



NORTH
WELLINGTON | FC

SPONSORSHIP OPPORTUNITIES

2024 SEASON





NORTH
WELLINGTON | FC

ABOUT OUR CLUB

North Wellington is Wellington's largest football club. Waiora Clubrooms has become a hub for the local community.

Ki Te Tūāraki | To the North

2024 is our 52nd year as the community's local football club. It will be another special year for the club and with new board members and new leadership at the club, we are excited about this season and beyond as our club continues to grow.

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 currently has 1000+ active players spread across 108 teams, with a wider football family of 4000 including supporters and family members. The club holds great respect for our 30 male and female Life Members.








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 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	1647 Followers
	X (Twitter)	892 Followers
	Instagram	1282 Followers



SPONSORSHIP OPPORTUNITIES



NORTH
WELLINGTON | FC

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

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

ALEX MOORE HOARDING BOARD \$1,000

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

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 Wellington's largest football club, 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

