



NORTHLAND FOOTBALL CLUB

Sponsorship Proposal For NorthChamber Members

Trigg Sports Arena Signage

2022-2024 Seasons



“THE REGION’S FOOTBALL TEAM”



ONWARD UPWARD TOGETHER

Member Clubs

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

- Non-profit Incorporated Society, governed by an elected board
- Comprised of 17 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



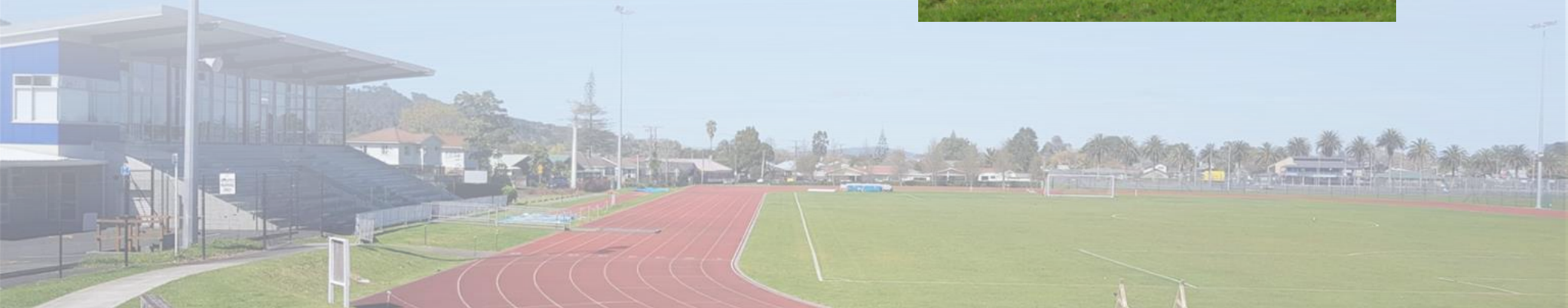
- Regular posts
- Engaged audience
- 8,000+ attendance at 2020 home games
- 9,000+ online reach per month*
- 11,000+ monthly post engagement*
- 1,500+ followers on all platforms

* Reach and Engagement statistics are cumulative and an average between May – September 2021

TRIGG SPORTS ARENA SIGNAGE



- New 2022 season initiative
- Premium matchday venue
- Approx. 8,000 attendance throughout season
- Youth & Senior teams
- 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 signage at Trigg Sports Arena
- High visibility at all youth & senior games
- Visibility on youth/senior home game highlights
- Mention as a club sponsor on northlandfootball.net



INVESTMENT 2022-2024



All Northland FC fixtures will be played between April and October 2022.

- Discounted rate for NorthChamber Members
- Sponsorship is for three years, and runs until the end of the 2024 season
- Sponsorship is for one (750mm x 3550mm) sign at Trigg Sports Arena
- Agreement runs from May-Apr, starting in 2022
- Detailed schedule and outline of agreement provided on acceptance

Trigg Sports Arena Signage Investment - **\$1,200.00 (exc. GST) per annum***

**Please note that we accept payment plans, and can spread costs over 12 months*

NORTHLAND FC