



**ADELAIDE UNIVERSITY
FOOTBALL CLUB INC.**

The Blacks 2026 Sponsorship & Partnership Guide

<https://uniblacksfc.com.au>

The Adelaide University Football Club

120 Years of The Blacks

Established in 1906, The Adelaide University Football Club - The Blacks – is the most successful Australian rules football club in the country. With a history spanning 120 years, winning 105 premierships during this time. The men's hold the league record of 23 Division 1 premierships, along with 2 in Div. 1 Women's.

Today, the club enters seven men's teams and two women's teams in the Adelaide Footy League.

The club boasts a proud history of producing great players, as well as leaders in their professional field. The club is renowned for its social and professional development opportunities, but most importantly being home to an outstanding group of people successful not only on field, but also in life.



The Club by the Numbers

The club is broadly recognised as the largest football club in Australia.

350+ registered players across men's and women's divisions.

500+ non-playing members.

4,000+ contacts across our Past Player Network and Digital Database.

We are a community that is connected by a common love of Australian Rules Football that fosters personal and professional development with a focus on its people.



Our People

The age of AUFC playing group ranges from 18-50 years old, with the majority between 18 and 34 being University undergraduates and graduates.

The reach of the Club is far broader, however, than the playing membership: members of the AUFC represent a diverse cross-section of the community, primarily students and alumni of The University of Adelaide. Members and past players are leaders in society in fields of Law, Medicine, Engineering, Accounting, Finance, Sports Administration, Media, Politics and Business.



SCAN HERE

[or Click below to Play Video](#)

<https://youtu.be/I9VdtlaSVY0?si=Corx8miL0ruwjv2q>



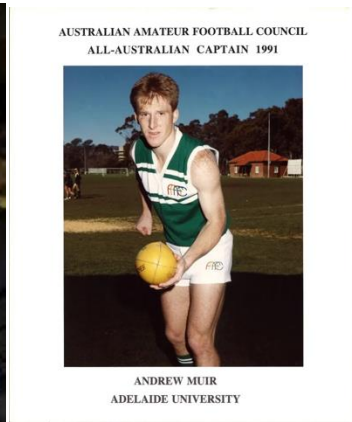
UNIVERSITY FOOTBALL CLUB
A GRADE TEAM, 1943

Frayne, H.M. Douglas, D.E. Woodard, J.P. Keeves, W.W. Solly, D.M. Eldridge, B.H. Coulls.
Stalley, B.R. Goode, D.N. Robinson, L.G. Viney, A.D. Hickinbotham, J.G. Bunday, T.B. Cullity
(Trainer).
Day, R.A. Russell, N.D.G. Abbott (Capt.), I.M. Disher, D.L. Davies, G.E. Wall.



S.A.A.F.L.
DIVISION 1 TEAM 1999
PREMIERS

A photograph of a man with grey hair and glasses, wearing a dark suit, white shirt, and a patterned tie. He is standing outdoors in front of a building. To his left, a red sign with white text reads 'EMERGENCY'. Below it, a smaller sign says 'Emergency Services'. The building has a modern design with large windows and a glass entrance. A white car is partially visible in the background to the right.



A photograph of two men, likely players or coaches, standing outdoors. They are both wearing black and white Australian Rules football jerseys. The man on the left is smiling and has his arm around the shoulder of the man on the right. The man on the right is also smiling and has his arm around the shoulder of the man on the left. They are both wearing black and white jerseys with various patches and logos. The background is a plain, light-colored wall.

SOUTH AUSTRALIAN AMATEUR FOOTBALL LEAGUE
A1 RESERVE TEAM - 1980
PREMIERS

Adelaide University Football Club
Inter-Varsity Team
1933

BACK ROW—O. W. LEITCH, B. M. JOLLY, J. W. SANGSTER, R. C. ANDERS, N. J. MCBAIN, J. W. SKIFFER, C. K. JAMES,
G. D. DAWSON.
MIDDLE ROW—K. SOUTH, J. A. MAITLAND, D. F. BURNARD, J. M. JENS (Captain), W. H. BAUDINET (Vice-Captain),
T. O. MITCHELL, J. F. McFARLANE, R. H. ELIX, W. C. WHITE.
FRONT ROW—F. E. WELCH, J. F. FUXDER, S. E. WYETT.

