



NORTH
WELLINGTON | FC

SPONSORSHIP OPPORTUNITIES

2025 SEASON





ABOUT OUR CLUB

North Wellington Football Club is proudly one of the largest clubs in Wellington with close to 1,000 playing members and 70+ teams club wide and Wairoa Hub Clubrooms has become a hub for local the community.

The club was founded in 1972 after an amalgamation of Onslow & Johnson Villa clubs. Today we are North Wellington Football Club facilitating football for our community. We offer footballing opportunities for all members from age 4 to elite, offering a pathway for elite and an opportunity for engagement and fun for the more social members.

We engage actively in the community with local schools - this has seen year on year growth in sport participation for youth and juniors and an increase in volunteer engagements club-wide. The club has a great connection with past members and as such holds great respect for our 30 male and female Life Members who have shaped the club for what it is today.








SOCIAL MEDIA

Social Media has become a large part of everyone's lives and we are continuing to build this exposure to the world.

We actively engage on X, Facebook, and Instagram

With industry-leading Weston Design on board again this year we have significantly raised the profile of our club and seen an increase in followers across all of our social media platforms. This enables us to provide a range of unique sponsorship opportunities to partners along the way.

Key Social Media Stats:

-  **Facebook** 2317 Followers (40% Increase in 2024)
-  **X (Twitter)** 916 Followers (2% Increase in 2024)
-  **Instagram** 1509 Followers (18% Increase in 2024)

Collective exposure in 2024 to **60,000+** social media accounts



SPONSORSHIP OPPORTUNITIES



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PLATINUM PACKAGES

Includes:

- 1st team front of shirt Sponsor Home & Away Kits (Men's OR Women's) (Shall not exceed 30cms in width and 15cms in height)
- Two ground signage boards at Alex Moore Park 2000mm x 600mm
- Full page advert in every matchday programme sent to our database every Men's & Women's home game.
- Acknowledgement as a Platinum package Sponsor in our matchday programme sent to our database every Men's & Women's 1st team home games.
- Company Logo included in sponsor banner for all our matchday related posts – Minimum of 4 per week during the season (72 exposures minimum to various social media channels), including Half / Full Time Graphics for matchdays with Men's & Women's 1st teams
- Company logo at HT on scoreboard for Men's & Women's 1st team games
- Company logo on sponsors page on official club website and a link on our official club email newsletter
- Complimentary double pass to end of season senior prizegiving and presentation of Player of the year award to respective team sponsored.
- Team Captain and Coach company visit – to engage and photos at your site, shared on social media.
- Exclusive Invitation to partake in the annual Sponsors' club evening.

MEN'S PLATINUM: \$15,000

WOMEN'S PLATINUM: \$10,000



GOLD PACKAGE

Includes:

- Back of shirts sponsor (above number, shall not exceed 30cms in width and 5cms in height) for team of choice Men's or Women's 1st Teams
OR
Front of shirt sponsor (shall not exceed 30cms in width and 15cms in height) on Men's or Women's Reserves or TDP team of choice.
- Two ground signage boards at Alex Moore Park 2000mm x 600mm
- Acknowledgement as a Gold package Sponsor in our matchday programme sent to our database every Men's & Women's 1st team home games.
- Company Logo included in sponsor banner for all our matchday related posts – Minimum of 4 per week during the season (72 exposures minimum to various social media channels), including Half / Full Time Graphics for matchdays with Men's & Women's 1st teams
- Company logo on sponsors page on official club website and a link on our official club email newsletter
- Team Captain and Coach company visit – to engage and photos at your site, shared on social media.
- Exclusive Invitation to partake in the annual Sponsors' club evening.

\$6,000



SILVER PACKAGE

Includes:

- Front of shorts (Shall not exceed 7cm in height or 5cm in width) sponsor for team of choice (Men's, Women's or TDP)
- Back of shorts (Shall not exceed 7cm in height or 5cm) in width sponsor for team of choice (Men's, Women's or TDP)
- One ground signage board at Alex Moore Park 2000mm x 600mm
- Regular social media publicity
- Acknowledgement as a Silver package Sponsor in our matchday programme sent to our database every Men's & Women's 1st team home games.
- Company logo on sponsors page on official club website and a link on our official club email newsletter
- Team Captain and Coach company visit – to engage and photos at your site, shared on social media
- Exclusive Invitation to partake in the annual Sponsors' club evening

\$4,000



BRONZE PACKAGE

Includes:

- Shirt Sleeve sponsor (shall not exceed 10cms in height or 10cms in width) for one team of choice (Men's, Women's or TDP)
- Regular social media publicity
- Acknowledgement as a Bronze package Sponsor in our matchday programme sent to our database every Men's & Women's 1st team home games.
- Company logo on sponsors page on official club website and a link on our official club email newsletter
- Exclusive Invitation to partake in the annual Sponsors' club evening.

\$3,000



ADDITIONAL OPPORTUNITIES

ALEX MOORE HOARDING BOARD \$1,250

Includes:

- Signage board at Alex Moore Park 2000mm x 600mm for Mens and Womens and TDP Matchdays
- Company logo on sponsors' page on official club website and a link on our official club email newsletter

SOCIAL MEDIA SPONSOR \$1,750

Includes:

- Company Logo included in sponsor banner for all our matchday related posts – Minimum of 4 per week during the season (72 exposures minimum to various social media channels), including Half / Full Time Graphics for matchdays with Men's & Women's 1st teams.
- Company logo on sponsors' page on official club website and a link on our official club email newsletter

BUSINESS DIRECTORY LOGO \$250

Includes:

- Company logo on Club members Business Directory page on official club website



WHAT CAN WE OFFER YOU?

NETWORKING OPPORTUNITIES

Sponsorship provides an excellent opportunity to connect with other businesses and industry professionals in the region. You will have access to exclusive networking events and opportunities to meet with other sponsors and event organizers.

BRAND ASSOCIATION

By sponsoring our great club, and partnering with one of Wellington's largest football clubs, you will be associated with a high-quality, professionally run club that is well-respected in the sporting community. This will help enhance your brand's reputation and credibility.



WE'D LOVE FOR YOU TO JOIN US

Ki Te Tūāraki | To the North

Being able to provide football from grassroots through to the elite level is a privilege, but it also means a lot of hard work, and we can't do it without the continued support of our club's dedicated and amazing sponsors.

Come join us, enjoy the benefits we can provide, join our team and let's grow together.

Michael Hinds

020 4144 3199

sponsorship@northwellingtonfootball.com

