



Papakura City FC
McLennan Park
Arimu Ave
Papakura

SPONSORSHIP OPPORTUNITY

PAPAKURA CITY FOOTBALL CLUB

Mission Statement:

We will work together to provide opportunities by encouraging excellence, dedication, loyalty, passion and pride through continual development of football in our club.

Papakura Football Club is pleased to offer the opportunity for sponsorship. Established in 1959 the club has grown to be the largest Football Club in South Auckland attracting players from a wide demographic group. The expansion of the club continues as Football has become the most popular junior and youth sport in New Zealand. This popularity is now flowing through into the senior levels, assisted by the introduction of a professional career pathway in New Zealand and success by the national football squad in qualifying for the 2010 FIFA world cup.

In 2009 the club established the first Football Academy employing the services of Brian Derby as Academy Director. The aim of the Academy is to deliver highly skilled and knowledgeable players and coaches to achieve in the higher echelons of the sport.

Football is a growing sport with a generally affluent demographic following and Papakura Football Club is an established brand that reflects the moral awareness and business astuteness required to succeed in today's competitive market. Combined Papakura Football Club offers an opportunity for a mutually beneficial commercial relationship.

Current Sponsors:





THE SPONSORSHIP

Papakura City Football Club has embarked on a plan to develop both the club and players. The goal is to provide the physical facilities and resource that will consistently develop players to the higher echelons of the sport.

The implementation of numerous sports disciplines within players to produce well rounded, highly focused, socially responsible individuals that can combine to form effective teams, not only is a key for success in the football and sporting arena but also in the commercial world.

Papakura City Football Club have laid the foundations but now need to push into the second development stage, creating commercial partnerships with like organisations that will enjoy being involved in the development process.

Stage two will focus expenses on improving the football training facilities within the club, training equipment and physical resource available for coaching and sports science disciplines.



OUR CLUB

KEY FACTS: 700+ registered players aged between 5 to 40+ years old
Owns own Club House and Stadium Pitch
Full catering and bar services

GRADES

- Men's First Team
Division 1 Northern Regional League
- Women's First Team
Auckland Football Federation Championship League
- Men's U/19 & U/17
- Junior & Youth 'mixed' up to U/17

FACILITIES

- Papakura Football Stadium
- Sand based and irrigated Stadium Pitch
- Ground used for national and international games and tournaments
- 3 full sized floodlight fields and an additional 2 further fields
- Large modern clubrooms overlooking Stadium pitch with seating for 150+ people
- Bar, Kitchen, event and meeting room facilities

FOOTBALL ACADEMY

- Operate successful Academy for 9 -17 year old players under Brian Derby, UEFA A Coach and NZFA Senior Coach Educator.

SPONSORSHIP EXPOSURE:

Senior	In excess of 5000 people attending 1 st team games over the weekends, predominantly 17 years plus.
Junior / Youth	Junior / Youth games at Bruce Pulman Park / Army Camp would attract 10,000 attendees per season, predominantly youth and parents/family.
Events	Junior / Youth tournaments, festival games, evening functions including weddings, events and functions held throughout the year.
Newsletters	Weekly electronic newsletters to over 700 registered players and their families
Email	Sponsor information carried on club hub emails
Photo Opportunities	First team interviews with logos in background. Event photography, Stadium match photography.



WEBSITE EXPOSURE

The internet is now a powerful commerce tool and Papakura City Football is in the process of positioning its marketing strategy to maximise the use of its website for the developments of the club, players and relationship with existing and future sponsors.

The club views the website as a vehicle of communication with its members and registered players with news, information, registration, interviews and brand exposure.

Unlike traditional methods, the website and internet allows the club to reach a far wider community dreamed possible a few years ago. It is this reach where the club sees benefits for sponsorship.