PARTNERSHIP

For the club to provide an environment for its members to compete in the highest levels of community football in SA - partnerships play an important role.

The AUFC is looking to partner with organisations that share the club's values and seek to support and foster this unique environment.

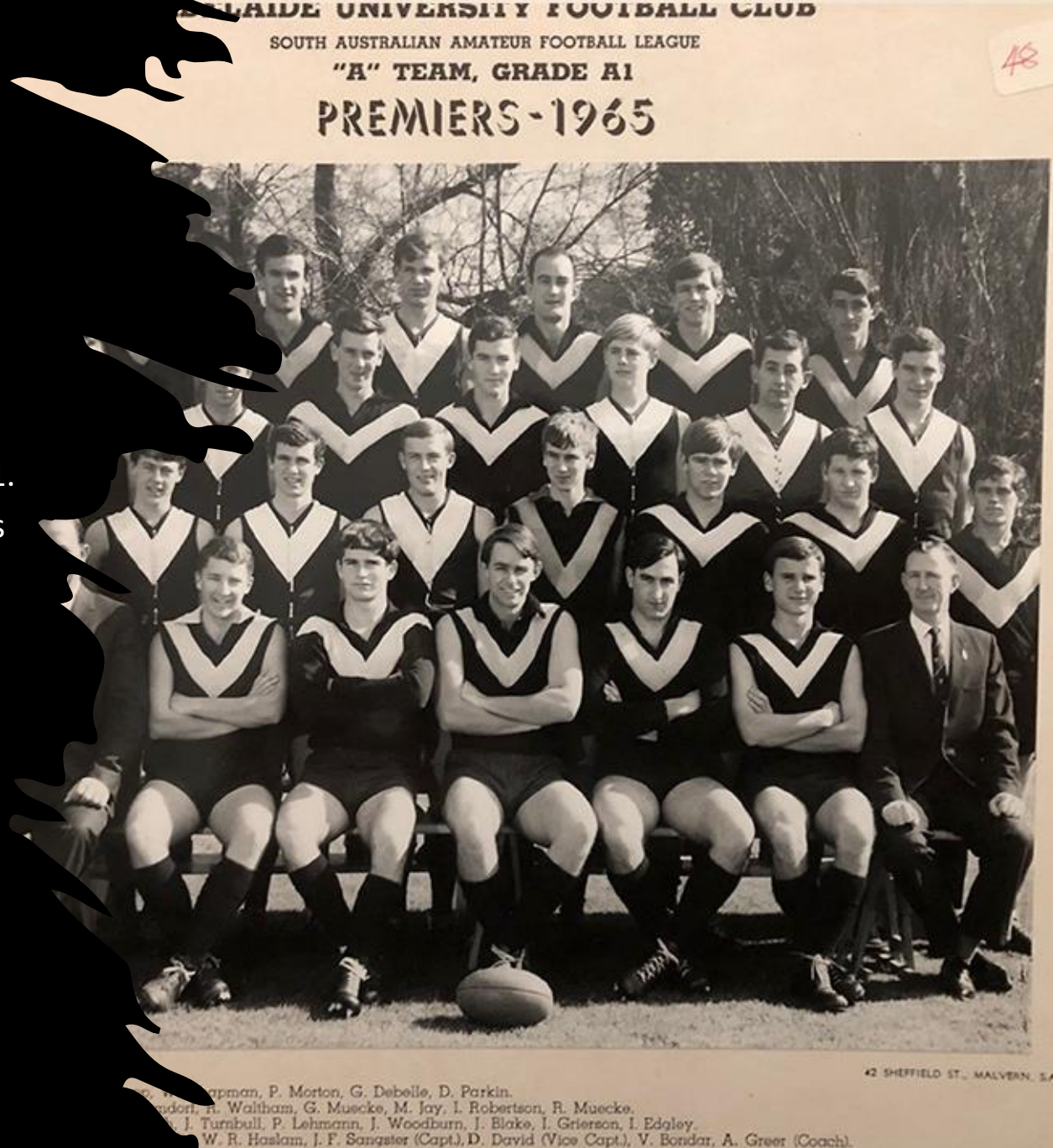
Your support of the club will directly impact upon putting each of our 9 senior teams on the park each week.

