



BIRKENHEAD UNITED AFC

———— SPONSORSHIP PROSPECTUS 2024

ABOUT US



Birkenhead United is a volunteer-led football club, located at Shepherds Park, Beach Haven. In 2023 our home underwent a \$2.8M upgrade as part of the FIFA Women's World Cup Legacy fund. Our primary player base of 1500+ registered players hails from Beach Haven, Birkdale, Northcote, Birkenhead, Chatswood and Glenfield.

At Birkenhead United, we take pride in being a family-focused club that plays an integral role in the Kaipatiki community. We provide high-quality football programmes, coaching, and playing opportunities to all ages, genders, and ethnicities, within an inclusive and unified culture.

The successful implementation of our programmes helps ensure sustainable success, promotes health and well-being, and brings the local community even closer together. Our football community engages over 5000 children and family members.

OUR VISION

To be the leading football club in
New Zealand

OUR MISSION

Provide inspiration, connections and
sporting opportunities to our
community

OUR VALUES

Fun, Unity, Respect, Collaboration,
Ambition, Innovation and Legacy

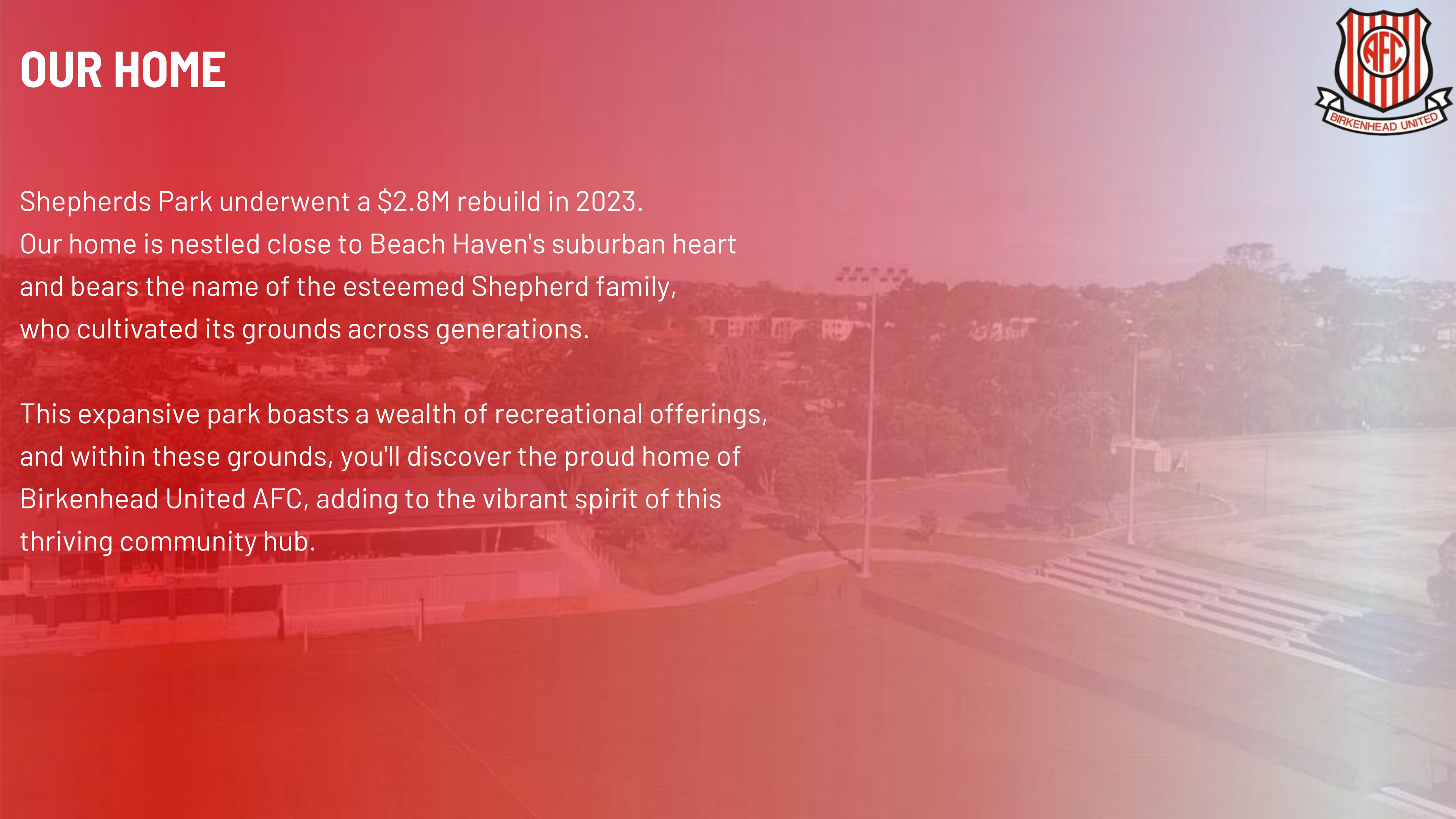
OUR HOME



Shepherds Park underwent a \$2.8M rebuild in 2023.

Our home is nestled close to Beach Haven's suburban heart and bears the name of the esteemed Shepherd family, who cultivated its grounds across generations.

This expansive park boasts a wealth of recreational offerings, and within these grounds, you'll discover the proud home of Birkenhead United AFC, adding to the vibrant spirit of this thriving community hub.





BE A PART OF OUR SUCCESS STORY

The club is dedicated to advancing opportunities for aspiring players to access the beautiful game. This commitment solidifies our prowess across all league divisions, fostering a truly homegrown legacy within the Northern Region and National football scene for years to come.

With our outstanding facilities and programmes, our membership base flourishes annually (over 1500 registered male and female players), positioning Birkenhead United as one of the premier football clubs on the North Shore. Our home at Shepherds Park is thriving 11 months of the year, and our grounds and facilities buzz with activity, drawing thousands of visitors.

To ensure an unparalleled football experience for our community, Birkenhead United depends not only on our members but also on the broader community's support. We are delighted to offer various sponsorship opportunities to support our club.



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



Tier 1

- Sponsor logo on the front of the men's or women's 1st team home kit and back of the away kit
- 3 full-page features - matchday programme, men's or women's 1st team
