



Not able to buy a rugby franchise?  
How about sponsoring your local football club instead?

### North Wellington Football Sponsorship Programme 2012 Starting from Just \$20!

Hello and thank you for taking the time to read this information.

We thought that you would like to know a little more about North Wellington Football and that by the time you have read what we have to say; you would be excited to talk further about joining us as a sponsor.

We've put this information together because we believe that sponsorship is an area that although we have not really explored before, it would be of tremendous benefit to everyone involved.

So please read on...

#### **Stuff You Might Want To Know**

North Wellington Football as an entity actually comprises two clubs that work together to offer a single brand of football in Wellington's northern suburbs. The North Wellington junior club comprises 650 children from ages 4 to 14 while the senior club looks after people from 15 years to walking frame age.

All up we have 1000 active players spread across 84 teams. Our direct, wider football family actually numbers in excess of 4000 people when other family members and supporters are taken into account.

Our junior club is actually one of the largest in the Wellington region while our senior club is the biggest of all senior clubs. Both organisations have doubled, almost trebled in size over the last 7 years and that growth shows no sign of slowing down.

We have home grounds in Johnsonville, Churton Park, Granada Village, Newlands, Paparangi and Raroa. When we play away from home we can be anywhere within Wellington, Kapiti and the Wairarapa. Many members from our senior club also travel to play for us from throughout Wellington.



### **The Good Things That We Do**

- Provide a structured but fun environment with professional coaching assistance from age 4 upwards.
- Provide specialist professional assistance to parent coaches. (Coaching the Coaches)
- Run week day coaching sessions for our parent coaches who can't make it away from work.
- Work with other clubs in the area to provide holiday and out of season skill and fun programmes.
- Run football fun programmes in the local schools during term time.
- Provide college transition opportunities with Under 17 and Under 21 Sunday football (It was our idea and has been introduced throughout the region.)
- Work closely with our local colleges to compliment and manage football development across the area.
- Provide extensive opportunities for college/women's footballers of all abilities.
- Actively campaigned for an artificial sports turf at Alex Moore Park. (Confirmed for 2013)
- Became a foundation member and driver of the new Alex Moore Sport and Community Incorporated Society and its mandate to provide a new combined sporting and community facility at Alex Moore Park. Estimated completion late 2013.  
([www.alexmoorepark.org.nz](http://www.alexmoorepark.org.nz))

### **What We Would Like To Do More Of**

- Replace old/worn playing shirts.
- Get new shirts in for an estimated 5 additional teams, if not more.
- Provide more training jackets to more teams.
- Replace old training and match balls.
- Generally get more equipment to cope with increased demand as well as wear and tear.
- Mitigate the rise of affiliation costs that we have to pay.
- Help pay for our professional coaching assistance.
- Mitigate the cost of a new charge for the 2012 season of approximately \$50 per junior team and \$320 per senior team to help pay for the new, exciting, necessary but expensive artificial turfs that we now enjoy.
- Help lessen the cost of increased playing subscriptions that are necessary to run our organisations in a responsible manner.
- Develop long term stability for the hundreds of footballers in our community, thus ensuring more kids and adults remain active and healthy.

### **Why Sponsorship?**

We believe in self help and are always organising sausage sizzles, toy raffles, quiz evenings and the like to lessen the burden on our parents and players. Being such a large organisation though means that we have to sell an awful lot of sausages and run endless quiz evenings to make a real dent in increasing our revenue line.

There is also only so much that we can achieve when partnering with the various gaming trusts that we are privileged to receive assistance from. New Zealand Community Trust, Southern Trust, The Bluegrass Trust, Pelorus Trust, Endeavour Trust and Pub Charity have been wonderful supporters of North Wellington Football and we look forward to their continuing support, although in recent years, given the current economic climate, the support we receive from the Trusts is declining.



It is important however that we reduce our reliance on their assistance as part of our wider diversification outlook.

### **The Sales Pitch!**

We haven't done a great job in working with the local business community and other financial supporters but that is about to change.

We figure that North Wellington Football is a promotional opportunity that is worth developing and that any sponsor who comes on board will certainly get tremendous value from their association with a large and emerging entity which is part of the greatest participation code in New Zealand.

Our sponsorship partners could be players, supporters, family members, friends, business people or individuals who have some discretionary cash and would like to be part of a good news story. They might want to promote their name or business or they might want to remain anonymous.