There are key opportunities to follow that will deliver tangible benefits for partners to help achieve your objectives – whether that be via brand exposure, the ability to reach and connect with the vast network of club stakeholders, access new potential talent for your business and leverage our high value membership cohort for your business benefit.



THE 2026 MASTERPLAN

- New Era & Revitalised Club Leadership – Tom Katsaros & Sam Bridgwood Co-Presidents.
- Restructured club committee focused on specific objectives and outcomes.
- Significant Resources committed to enable a to return to Division 1.
- High performance coaching, strength & conditioning appointments to deliver the best football program outside the SANFL.
- Career mentoring & opportunities - short and long term.
- Scholarships available each year to assist students with study expenses.
- Unique Culture unlike any other club.



PLATINUM PARTNERSHIP

Our peak partnership opportunity at the Adelaide University Football Club.

Partnership Key Elements

Exclusive naming rights to 2 rounds in the 2026 fixture – 1 home and 1 away game.

Season Launch - 1 Table for 10 guests to Blacks Season Launch Lunch 24th April 2026 at Adelaide Oval.

Category Exclusivity – key ownership of your industry category.

Matchday Business Branding - Opportunity to display a partner branded team huddle banner at all quarter time breaks across the season.

Activation – Opportunity to develop bespoke activation opportunity tailored to meet partner objectives.

Digital Presence –

Web Brand Logo displayed on Club website Home Page rolling banner and in Sponsorship page with link to your website

Direct Mail Logo displayed on all Club communications including weekly in season email to members. Currently 3,600 Member Database

Direct Mail 2 times per season club newsletter profile feature

Socials - priority promotional or advertising opportunities on social media and email

Investment - \$15,000



“THE PREMIERS CLUB” EXCLUSIVE OPPORTUNITY

- The Adelaide University Football Club’s business and social networks are famous for their breadth and depth with the club alumni featuring many prominent South Australians.
- This limited opportunity (membership is capped at 8 partners) offers the chance to connect with passionate Blacks patron, player and supporter, and the current Premier of South Australia two times across the 2026 calendar year.
- Peter Malinauskas will be hosting an intimate series of 2 breakfast/lunch events across 2026 for the AUFC Premiers Club
- This exclusive, inner sanctum opportunity is strictly reserved for club partners – this limited capacity club will see you on a first name basis with Peter Malinauskas.
- Simply if you want to meet and build a relationship with the Premier of South Australia there is no better opportunity than via membership of this exclusive club.



“THE PREMIERS CLUB” EXCLUSIVE OPPORTUNITY

The Details & Elements

- An invitation to 2 intimate breakfast/lunch events with the Premier of South Australia across the 2026 calendar year.
- Invitation for member and guest into half time drinks at all “A Grade” home games across season 2026 at the University Oval Long Room – 9 home games.
- 2 x Invitations to the Long Lunch event in July 2026.
- Recognition as key AUFC partner on all club communications.
- Access to club database for commercial messaging and talent acquisition across 2026.

Investment - \$10,000



MAJOR PARTNERSHIP

Elements

Corporate Brand Feature

Exclusive naming rights to 1 round in 2026 fixture

Event Invitations

Invitation for member and guest into half time drinks at A Grade home games across season 2026 – 9 home games.

