



NORTHLAND FOOTBALL CLUB

Sponsorship Proposal
Youth Player Sponsorship
2023 Season



“THE REGION’S FOOTBALL TEAM”



ONWARD UPWARD TOGETHER

Member Clubs

| | |
|------------------|-----------------|
| Bream Bay Utd | Manaia Tigers |
| Central Brown FC | Mangawhai FC |
| FC Whangarei | Marist |
| Kaikohe AFC | Ngunguru FC |
| Kaitaia Utd | Northern Wairoa |
| Kaeo-Inter | Onerahi |
| Kerikeri FC | Paihia FC |
| Madhatters FC | Tikipunga |

- Non-profit Incorporated Society, governed by an elected board
- Comprised of 16 member clubs and associates
- 10 representative youth and senior teams
- Youth (13-17) NZF Talent Development Program
- Junior (9-12) NZF Skills Centre
- Compete in the Lotto Northern Region Football League (NRFL)
- Community impact through coach development and competitions

MARKETING & COMMUNICATIONS



- Regular posts
- Engaged audience
- 10,000+ attendance at 2022 home games
- 14,000+ online reach per month*
- 16,000+ monthly post engagement*
- 1,900+ followers on all platforms

* Reach and Engagement statistics are cumulative and an average between April – September 2022

2023 YOUTH PLAYER SPONSORSHIP



- Successfully launched initiative in 2021
- Reduces burden of cost on parents/players
- Direct contribution toward youth player fees
- All funds reinvested back into the club
- Helps to keep our programs accessible and inclusive



OUR PROPOSAL



In exchange for an annual investment, the club can offer the following by way of promotion:

- Your business name displayed on match day shirts
- High visibility at all youth games
- Company logo next to player photo on club website
- Minimum 3 posts on club social media per year



INVESTMENT 2023-2025



All Northland FC fixtures will be played between April and October 2023.

- Sponsorship is for three years, and runs until the end of the 2025 season
- Returning sponsors deals run until the end of the 2023 season
- One off annual payments in April of each year of agreement
- Detailed schedule and outline of agreement provided on acceptance

Youth Team Player Sponsor Investment - \$400.00 (exc. GST) per annum

NORTHLAND FC