

MEGA REWARDS PARTNERSHIP

CREATE EXPERIENCES
ACQUIRE SUBSCRIBERS
REWARD THE COMMUNITY
GROW TOGETHER


Newton
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A STRATEGIC GROWTH PARTNERSHIP

Partnering with MetroStars is about much more than funding. It is about building a personal and emotional connection – **linking your business with our club and the wider community, you can follow, celebrate, and proudly support throughout the season**. This connection is strengthened through exclusive experiences, which **create memorable moments and genuine bonds with our community.**

We also understand the importance of **tangible value.** That's why our package includes visible benefits such as access to database, signage, digital promotion plus much more. These tangible items ensure your partnership is real, lasting, and rewarding – a reminder of the impact your support has on our club and community.

The benefits of sponsorship extends further. Your brand receives strong exposure across our database, matchdays, digital platforms, and clubrooms, while also being **associated with the values of commitment, passion, and teamwork that define MetroStars.**

MetroStars' partnership is designed around Mega Rewards' commercial priorities: subscriber growth, first-party data acquisition, database expansion and experience-led activation.

The opportunity is to make Mega Rewards visible at the ground, but more importantly to make it active across the Club: competitions, giveaways, digital calls-to-action, family game-day experiences, partner promotions and major annual promotions that can build both the Mega Rewards database and brand.

Rob Rende

Rob Rende

President

AFFILIATED MEMBER

FOOTBALL AUSTRALIA

FOOTBALL SOUTH AUSTRALIA



OUR STORY

MetroStars was founded in 1994, born from the shared dream of a group of passionate football people determined to build one of Australia's leading clubs. First established as the Metro Knights, the club entered the South Australian Amateur Soccer League in 1995 and quickly rose through the ranks.

From the outset, the club proudly adopted the red and yellow colours and the Sicilian Trinacria emblem — enduring symbols of pride, resilience, and unity that continue to define our identity today.

In 1999, following an invitation to join the South Australian Soccer Federation State League, the Knights forged a connection with the MLS club New York MetroStars. Out of this liaison, the name **North Eastern MetroStars** was born, blending international inspiration with our strong local heritage.

Remarkably, that same year the club achieved the unprecedented feat of promotion to the Premier League in its debut State League season.

From humble beginnings in the South Australian Amateur League, MetroStars has grown into one of the most successful football clubs in Australia, with a proud tradition of excellence, development, and community.

Over three decades, MetroStars has expanded from a single senior squad into a thriving club with:

- **Over 500** registered players across MiniRoos, juniors, women's, and senior programs
- **Over 2,000** members and a strong volunteer base supporting every part of the club
- State-of-the-art facilities at TK Shutter Reserve, continuously upgraded to support the club's growth, complemented by additional training and matchday grounds at Vickers Vimy Reserve and Pooraka

This growth reflects our mission to provide pathways for all ages and abilities, ensuring football is accessible, inclusive, and driven by opportunity.





A United Future

A significant chapter in our journey is the reunification with Metro United WFC, one of South Australia's most respected women's football clubs.

Founded in 2006, Metro United WFC was created to provide a dedicated home for women's football at the highest level. In less than two decades the club established itself as a powerhouse, winning multiple Women's National Premier League (WNPL) titles, producing state and national representatives, and becoming a leader in the growth of the women's game in South Australia.

Metro United also built a strong reputation for developing young talent, with many players progressing through its junior ranks into elite senior football. The club's commitment to professionalism, inclusivity, and community engagement made it a trusted name in women's sport — and a pioneer in creating opportunities for female athletes at all levels.

In 2020, members of Metro United WFC voted overwhelmingly to reunite with MetroStars, bringing together two proud football traditions that once shared the same origins. By 2026, this integration is complete — uniting men's and women's football under one banner. Together, we are stronger, more inclusive, and better positioned to provide equal pathways and opportunities for players at every level of the game.

Looking Ahead

As we enter our fourth decade, MetroStars remains committed to building on its proud legacy. With a united club structure, world-class facilities, and a culture grounded in excellence, inclusion, and community pride, we continue to set the standard for football in South Australia and beyond.