2 x tickets each to the Long Lunch and the End of Season Dinner

Digital Presence –

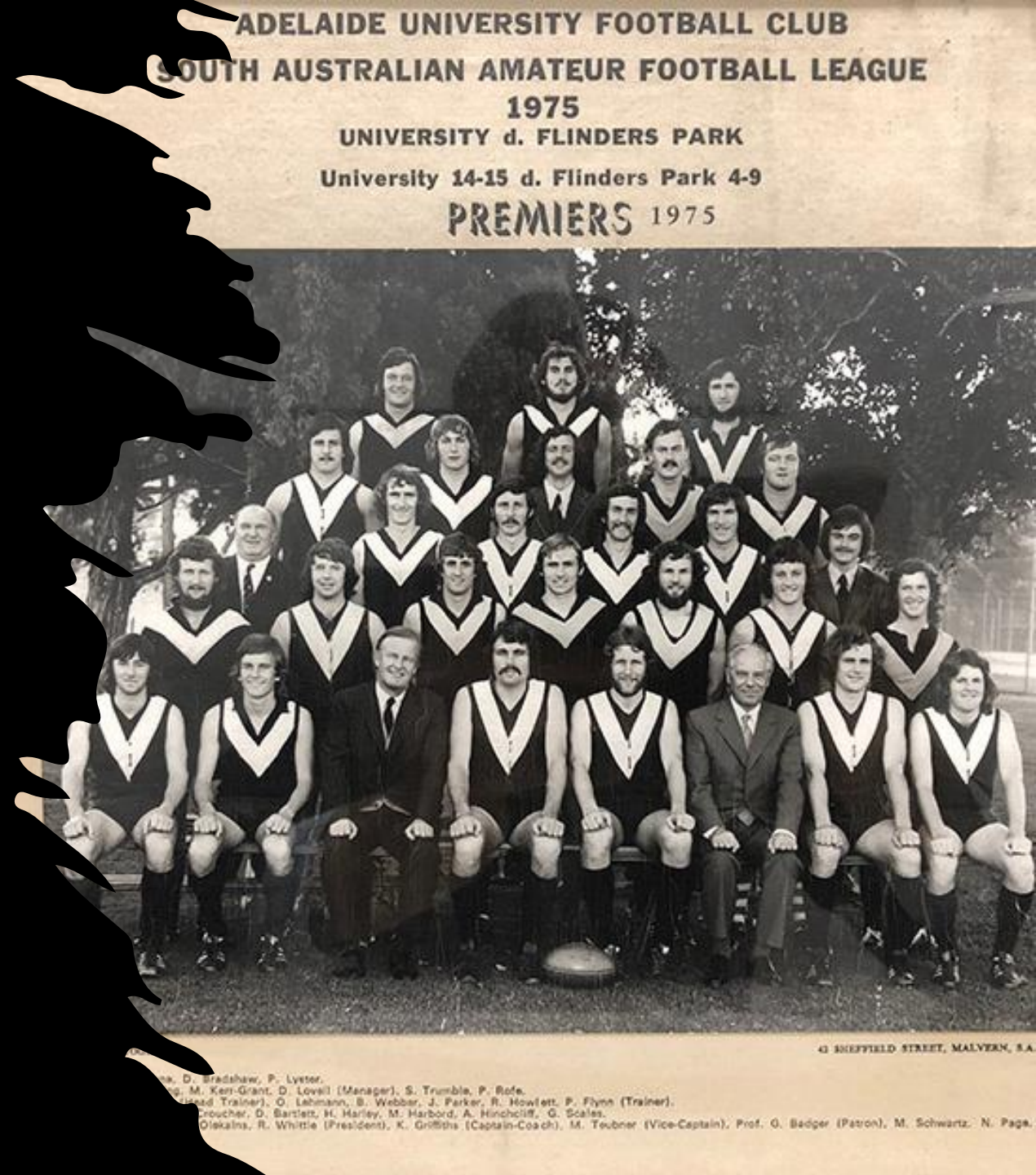
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Direct Mail 2 times per season club newsletter profile feature

Socials - priority promotional or advertising opportunities on social media and email

Investment - \$7,500



OFFICIAL PARTNER

Elements

Logo displayed in Sponsorship Page on Club website with link to your website

Invitation to Chairman's Half Time Sponsor Drinks at all A Grade home games

Promotional or advertising opportunity on social media and email

1 x ticket to Ladies Day and other match day events held during the season

2 x tickets to End of Season Dinner

Logo display on sponsor ladder that appears in weekly Newsletter

\$5,000



KEY PARTNER

Elements

Logo displayed in Sponsorship Page on Club website with link to your website

Invitation to Chairman's Half Time Drinks at all A Grade home games

Promotional or advertising opportunity on social media and email.

