



FENCIBLES UNITED AFC



SPONSORSHIP PROSPECTUS 2025



ABOUT US

Fencibles United AFC is a volunteer led football club with two main facilities located in Howick and Pakuranga. During the year we have over 3500 players joining a variety of programs in both summer and winter.

Fencibles takes pride in being a family focused club and we play an integral role in the East Auckland community. We provide fun football, high quality football programs, coaching and playing opportunities to all ages, ethnicities and genders within an inclusive and unified culture.

Fencibles was 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

The successful implementation of our programs and dedicated staff and volunteers has helped ensure sustainable success that promotes well-being and brings the local community together. Our football community engages over 8,000 children and family members.



OUR MISSION

To make a significant and meaningful difference in our community through football experiences both on and off the pitch

OUR VALUES

Community, Legacy, Fun, Respect, Ambition, Diversity, Inclusive, Unity

OUR HOMES

Fencibles has two home grounds – William Green and Riverhills.

William Green – Named after a much-loved teacher at Pakuranga School. William and his wife Emma emigrated to NZ in 1882, and he became a Justice of the peace and a Howick town board member. William Green is a fully turfed facility with floodlights and provides our club with a dynamic all year-round space to train and play on.

Riverhills – With the new Eastern Busway being constructed changes we made last year to accommodate. The main number 1 pitch was turned 90 degrees and now runs in front of the club house. It was also upgraded to the latest FIFA turf and is fully floodlit. Additionally, the club has invested over \$350,000 into upgrading the building with a new roof, improving the lights and upgrading the deck to lift our spectator experience.





BE PART OF OUR SUCCESS STORY



Whether it is fun football for our new 4-year-olds or being involved in our Prem Men's and Women's teams – the club is dedicated to advancing opportunities for everyone.

WINTER

Our Inhouse fun community football is growing massively, and we have over 1200 players and parents down every Saturday morning.

Our Youth community travelling teams make up a huge base for the club and this is all parent led who need our support to help develop.

Our Youth TDP (Talent Space) is a massive strength within the club, and we have been the top TDP club in Auckland for the last two years.

Social Seniors – Another growing part of the club where our older age groups get to relive their youth.

Men's/Women's Prems – Both our Men's and Women's top teams play in the top leagues.

SUMMER

Our Fencibles Academy now attracts over 550 players every summer.

Our Summer fun football includes over 100 teams.

PLATINUM SPONSORSHIP MEN'S & WOMEN'S 1ST TEAM

In 2025 both our Men's and Women's 1st teams are playing in the top leagues

Tier 1

- Sponsor Logo on the front of the Men's or Women's 1st team home kit and on the back of the away Kit.
- 2 x 4m long field perimeter signs (1 x William Green, 1 x Riverhills)
- 1 x sponsors day – be involved with the team and then enjoy the game on the deck with full service.
- 2 x annual club wide emails sent out to our Data base advertising your business reaching over 3500 members.
- 1 x Promotion tier drop flag at every home game
- All home games are live streamed

- Circa \$20,000 + gst per annum
- 2 spaces available

INVESTMENT OPTIONS

- 2 or 3-year options by negotiation



PLATINUM SPONSORSHIP MEN'S & WOMEN'S 1ST TEAM

Both our Men's and Women's 1st teams play in the highest leagues

Tier 2

- Sponsor Logo on the back of the Men's or Women's 1st team home kit and on the front of the away Kit.
 - 1 x 4m long field perimeter signs (1 x Riverhills)
 - 1 x sponsors day - be involved with the team and then enjoy the game on the deck with full service.
 - 1 x annual club wide email sent out to our Data base advertising your business reaching over 3500 members.
 - 1 x Promotion tier drop flag at every home game
 - All home games are live streamed
-
- Circa \$17,000 + gst per annum
 - 2 spaces available

INVESTMENT OPTIONS

- 2 or 3 year options by negotiation



PLATINUM SPONSORSHIP MEN'S & WOMEN'S 1ST TEAM



Both our Men's and Women's 1st teams play in the highest leagues

Tier 3

- Logo placements 1st team kits
 - OPTION 1 Front of shorts of the men's or women's home and away kit.
 - OPTION 2 Sleeves of the men's or women's home and away kit.
 - 1 x 4m long field perimeter signs (1 x Riverhills)
 - 1 x sponsors day - be involved the team and then enjoy the game on the deck with full service.
 - 1 x annual club wide email sent out to our Data base advertising your business reaching over 3500 members.
 - 1 x Promotion tier drop flag at every home game
 - All home games are live streamed
-
- Circa \$12,000 + gst per annum
 - 4 spaces available

INVESTMENT OPTIONS

- 1, 2 or 3 year options by negotiation



1ST TEAM MEN'S AND WOMEN'S INDIVIDUAL PLAYER SPONSORSHIP



- Sponsor a 1st Team Men's or Women's Player for the season – Includes Social media announcement and acknowledgement and website placement.
- Cost \$950 + gst per player
- Buy two players for \$1600 - 1 x Men's & 1 x Women's player (all players are chosen randomly)
- 20 Men's spaces available
- 20 Women's spaces available

Our Juniors need you



Our Inhouse fun community football is growing massively, and we have over 1200 players and parents down every Saturday morning at Meadowlands reserve.

Kids start at the age of 4 and can play at Meadowlands until they are 13. We have mixed teams of boys and girls who are coached each weekend by a parent.

This is the true grass roots of football !!!!!

- Naming rights for our Inhouse football on our website and on all communication.
- 2 x Promotion tier drop flags visible each Saturday am.
- 1 x annual club wide email sent out to our Data base advertising your business reaching over 3500 members.
- Circa \$3,000 + gst per annum

INVESTMENT OPTIONS

- 1, 2 or 3 year options by negotiation





ACADEMY SPONSORSHIP



Our Academy has built up a huge following over its short 5-year lifespan. The Academy runs Term 4 and Term 1 and attracts over 600 players. The Academy shirt is then also used the following year as our TDP training shirt – this shirt gets a huge amount of visibility all year round.

We redesign this shirt every year so each year it is completely different.

This is our flagship offer for our best Youth Elite players aged 13-17

- Shirt Sponsor Logo on the front or back or sleeve
- 1 x annual club wide email sent out to our Data base advertising your business reaching over 3500 members.
- Circa \$2000 + gst per annum
- 4 spaces available

INVESTMENT OPTION

- **1 year by negotiation**



Summer Football Naming SPONSORSHIP



With over 100 teams aged 4-14 our fun Summer football is a hit during the hot months.

- Naming rights for our summer football on our website and on all communication.
- 2 x Promotion tier drop flags.
- 1 x annual club wide email sent out to our Data base advertising your business reaching over 3500 members.
- Circa \$3,000

INVESTMENT OPTION

- **1 year by negotiation**



Any other ideas ??



Touch base with any other ideas or options you would like us to consider.

We can make a package just for you !!!

chairman@fencibles.org.nz

or

admin@fencibles.org.nz





JOIN OUR TEAM

By joining with us as a sponsor you become an integral part of our football clubs Journey. Your backing guarantees brand visibility whilst contributing to the club's future.

Now is your chance to support your local and engage in the local community.

Let's grow together !!!!!!!

For more information about how we can partner together please contact –

chairman@fencibles.org.nz

or

admin@fencibles.org.nz