OUR SUCCESS

Our success at all levels of South Australian Football, as well as recent National successes, has enhanced MetroStars image as one of the most recognised and respected clubs in this state and a club of choice in the football community

METROSTARS MEN, WOMEN & JUNIOR BOYS



1 NATIONAL NPL CHAMPIONSHIP

3 SA LEAGUE CHAMPIONSHIPS

11 SA LEAGUE PREMIERSHIPS

7 FEDERATION CUP TITLES

5 AUSTRALIA CUP PARTICIPATION



5 RESERVES LEAGUE CHAMPIONSHIPS

4 U18 LEAGUE CHAMPIONSHIPS

4 AMATEUR CHAMPIONSHIPS

36 JUNIOR BOYS CHAMPIONSHIPS

1 WOMENS LEAGUE CHAMPIONSHIPS

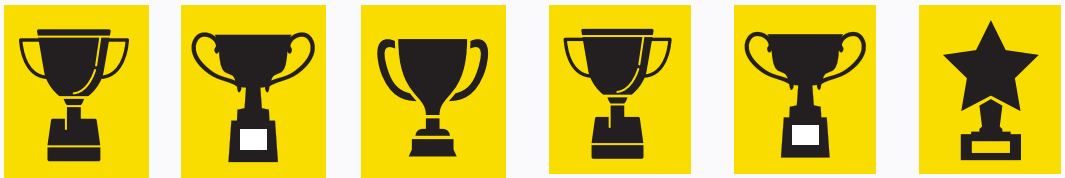
1 RESERVES CUP TITLES

7 U18 CUP TITLES

16 JUNIOR BOYS CUP TITLES

2 WOMENS CUP TITLES

METRO UNITED WOMEN & JUNIOR GIRLS



4 SA LEAGUE CHAMPIONSHIPS

2 SA LEAGUE PREMIERSHIPS

4 FEDERATION CUP TITLES

10 RESERVES LEAGUE CHAMPIONSHIPS

6 COMMUNITY CHAMPIONSHIPS

5 JUNIOR GIRLS CHAMPIONSHIPS

3 RESERVES CUP TITLES

4 COMMUNITY CUP TITLES

2 JUNIOR GIRLS CUP TITLES

OUR BRAND

Colours and Emblem
The **red and yellow** of MetroStars are instantly recognisable across South Australian football. These colours not only symbolise passion, energy, and pride – they also reflect the **Italian heritage of our founding members**, whose vision and culture remain embedded in the club today.

Our logo honours our history and achievements:

- **Six stars at the base** represent our pre-2025 **Federation Cup triumphs.**
- **Three stars** at the top celebrate our **South Australian League Championship** victories.
- The **large singular star** symbolises our greatest honour — the **National NPL Championship** in 2014.

This emblem proudly retains design influences connecting our club's Italian roots, our original Metro Knights origins, our global MetroStars links (New York MetroStars – now Red Bulls New York), and our proud achievements in South Australian and Australian football.





Club Motto
Our motto, **"Building Soccer for the Future"**, encapsulates our purpose. It is a commitment not only to winning today but also to laying the foundation for tomorrow. It reflects our focus on player development, community engagement, and creating opportunities for generations to come.

Recognition in the Community
For more than three decades, MetroStars has built a strong identity as a respected and progressive football club. Our brand is recognised for:

- **Excellence on the pitch**, with success at state, national, and international level.
- **Development pathways**, producing players who progress to the A-League, overseas leagues, and the Australia Cup stage.
- **Cultural pride,** where Italian heritage and multiculturalism blend to create a club identity that resonates deeply in the community.
- **Inclusion and unity,** highlighted by the reunification with Metro United WFC, ensuring equal pathways and opportunities for women's football.

The MetroStars brand represents far more than football. It is a celebration of heritage, ambition, and community pride – a badge that carries with it a legacy of success and the promise of a bright future.



COMMUNITY ENGAGEMENT

At MetroStars, our purpose extends far beyond the pitch. We are more than a football club — we are a community hub that connects people of all ages, backgrounds, and abilities through the game we love.

>500
Number of Players

>150
Number of Volunteers

>2,000
Number of Members (Total)

A Club for All

Our programs span from **Shooting Stars Program (4-13yo), MiniRoos (Under 6-11) to Youth Premier & State Leagues (U12-U17)** to **Senior men's and Women's football (Seniors, Reserves, Under 18)**, ensuring pathways for everyone, regardless of age or gender.