Opportunities:

- Online tactical campaigns delivering special offers will reach a far wider audience
- Up to date information can be delivered through text, audio and video
- Interviews with key club players, coaches, sponsors and club executives can be delivered through video to motivate and excite

The power of the internet and Club website will add significant value to any sponsor and it is a too that the club expects to fully harness over the coming years.

The screenshot shows the website layout for Papakura City Football Club. The main content area includes a welcome message and information about online registrations for the 2010 winter season. The sidebar on the right lists various services and sponsors, including the Auckland Football Federation and McDonald's.

Note: Website currently under review for development.



SPONSORSHIP OPPORTUNITY

Elite Sponsor Package:

- Naming rights for either Men's or Ladies First Team
- Large colour logo positioned on front of playing shirts.
- Sponsor logo positioned right breast on Team dress/polo shirts.
- Sign of 5.0 x 0.8 metre dimensions on Stadium surround fencing.
- Flag/Wind blade of 3.0 x 0.7 metre dimensions 1 each at Bruce Pulman and Army Camp.
- Elevated size and position on Club Sponsors board inside Clubrooms.
- Sponsor name and thanks mentioned every 1st Team home and away games.
- Position on In House TV advertising.
- Prominent position for Match Day Programme for every Men's / Women's home game.
- Logo displayed on Sponsors page on Website and carried in Newsletters and Club Hub information emails.
- Hospitality available for featured Home games.

Contribution \$10,000.00 + GST per annum

Platinum Sponsor Package:

- Small colour logo positioned on sleeve of playing shirts.
- Sponsor logo positioned on sleeve of Team dress/polo shirts.
- Sign of 5.0 x 0.8 metre dimensions on Stadium surround fencing.
- Flag of 3.0 x 0.7 metre dimensions at Bruce Pulman and Army Camp.
- 2nd tier size and position on Club Sponsors board inside Clubrooms.
- Sponsor name and thanks mentioned every 1st Team home and away games.
- Position on In House TV advertising.
- 2nd tier position for Match Day Programme for every Men's / Women's home game.
- Logo displayed 2nd tier on Sponsors page on Website and carried in Newsletters and Club Hub information emails.

Contribution \$5,000.00 + GST per annum



Gold Sponsor Package:

- Sponsor logo positioned on sleeve of Team dress/polo shirts.
- Flag of 3.0 x 0.7 metre dimensions at either Stadium, Bruce Pulman or Army Camp.
- Sign of 5.0 x 0.8 metre dimensions on Stadium surround fencing.
- 3rd tier size and position on Club Sponsors board inside Clubrooms.
- Sponsor name and thanks mentioned every 1st Team home and away games.
- Position on In House TV advertising.
- 3rd tier position for Match Day Programme for every Men's / Women's home game.
- Logo displayed 3rd tier on Sponsors page on Website and carried in Newsletters and Club Hub information emails.

Contribution \$2,500- plus GST per annum.

Silver Sponsor Package:

- Sign of 5.0 x 0.8 metre dimensions on Stadium surround fencing.
- Position on In House TV advertising.
- 4th tier position for Match Day Programme for every Men's / Women's home game.
- Logo displayed 4th tier on Sponsors page on Website and carried in Newsletters and Club Hub information emails.

Contribution \$1,500- plus GST per annum



Bronze Sponsor Package:

- 5th tier size and position on Club Sponsors board inside Clubroom
- Position on In House TV Advertising
- 5th tier position for Match Day programme for every Men's / Women's home game
- Logo displayed 5th tier on Sponsors page on Website and carried in Newsletters and Club Hub information emails.

Contribution \$1000- plus GST per annum

Single Signage Package:

- Sign of 5.0 x 0.8 metre dimensions on Stadium surround fencing.

Contribution \$750.00- plus GST per annum (minimum 3 year contract)

Mates use Mates Board:

Board of business card displays, located in the Club rooms, with Perspex Holders with your Business cards inserted for people looking for work to be done.

Contribution of \$200.00 + GST per year.