The bottom line is that we love you all. We've put together a comprehensive list of sponsorship options which start at \$20 and go a lot higher. We think there is something for everyone and we value each and every partner.

So that's enough from us. Please look through the list of options that we have nussed out. We haven't done this before so if there is another way that you would like to structure a sponsorship package, we're all ears.

Thanks for your time and please get back in touch with us soon.

We think there are some wonderful opportunities to work together and now is the time to act.

Yours sincerely

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## North Wellington Football Sponsorship Options – 2012 Season

### Friend of North Wellington Football

- A payment of any amount \$20 and above.
- Becomes an official non playing member of North Wellington Junior and Senior Football Clubs.
- Receives a certificate of appreciation signed by both Club Presidents.

### Bronze Sponsor

- A payment of \$200
- Becomes an official non playing member of North Wellington Junior and Senior Football Clubs.
- Receives a framed certificate of appreciation signed by both Club Presidents.
- Receives a listing and link on our website in the Sponsors' Section.

### Silver Sponsor

- A payment of \$500 (Can be made over 2 payments)
- Becomes an official non playing member of North Wellington Junior and Senior Football Clubs.
- Receives a framed certificate of appreciation signed by both Club Presidents.
- Receives a listing and link on our website in the Sponsors' Section.
- Receives 3 advertising features in the season via both clubs' electronic newsletters.

### Gold Sponsor

- A payment of \$1,000 (Can be made over 4 progressive payments)
- Becomes an official non playing member of North Wellington Junior and Senior Football Clubs.
- Receives a framed certificate of appreciation signed by both Club Presidents.
- Receives a home page listing and link on our website.
- Receives 4 advertising features in the season via both clubs' electronic newsletters.
- Receives special mention in all weekly club speeches.
- Receives a special Gold Sponsor listing in the clubrooms in a prominent position.
- Receives naming rights to one eligible North Wellington junior or senior team. (Appears weekly in the Dominion Post newspaper and Capital Football website draws)
- Has the opportunity to speak at each of the 5 end of season prize giving function.



### **Platinum Sponsor**

- A payment of \$5,000 (Can be made over 5 progressive payments).
- Becomes an official non playing member of North Wellington junior and senior football clubs.
- Receives a framed certificate of appreciation signed by both Club Presidents.
- Receives a special permanent display trophy acknowledging Platinum Sponsor status.
- Receives a home page listing and link on our website.
- Receives 6 advertising features in the season via both clubs' electronic newsletters.
- Receives special mention in all weekly club speeches.
- Receives a special Platinum Sponsor listing in the clubrooms in a prominent position.
- Receives naming rights to our Men's Capital 1 team and Women's Premier team plus our top 3 junior teams. (Team names appear weekly in the Dominion Post newspaper and Capital Football website draws)
- Receives special acknowledgement in all match day programmes.
- Receives dedicated signage which is displayed at all Alex Moore Park home games for our Men's Capital 1 team and Women's Premier team
- Has the opportunity to make a presentation at each of the 5 end of season prize giving functions.
- Receives a 20% discount on the same package (at the same price) for the 2013 season if confirmed by 1 September 2012.

### **Premier Sponsor**

- A payment of \$10,000 (Can be made over 5 progressive payments)
- Becomes an official non playing member of North Wellington junior and senior football clubs.
- Receives a framed certificate of appreciation signed by both Club Presidents.
- Receives a special permanent display trophy acknowledging Premium Sponsor status.
- Receives a home page listing and link on our website.
- Receives 6 advertising features in the season via both clubs' electronic newsletters.
- Receives special mention in all weekly club speeches.
- Receives a special Premium Sponsor listing in the clubrooms in a prominent position.
- Becomes the jacket sponsor for our Men's Capital 1, Capital 3 teams and Women's Premier team plus our top 3 junior teams.
- Receives naming rights to our Men's Capital 1 team and 3 of our other senior teams and 6 junior teams (Team names appear weekly in the Dominion Post newspaper and Capital Football website draws)
- Receives dedicated signage which is displayed at all Alex Moore Park home games for our Men's Capital 1 and Women's Premier teams.
- Has the opportunity to speak at each of the 5 end of season prize giving functions.
- Receives a 20% discount on the same package (at the same price) for the 2013 season if confirmed by 1 September 2012.

All support and contributions are welcome.

Thank you.