Punjabi Cultural and Sports Club

Sponsorship Proposal

Partnering for Communities and Impact



26/27

ABOUT THE CLUB

Building community through sport, culture and connection since 2002.

The Punjabi Cultural & Sports Club (WA) brings generations together through sport, cultural events, community initiatives and opportunities to participate, connect and lead.





Since 2002, PCSC has been bringing people together through sport, culture and community.

What began as a club has grown over the decades into a community built on participation, connection, cultural pride and leadership — shaped by the players, families, volunteers and committee members who have helped build PCSC along the way. Today, we continue to honour those foundations while creating new opportunities for the next generation to get involved, step up and lead.

Praveen Gill
Chairman, PCSC

Punjabi Cultural
and Sports Club

OBJECTIVES

We believe everyone should have the opportunity to participate, compete and enjoy sport. From grassroots participation to local, state and national competitions, we create opportunities for people of all ages and genders to get involved.

- Sports and Participation
- Culture & Community
- Leadership & Generations



Our club is proudly rooted in our Sikh and Punjabi heritage. We celebrate our culture, create opportunities for connection and encourage the next generation to learn, participate and carry our traditions forward. PCSC is built by generations of people who have participated, volunteered and stepped up to lead. We encourage our young people to take an active role in shaping the future of our club and community.



WHY SPONSOR US?

Punjabi Cultural & Sports Club (WA) Inc. is committed to creating opportunities for young people to participate in sport, build friendships, develop confidence and stay connected to their culture and community.

With more than 130 players expected to participate across our sporting programs in 2026/27, PCSC is entering an exciting period of growth ahead of the Australian Sikh Games Perth 2027.

For us, this is about more than one tournament. We are building the foundations for a generation of young players who can continue to play, compete and represent their club and community as they grow. The teams, connections and sporting pathways established over the next year will create opportunities that extend well beyond 2027.

Your sponsorship helps us:

- Provide young people with access to sport and competition
- Support uniforms, equipment, registrations, travel and team costs
- Encourage physical and mental wellbeing through participation
- Build confidence, teamwork, leadership and lifelong friendships
- Strengthen connections to Sikh and Punjabi culture
- Create pathways for young players to continue participating as they grow

A growing community. A national opportunity.

The Australian Sikh Games bring together Sikh sporting communities from across Australia, creating a unique opportunity for sponsors to connect with an engaged and growing community.

By partnering with PCSC, your organisation can support the growth of youth sport and the Sikh Australian community, while gaining exposure through our teams, club activities, digital channels, community events and participation in the Australian Sikh Games.
Your support helps us put young people on the field, build stronger communities through sport and create a lasting sporting legacy for the next generation.

Partner with PCSC and help us build what comes next.

Punjabi Cultural
and Sports Club

SPONSORSHIP PACKAGES

GOLD (1 SPOT)

Our premium partnership, providing the highest level of brand visibility across PCSC's social media, events and sporting uniforms. Gold sponsors also receive opportunities for business promotion, positive social media mentions, networking and direct community engagement.

$5,000

SILVER (2 SPOTS)

A strong opportunity to build brand awareness and connect with PCSC's growing community through social media exposure, event acknowledgement and positive sponsor mentions reaching over 1,000 members of the Indian and wider community.

$2000

BRONZE (3 SPOTS)

An accessible way to support PCSC and youth sport while putting your brand in front of our growing community through social media visibility and positive sponsor mentions across our digital communications.

$500

	Bronze	Silver	Gold
1-2 Social Media Posts P/Year	✔	✔	✔
Advertising and Recognition at PCSC Events		✔	✔
Regular Social Media Promotion and Logo on Marketing Materials/Posters			✔
Corporate Logo on Players Polos			✔
Corporate Logo on Soccer Kits			✔
Corporate Logo on Netball Uniforms			✔
Meet & Greet Opportunity at PCSC Events			✔

Punjabi Cultural
and Sports Club

INCLUSIONS

Gold Sponsor **$5,000 per year** **1 available** **Your business becomes a key partner of PCSC, with year-round visibility across our sporting, cultural and community activities.**	**Sponsorship Inclusions** • **Corporate logo featured across PCSC social media communications, including Facebook, Instagram, email newsletters and event reminders** • **Corporate logo featured on PCSC Club Polos** • **Corporate logo featured on PCSC Soccer and Netball uniforms** • **Business advertising and brand visibility at PCSC events throughout the year** • **Sponsor acknowledgement and thank-you across sporting and cultural events** • **Opportunities to share business updates, promotions and announcements across PCSC social media** • **Recognition as a Gold Sponsor across relevant PCSC communications and promotional material**
SILVER SPONSOR **$2,000 per year** **2 available** **Support the growth of PCSC while building meaningful brand visibility across our community throughout the year.**	**Sponsorship Inclusions** • Corporate logo featured across PCSC social media communications, including Facebook, Instagram, email newsletters and event reminders • Sponsor acknowledgement and thank-you across PCSC sporting and cultural events • Business recognition across relevant PCSC promotional communications • Opportunities for selected business updates, promotions or announcements to be shared across PCSC social media • Brand visibility at selected PCSC events throughout the year
BRONZE SPONSOR **$500 per year** **3 available** **A simple and accessible way to support PCSC while putting your business in front of our growing community.**	**Sponsorship Inclusions** • Corporate logo featured across PCSC social media communications, including Facebook, Instagram, email newsletters and event reminders • Recognition as a **Bronze Sponsor** across relevant PCSC communications • Sponsor acknowledgement through selected PCSC promotional content
All sponsorship commitments outlined above are for a three-year partnership, allowing the Club to plan with greater certainty, maintain continuity and build sustainable long-term partnerships, while reducing the need to regularly replace or reorder uniforms and other branded materials.	

Punjabi Cultural
and Sports Club

CONTACT INFORMATION

Website

www.pcscperth.com

Phone Number

0413620036

Email Address

pcscperth@gmail.com