- Sponsor advertising on 3 strategically positioned hoardings around the main pitch for maximum exposure
- Clubroom screen featuring sponsor branding
- Naming rights for exclusive involvement in prize-giving events
- Two sponsor-specific events marketed to our extensive club database
- Product point of sale at First Kicks and men's or women's 1st team games
- Prime placement at the forefront of all newsletters, database emails, and social media posts reaching 5000+ wider club members/families
- Recognition through the naming rights for the Hardship Fund
- Opportunity for sponsor provision of 'talent' to enhance association, such as player signings, professional/on-trial overseas engagements
- Engagement with 1st team Player Signing & Shirt Hand-Out Event

Investment options

- 1-, 2- and 3-year options by negotiation
- Men's 1st team & U23's sponsored by Harcourts Cooper & Co for 2024
- Women's 1st team and reserves sponsored By Kemps Weir for 2024



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



Tier 2

- Sponsor logo on the lower back of either the men's or women's 1st team home kit and front of the away kit
- 2 full page-features - matchday programme, men's or women's 1st team
- Sponsor advertising on 3 strategically positioned hoardings around the main pitch for maximum exposure
- Clubroom screen featuring sponsor branding
- Invitation to two exclusive sponsor-specific events marketed to our extensive club database of 5000+ members
- Representation with product point-of-sale opportunities at First Kicks and men's or women's 1st team games
- Header left/right placement in all newsletters, database emails, and social media posts, reaching a wider club and community of 5000+ members

Investment options

- 1-, 2- and 3-year options by negotiation
- Men's 1st team & U23's sponsored by John Bull Footwear for 2024
- Women's 1st team and reserves



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



Tier 3

- Logo placement 1st team kits:
 - OPTION 1: Front of shorts of the men's or women's 1st team home and away kit
 - OPTION 2: Both sleeves of the men's or women's 1st team home and away kit
 - OPTION 3: Back (above the playing number across the shoulders) of the men's or women's 1st team home and away kit
- 2 full-page feature - matchday programme, men's or women's 1st team
- Sponsor advertising on 3 strategically positioned hoardings around the main pitch for maximum exposure
- Clubroom screen featuring sponsor branding
- Invitation to two sponsor-specific events marketed to our extensive club database of 5000+ members
- Product point-of-sale representation at First Kicks and 1st team games
- Header left/right placement in all newsletters, database emails, and social media posts to 5000+

