible four state records. The WA Senior State Championships showcased even more dominance, with 10 gold, 21 silver, and 11 bronze medals added to our tally. On the national front, at the Australian Junior Nationals (U13–U18), our athletes represented with pride, bringing home 4 gold, 3 silver, and 1 bronze medal—alongside a remarkable new championship record.

These performances have paved the way for several athletes to be selected to represent Western Australia on the 2025 Junior International Tour. Among them, a standout from Kingsway dominated the throws, bringing home 2 international gold medals and reinforcing WA's rising presence on the global stage. This season has truly been a celebration of talent, hard work, and historic achievements.

To continue delivering high-quality programs and memorable experiences, we are actively seeking sponsors who share our vision for excellence and community engagement.

In return for your support, we offer a unique opportunity to align your brand with one of Western Australia's most respected athletic centres. By partnering with us, you'll gain direct exposure to a vibrant, loyal community of athletes and families, while reinforcing your brand's commitment to health, teamwork, and grassroots sport. Together, we can achieve great things—on and off the field.

Your Investment, Our Impact!

Why partner with Kingsway Athletics?

Your sponsorship will play a vital role in supporting the continued success and development of our centre. With your backing, we can provide:

- State-of-the-art equipment to ensure athletes train and compete at their best.
- Expert coaching and development programs to nurture talent at every level and,
- Travel opportunities for athletes and coaches to represent Kingsway at interstate and international competitions.

What your investment delivers:

Partnering with Kingsway Athletics means gaining access to a dedicated, passionate, and family-oriented community. Your support will unlock:

- Direct engagement with an enthusiastic audience of athletes, families, and supporters.
- Outstanding brand visibility through events, signage, digital platforms, and community touch points and,
- Customisable sponsorship packages, designed to suit your goals, starting from just \$200

Let's work together to build a meaningful partnership and shape the future of athletics at Kingsway.

On the following pages, you'll find a range of sponsorship packages tailored to suit your level of involvement and impact.

Sponsorship Opportunities



GOLD SPONSORSHIP - \$750 per season

All sponsorship packages include:

- Your logo displayed on the Kingsway sponsors wall. (size dependent on package level)
- Digital logo on the centre website, with a direct link to the sponsor's website or Facebook page.
- Digital logo in the Kingsway Athletics newsletter, with a direct link to the sponsor's website or Facebook page.
- Digital logo and business promotion on the centre social media accounts. (Facebook & Instagram)
- Opportunities to provide approved "Special Offers" to our members to support your business.
- Opportunities to attend Kingsway Athletics hosted competitions to promote/sell your business.

In addition to the standard inclusions, each package will include the following additional inclusions:

- A teardrop sign (to be supplied by Kingsway Athletics) to be displayed on the oval at all Kingsway Athletics competitions. These events are attended by around 500+ athletes and their families.
- A3 sponsors logo on the Kingsway sponsors wall.

Sponsorship Opportunities



SILVER SPONSORSHIP - \$500 per season

All sponsorship packages include:

- Your logo displayed on the Kingsway sponsors wall. (size dependent on package level)
- Digital logo on the centre website, with a direct link to the sponsor's website or Facebook page.
- Digital logo in the Kingsway Athletics newsletter, with a direct link to the sponsor's website or Facebook page.
- Digital logo and business promotion on the centre social media accounts. (Facebook & Instagram)
- Opportunities to provide approved "Special Offers" to our members to support your business.
- Opportunities to attend Kingsway Athletics hosted competitions to promote/sell your business.

In addition to the standard inclusions, each package will include the following additional inclusions:

- A teardrop sign (to be supplied by Kingsway Athletics) to be displayed on the oval at all Kingsway Athletics competitions. These events are attended by 500+ athletes and their families.
- A4 sponsors logo on the Kingsway sponsors wall.

Sponsorship Opportunities



BRONZE SPONSORSHIP - \$200 per season

All sponsorship packages include:

- Your logo displayed on the Kingsway sponsors wall. (size dependent on package level)
- Digital logo on the centre website, with a direct link to the sponsor's website or Facebook page.
- Digital logo in the Kingsway Athletics newsletter, with a direct link to the sponsor's website or Facebook page.
- Digital logo and business promotion on the centre social media accounts. (Facebook & Instagram)
- Opportunities to provide approved "Special Offers" to our members to support your business.
- Opportunities to attend Kingsway Athletics hosted competitions to promote/sell your business.