At MetroStars we believe that our ability to promote a business is one of our strengths as our network and relationships with local traders and the corporate world are well developed. With the strengthening of our club on and off the field, our reach continue sto grow exponentially in the South Australia and Australia.

All home games are now filmed in conjunction with the Football SA which means increased exposure to our sponsors through video highlight packages spread throughout the league.

Our reach continues to flourish off the back of our ongoing successes.

REACH & EXPOSURE

SOCIAL MEDIA

Social media has become one of the greatest marketing tools for our club with our marketing and media reach gaining increased recognition every year.

Our affiliation with the Football Australia's National Premier League also means that our social media is drawing greater exposure and attention. Our online presence is not only limited to Facebook, Twitter and Instagram, but also on LinkedIn, TikTok and YouTube.

FACEBOOK FOLLOWERS **7,390**	INSTAGRAM FOLLOWERS **9,348**	TIK TOK FOLLOWERS **1,005**
YOUTUBE SUBSCRIBERS **535**	TWITTER / X FOLLOWERS **2,056**	LINKEDIN FOLLOWERS **454**



Audience Demographics :

Total Audience	♂	♀
27K	57%	43%

Age 13 - 18 :	9%
Age 19 - 34 :	30%
Age 35 - 55 :	35%
Age 55+	26%

Average Instagram Story Views **3,105**

Average TikTok Post Views **3,027**

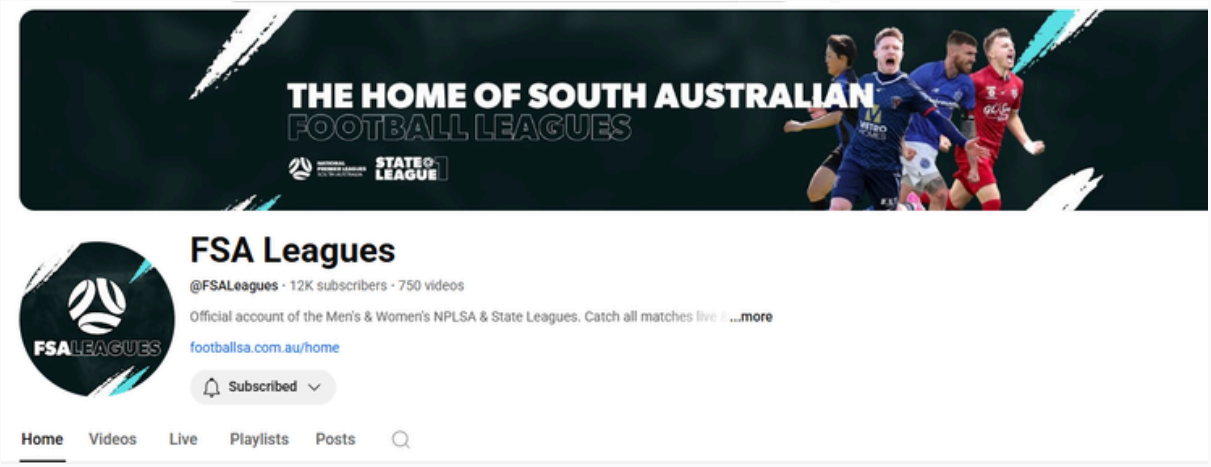
*Data As Of 1 September 2026

MEDIA COVERAGE

FSA LEAGUES - YOUTUBE

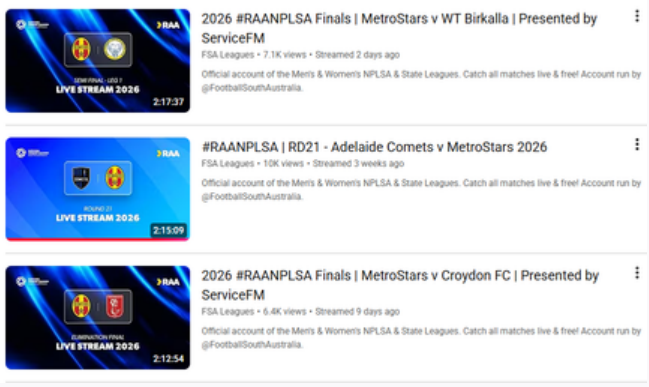
All NPL SA matches are live streamed on YouTube.com via the FSA Leagues. Currently FSA Leagues has over 12,000 subscribers.