Investment - In Kind of \$1500+

ADELAIDE UNIVERSITY FOOTBALL CLUB DIVISION 1 RESERVE TEAM, 2006 PREMIERS



Dan Mulvihill, Cameron Mudge, Callum Bowden, Luke Jackson, Michael Killicoat, Michael Riggs, Robert Knowlton, Scott Galpin
David Sands, Scott Robertson, Peter Karounos, Josh Jervis-Bardy, Ryan Eagle, Tom Bartlett, Josh O'Connell, Aron Walker, Christian Puccini
Nathan Hockley, Tom Prest, Tom White, Adam Wilson, Ben Heritage, Gavin Cragg, Ben Primus, Ben Millar, Nathaniel
(), Bob Miles (Chairman), Bob Maloney (Ass.Coach), Nick Haslam (Co-Captain), Paul Rhigas (Coach),
(), Natalie Gallarello (Team Manager), John Wallace (Ass.Manager), Tim Bratton (Runner), Jack O'Leary (),
Mario, Toby Oakley, Luke Rogers, Anthony Vallelonga

INDIVIDUAL MEMBERSHIPS

There remains the opportunity as an individual to support the club in 2026 via the following membership categories.

GREYS MEMBERSHIP \$100

PRESIDENTS CLUB MEMBERSHIP \$400

PLAYER SPONSOR MEMBERSHIP \$700

VICE PRESIDENTS MEMBERSHIP \$1,000

GUNNING CLUB MEMBERSHIP \$10,000

Adelaide University Football Club (AUFC) through the **Australian Sports Foundation (ASF)** offers a great way to support the club while significantly reducing your taxable income. Because the ASF is a registered **Deductible Gift Recipient (DGR)**, your donation is treated as a tax-deductible gift. Click below for more information.

<https://asf.org.au/campaigns/adelaide-university-football-club/aufc-operations-2026>

ADELAIDE UNIVERSITY FOOTBALL CLUB
DIVISION 1 RESERVE TEAM, 2006
PREMIERS



Dan Mulvihill, Cameron Mudge, Callum Bowden, Luke Jackson, Michael Killicoat, Michael Riggs, Robert Knowlton, Scott Galpin, David Sands, Scott Robertson, Peter Karounos, Josh Jervis-Bardy, Ryan Eagle, Tom Bartlett, Josh O'Connell, Aron Walker, Christian Puccini, Adrian Hockley, Tom Prest, Tom White, Adam Wilson, Ben Heritage, Gavin Cragg, Ben Primus, Ben Millar, Nathaniel Miles, Bob Miles (Chairman), Bob Maloney (Ass.Coach), Nick Haslam (Co-Captain), Paul Rhigas (Coach), Natalie Gallarello (Team Manager), John Wallace (Ass.Manager), Tim Bratton (Runner), Jack O'Leary (Manager), Mario, Toby Oakley, Luke Rogers, Anthony Vallelonga

SUMMARY AND NEXT STEPS

FURTHER INFORMATION

For more information on the club have a look at the following links:

Club website

www.uniblacksfsc.com.au

The Blacks Facebook Page

www.facebook.com/adelaideunifootball

The Blacks Instagram Page

www.instagram.com/adelaideunifc

The Blacks LinkedIn

www.linkedin.com/company/adelaide-university-football-club

The Blacks LinkedIn Business Group

www.linkedin.com/groups/Adelaide-UniversityFootball-Club-Business-5038844/about

The Blacks YouTube

www.youtube.com/user/Bob130Neil

KEY CONTACTS PARTNERSHIPS

Co-Presidents Tom Katsaros & Sam Bridgwood

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m. Sam 0414 488 282

Partnerships & Commercial Head Cameron Mudge

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m. 0421 017 879

GET ON BOARD FOR 2026!