In addition to the standard inclusions, each package will include the following additional inclusions:

Kingsway Athletics runs 20 lanes during competition, made up of a 10-lane circular track and an 10-lane straight track. Sponsoring a lane will include:

- Your logo on the lane cone. These are placed at the start of all track events held (1 cones).
- A5 sponsors logo on the Kingsway Athletics sponsors wall.

OR

Kingsway Athletics run 22 field sites during competition, made up of 6 jumps, 4 shot put, 4 discus, 4 high jump and 4 Javelin/turbo/vortex sites. Sponsoring a site will include:

- A3 sponsors logo sign positioned at a field site.
- A5 sponsors logo on the Kingsway Athletics sponsors wall.

Sponsorship Opportunities



In addition to the gold, silver and bronze sponsorships we offer the following:

All sponsorship packages include:

- Your logo displayed on the Kingsway sponsors wall. (size dependent on package level)
- Digital logo on the centre website, with a direct link to the sponsor's website or Facebook page.
- Digital logo in the Kingsway Athletics newsletter, with a direct link to the sponsor's website or Facebook page.
- Digital logo and business promotion on the centre social media accounts. (Facebook & Instagram)
- Opportunities to provide approved "Special Offers" to our members to support your business.
- Opportunities to attend Kingsway Athletics hosted competitions to promote/sell your business.

Naming Rights Sponsor

Competition sponsor (PCHF Purple Round or McGrath Foundation Pinkletics Round) - \$750 per season. Sponsoring a specific event will include:

- Special event naming rights with \$150 of the sponsorship donated to the supported organisation (Perth Children's Hospital Foundation OR McGrath Foundation).
- A teardrop sign (to be supplied by Kingsway Athletics) to be displayed on the oval at all Kingsway Athletics competitions. These events are attended by around 500+ athletes and their families. Additional signage to be provided for sponsored event day for additional exposure.

Naming Rights to our monthly newsletter - \$50 donation. Our newsletter is sent to all registered members within Kingsway Athletics and will be posted to social media pages.

Centre Championship Event Sponsor - \$800 per season

Choose an event:

- Twilight events,
- Centre Championships Day 1,
- Centre Championships Day 2

Sponsoring a specific event will include:

- Championship event naming rights with \$200 of the sponsorship allocated to the Kingsway Athlete travel fund to support athletes that have been successful in qualifying for a National Championship Competition.
- A teardrop sign (to be supplied by the Kingsway Athletics) to be displayed on the oval at all Kingsway Athletics centre competitions. These events will be attended by around 500+ athletes and their families.
- Additional signage to be provided for sponsored event day for additional exposure.
- A3 sponsors logo on the Kingsway sponsors wall.



Sponsorship Opportunities



In addition to the gold, silver and bronze sponsorships we offer the following:

All sponsorship packages include:

- Your logo displayed on the Kingsway sponsors wall. (size dependent on package level)
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- Digital logo in the Kingsway Athletics newsletter, with a direct link to the sponsor's website or Facebook page.
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Kingsway Athlete Travel Fund

National/international representative assistance fund – increments of \$500 per season, minimum 2-year commitment. All funds for the Kingsway Athlete support fund will be pooled together and distributed evenly to all athletes who travel to a national or international level competition within the season of sponsorship. (Season is identified as September 1 to August 31 the following year.)

Eligible events may include:

- Athletics Australia – National All Schools Championships
- Athletics Australia – Australian National Athletics Championships
- Athletics Australia – Australian Junior Athletics Championships
- Athletics Australia - Australian Cross Country Championships
- Athletics West- Junior International Tour
- World Masters Athletics Championships
- Oceania Championships
- Other International Multi-Sport Championship events that include Athletics in the program. (e.g. Youth Commonwealth Games.)

Sponsoring the athlete support fund will include:

- A teardrop sign (to be supplied by the sponsor) to be displayed on the oval at all Kingsway Athletics centre competitions. These events will be attended by around 500+ athletes and their families.
- A3 sponsors logo on the Kingsway athletics sponsors wall.



2025/2026

Application



Name	
Business name	
Mobile	
Email	
Website	
Package	GOLD SILVER BRONZE
Business description to be used on our website/facebook/instagram/newsletter	



2025/2026

Payment



Payment can be made via the following:

Direct Debit: Kingsway Athletics

REF: Company name

BSB: 633000

Account: 232872846

Once payment has been made please email the above application form along with a JPEG (high resolution) image of your company logo to Dean, our sponsorship officer at:
sponsorship@kingswayathletics.com.au