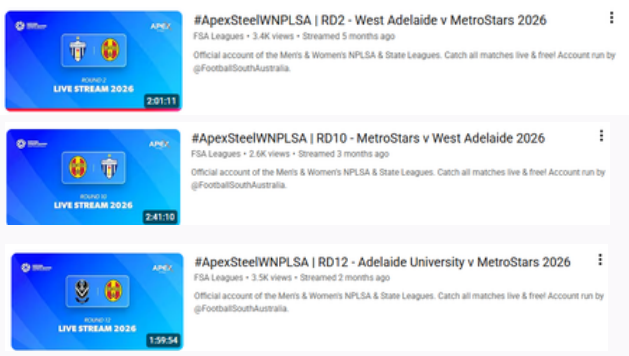
The platform delivers premium live and on-demand 24/7 streaming services and coverage of all 374 matches across the NPL SA, WNPL SA and State League One fixtures. This means more eyes than ever are on our games each and every week.



Matches involving MetroStars NPL recently attracted an average of 7.9k views per match, while MetroStars WNPL have averaged 2.5k views per match.

MetroStars Matches	Metro Matches
7,900 views per match	**2,500** views per match





MEGA REWARDS PARTNERSHP

MEDIA COVERAGE

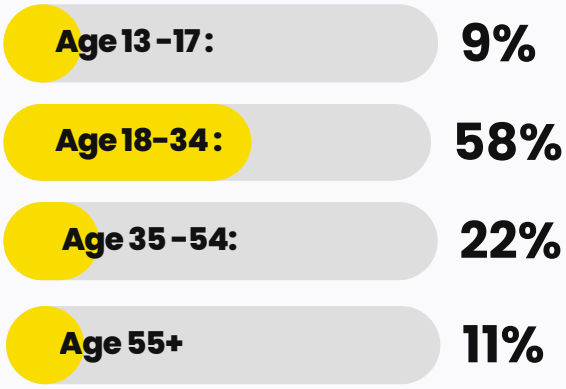
METROTV - YOUTUBE

MetroStars have a YouTube channel called MetroTV. This channel allows the club to showcase highlights, club events, interviews and much more through our YouTube channel linking from various social media platform posts.

In recent years, MetroStars has also invested in a series of new TV commercials to celebrate and acknowledge our key sponsors. Running during the season (April to July 2023) on free to air TV, the commercial was seen by over 1 million viewers during this period.

Audience Demographics :

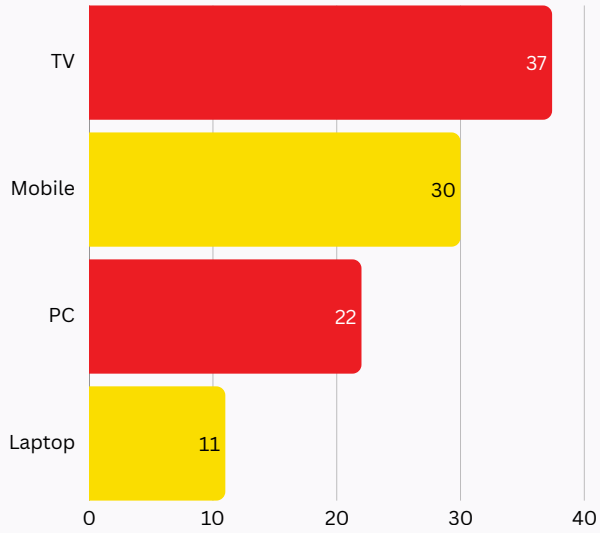
Lifetime Audience
July 2011-Sep 2025



Average Monthly Viewers
January 2025 - September 2025



Device Type (%)
January 2025 - September 2025



Views by Location (%)
January 2025 - September 2025

Australia	79%
India	3%
United States	3%
England	3%
Italy	2%
New Zealand	1%
Rest of World	9%





WHY METROSTARS?

P**artnering with MetroStars is about more than sponsoring a football club — it's about investing in people, in community, and in a healthier, more connected future.**

Make a Difference

When you support MetroStars, you are directly helping:

- **Youth Development:** With over 500 players from MiniRoos to seniors, your support provides clear pathways from grassroots to elite competition.
- **Community Inclusion**: From our Shooting Stars program, our Indigenous Recognition Match with Beyond Bank to scholarships for underprivileged young people, we create opportunities for everyone to play, learn, and thrive.
- **Healthy Living**: Football is a vehicle for fitness, teamwork, mental wellbeing, and lifelong friendships.

