



Fencibles United AFC Sponsorship Prospectus 2018 - 2020

An Introduction to Fencibles Football...

- ⚽ Fencibles is a not for profit, registered charity and one of the largest clubs in NZ
- ⚽ Established in 1995 with the amalgamation of Howick AFC and Pakuranga Town AFC
- ⚽ The "Fencibles" were the military defenders of the first settlers in Auckland in the 1800's
- ⚽ Current playing membership of 2,000 from Junior (under 6) through to senior ranks
- ⚽ Parents and families connected to the club totalling 8,000 – 10,000
- ⚽ 6 different playing venues in Howick and Pakuranga with clubrooms at William Green Domain and Riverhills
- ⚽ The club vision is to make a significant and meaningful difference in our community through quality football and positive experiences on and off the pitch
- ⚽ The Men's Premier team will play in NRFL Division 1 in 2018 after being unbeaten in 2017



Some of the benefits of your sponsorship....

1. Exposure to a large and growing population in East Auckland
2. A club that is committed to doing great things on and off the pitch
3. A stable, well managed and reputable sports club
4. Endorsement for your brand
5. Your logo and association alongside strong current partner brands
6. Partnership with a community focused and values driven organization
7. Potential future employees
8. A tax deductible contribution that makes a real difference
9. Current priorities include clubroom maintenance and upgrades, coach development and a Junior and Youth Excellence Program (on and off field focus)
10. And other additional benefits that you may want to include....



The Sponsorship Opportunity

An investment of \$1,200+GST gives you the following for the 2018 season (12 months)

1. Your logo in every home matchday program
2. Website Members Business Directory
3. Hyperlink of your logo
4. One thankyou from the club email to all members
5. Nike club hoodie or playing strip to the value of \$80
6. Maximum of 30 sponsors in this category

An investment of \$2,800+GST gives you the following for the 2018 - 2020 season (3 years)

1. Pitch perimeter sign at Riverhills and William Green Domain
2. Your logo in every home matchday program
3. Website Members Business Directory
4. Hyperlink of your logo
5. Use of clubrooms x 1 per year
6. One club facebook post
7. Biannual thankyou from the club email to all members
8. Nike hoodie or playing strip to the value of \$120
9. Maximum of 30 sponsors in this category

An investment of \$4,900+GST gives you the following for the 2018 - 2020 season (3 years)

1. Pitch perimeter sign at Riverhills and William Green
2. Your industry exclusivity
3. Website Members Business Directory
4. Your logo in every home matchday program
5. A full page feature in one matchday program
6. A Premier team player who attends 2 training sessions with your child and 2 matches
7. Use of clubrooms x 3 per year
8. Two club facebook posts
9. Quarterly thankyou from the club email to all members
10. Nike hoodie or playing strip to the value of \$250
11. Maximum of 20 sponsors in this category



Summary and Next Steps...

- An opportunity to make a genuine difference in the community through your support of the club
- Our members are already your customers or could be your customers
- Payment for the full term required by April 2018
- If you have products or services that could benefit the club then we can be flexible - please get in contact
- For more information or if you are keen to go ahead please let me know

Thank you

Paul Burns

chairman@fencibles.org.nz

021 929 741