Your investment fuels programs that change lives, build resilience, and strengthen communities.

Real Benefits for Your Brand

- **Maximum Visibility on the Field**: Shirt sponsorship puts your brand front and centre on the playing kits of seniors, juniors, or MiniRoos — seen by thousands of players, parents, and fans each week.
- **Ground Signage at our Home Venue**: Pitch-side signage at TK Shutter Reserve provides ongoing exposure, reaching members and visiting clubs from across South Australia and interstate.
- **Community Impact:** Sponsorship isn't just advertising — it shows your business backs grassroots sport, inclusion, and positive community values.



A PARTNERSHIP BUILT AROUND MEGA REWARDS' GROWTH MODEL

$75,000 (plus GST) per annum
Three (3) Years

MetroStars proposes a three (3) year flagship partnership designed around Mega Rewards' commercial priorities: **subscriber growth, first-party data acquisition, database expansion and experience-led activation.**

Rather than a passive sponsorship, MetroStars becomes an always-on acquisition platform — using matchdays, club communications, junior and senior programs, partner networks and exclusive football experiences to give people repeated reasons to engage with Mega Rewards.

The opportunity is to make Mega Rewards visible at the ground, but more importantly to make it active across the Club: competitions, giveaways, digital calls-to-action, family game-day experiences, partner promotions and major annual promotions that can build both the Mega Rewards database and brand.



THE COMMERCIAL IDEA

Make Mega Rewards part of the MetroStars experience — every week, not just on the grandstand.

- Use MetroStars communications, registrations, events, competitions and exclusive offers as acquisition pathways.
- Create a recurring Mega Rewards competition at every MetroStars senior home NPL game**, giving spectators a clear reason to enter, subscribe and return.
- Use experiences and giveaways — including for example Adelaide United tickets and other Mega Rewards partner experiences — to make the Mega Rewards subscription both tangible and valuable to our supporter base.
- Promote Mega Rewards through MetroStars' existing sponsor and business network, extending reach beyond players and families into the Club's commercial community.



FLAGSHIP PARTNERSHIP ASSETS

1. Ground Naming Rights & Dominant Venue Presence

Mega Rewards receives MetroStars' premium naming-rights asset and a highly visible physical presence at TK Shutter Reserve, positioning the brand at the centre of the Club's identity and matchday experience.

- Ground naming rights*, with naming integration across Club communications, fixtures, events and digital channels.
- Prominent Mega Rewards signage at the main entrance to the ground.
- High-visibility pitch-side signage throughout the venue.
- Prominent Mega Rewards branding on the main grandstand and scoreboard advertising during senior and junior game days.

2. Every Home Game Becomes a Mega Rewards Acquisition Opportunity

- A **dedicated Mega Rewards spectator competition at every senior home game****, promoted before and during the match and entered through a Mega Rewards subscription or agreed opt-in mechanism.
- Regular **Mega Rewards giveaways,** including access to Adelaide United games and other partner-club experiences where available.
- **Mega Rewards mascot appearances at senior NPL home games to create a recognisable, family-friendly activation asset (with Mega Rewards to supply the mascot costume).**
- **Matchday competitions,** experiences, subscriber drives and selected behind-the-scenes or VIP opportunities.

***Ground naming rights and associated naming usage remain subject to relevant Council, Football SA and other required approvals.**
****Excludes the currently established dedicated Beyond Bank First Nations Round.**

A YEAR-ROUND CLUB ACTIVATION PLATFORM

3. Junior & Family Engagement

MetroStars' junior football community creates repeated contact with players, parents and families throughout the season. Mega Rewards can own this family engagement through visible, practical activity rather than passive branding.

- Mega Rewards junior game-day activities and family activations at selected fixtures and Club events.
- Scoreboard advertising and calls-to-action during junior game days where operationally available.
- Junior competitions, giveaways and reward-based challenges that encourage family participation and subscriber acquisition.
- Mega Rewards branding on **all newly acquired MetroStars tracksuit tops** for the 2027 season.
- Mega Rewards branding on junior playing shorts as an additional supporting apparel asset, subject to final placement and availability.
- Mega Rewards branding on training tops for all senior and Performance Phase men's and women's teams.

4. Mega Rewards Supporter of the Year

Create an ownable annual Club award — the **Mega Rewards Supporter of the Year —** recognising the supporter who best represents passion, loyalty and contribution to the MetroStars community.

- Promoted progressively throughout the season to create nominations, stories and engagement.
- Award presented at a major Club event or final home game, supported by a meaningful Mega Rewards experience or prize.
- Creates a positive community property that can generate content and reinforce the rewards proposition.

5. Activate the Existing MetroStars Partner Network

Mega Rewards can also be promoted within MetroStars' existing sponsorship base, creating a B2B acquisition channel alongside the Club's player and supporter audience.

- Introductions and promotion across existing Club partners where appropriate.
- Partner-exclusive Mega Rewards offers or experiences.
- Opportunities for joint promotions, prizes and cross-partner activations that expand reach without relying solely on Club-owned inventory.

SIGNATURE PROPERTIES

6. Mega Rewards U18 Pre-Season Competition

MetroStars will participate in and assist Mega Rewards to develop a distinctive U18 pre-season competition connecting four Mega Rewards partner clubs: MetroStars, Sydney FC, Adelaide United and Melbourne Victory FC.

- An annual branded pre-season Mega Rewards tournament held over one (1) weekend.
- The inaugural tournament is proposed to be held at TK Shutter Reserve in year one, with the other partner clubs hosting the tournament in subsequent years on a rotating basis.
- Cross-club digital promotion and audience reach across multiple markets.
- Subscriber-only experiences, competitions and access surrounding the event.
- Content opportunities featuring emerging players, elite pathways and partner-club connections.

7. Mega Rewards Car Raffle — Growth + Club Fundraising

- MetroStars and Mega Rewards will explore a jointly promoted, high-profile Mega Rewards car raffle^ designed to drive subscriber growth while generating meaningful fundraising income for MetroStars.
- Should this proceed, Mega Rewards will procure and provide the raffle vehicle at no cost to MetroStars, creating a compelling headline prize without requiring the Club to fund or acquire the vehicle.
- MetroStars will lead promotion of the raffle across its digital channels, senior and junior matchdays, member and family communications, sponsor network and community events, with campaign mechanics designed to encourage Mega Rewards subscriptions and engagement.
- MetroStars will retain the income generated from raffle ticket sales, creating a direct fundraising benefit for the Club alongside subscriber growth and promotional value for Mega Rewards.

^Any raffle or trade-promotion activity would be structured only after confirming the applicable South Australian licensing, permit, privacy and promotional requirements and the agreed commercial model.

PARTNERSHIP DELIVERY & WORKING RELATIONSHIP

- MetroStars will commit to appointing a dedicated Account Manager to actively drive the partnership throughout the season and will part-fund that resource. The Account Manager will coordinate activations, promotions and subscriber-acquisition initiatives and ensure Mega Rewards opportunities are consistently brought to life across the Club.
- The Account Manager will act as MetroStars' day-to-day partnership lead, working across Club administration, media, matchdays, junior and senior programs and the existing sponsor network to drive activation and grow the Mega Rewards subscriber base.
- To support effective execution, MetroStars requests that Mega Rewards nominate a dedicated working-level point of contact to work directly with the MetroStars Account Manager on campaigns, offers, creative assets, prizes, subscriber pathways and activation planning.
- The objective is a practical, responsive working relationship between the two organisations so ideas can move quickly from concept to activation and the partnership maintains momentum across the full three-year term.

WHY THIS FITS MEGA REWARDS

Mega Rewards is building a subscriber ecosystem, not simply buying awareness. MetroStars can provide an unusually broad mix of physical visibility, family engagement, competitions, content, business-network reach and repeat matchday touchpoints. Together, these assets create multiple acquisition pathways across the season and several ownable properties that can grow over the full three-year term.

PARTNERSHIP INVESTMENT

PARTNERSHIP	COMMERCIAL TERMS
Mega Rewards × MetroStars Flagship Partnership	**$75,000 + GST per annum**
Partnership Term	**Three (3) years**

MEGA REWARDS × METROSTARS

Create experiences. Acquire subscribers. Reward the community. Grow together.


Newtons



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