Investment options

- 1-, 2-, and 3-year options by negotiation
- OPTION 3: Men's 1st team & U23's sponsored by Kemps Weir Lawyers for 2024
- Women's 1st team and reserves



PLATINUM JUNIOR OR YOUTH TEAM KIT SPONSORSHIP



- Logo placement on the front of either:
 - All Junior teams boys and girls 40 teams approx
 - All Youth teams boys and girls 15+ teams approx
 - Combined Junior and Youth Teams 55+ teams approx
- 2 full-page features - matchday programme, men's or women's 1st team
- Sponsor advertising on 3 strategically positioned hoardings around the main pitch for maximum exposure
- Clubroom screen featuring sponsor branding
- Invitation to two exclusive sponsor-specific events marketed to our extensive club database of 5000+ members
- Representation with product point-of-sale opportunities at First Kicks and men's or women's 1st team games
- Header left/right placement in all newsletters, database emails, and social media posts, reaching a wider club and community audience of 5000+ members

*Due to the complexity and systems involved with ordering hundreds of kits for our Junior and Youth teams, this Platinum option requires a minimum 3-year commitment. The shirts will be worn by 550+ of our players over the course of the winter and off-season tournaments. Your brand will gain exposure across the whole of Auckland and at our home at Shepherds Park.

Investment options

- 3-, 4-, and 5-year options by negotiation
- Available from late 2024





GOLD SPONSORSHIP

- 2 advertising hoardings on the No1 pitch at Shepherds Park
- 1 full-page feature - matchday programme, men's or women's 1st team
- Sponsor-specific event marketed to the club's 5000+ database and the wider club/community
- Product point-of-sale opportunities at First Kicks/1st team men's or women's games
- The sponsor logo featured prominently on the footer of all newsletters, database emails, and social media posts

Sponsor logo placed on the front of one of the following BU AFC junior/youth football programmes/groups:

- Skill Centre training kit sponsor (250+ players registered)
- First Kicks/Fun Football training kit sponsor (450 players)
- Boys Talent Development Programme training kit sponsor
- Girls Talent Development Programme training kit sponsor

Investment options

- 1 Year: \$9,900
- 2 Years: \$17,900
- 3 Years: \$24,900



SILVER SPONSORSHIP



Choose from a variety of sponsorship opportunities:

- Advertising hoarding on the main 1st team pitch: \$1,695
- Back of training shirts for our Junior programmes:
 - Skill Centre (250+ kids) \$1990
 - Talent Development Programme (180+ kids) \$1990
 - First Kicks/Fun Football (450+ kids): \$2,990
- Special Events Sponsorship e.g. NZ Football Women's Head Coach Event \$1,500
- Business advertisement on BU AFC website for 1 year: \$2,500
- GPS 1st team player tracking equipment & promoted on our Facebook page: \$3,900
- Lumin Player analysis for 17s to Senior 1st team Elite Squads: \$2,990
- Sponsorship for men's or women's 1st team meals prior to training/matches, 1 season: \$3,500
- Hudl video analysis for men's 1st team: \$3,900 per annum
- BU AFC YouTube channel sponsor: \$3,990
- BU AFC Facebook Page Main Sponsor: \$2,490
- 1 Junior/Youth/Senior Team Kit purchase with sponsor logo: \$3,990

Investment options

- Variable pricing





BRONZE SPONSORSHIP

Choose from a variety of sponsorship opportunities:

- Matchday Programme men's or women's 1st team:
 - Full page: \$1,499
 - 1/2 page: \$750
 - 1/4 page: \$350
- Junior/Youth Team naming rights: \$350 (NRF fixtures portal receives thousands of views annually)
- Sponsor a 1st Team Player - Matchday programme and a social media announcement as acknowledgment: \$490 per player
- Kit Sponsor Training Shirt Sleeves for either:
 - Skill Centre (250+ kids) \$950
 - Talent Development Program (180+ kids) \$950
 - First Kicks/Fun Football (450+ kids) \$1499



Investment options

- Variable pricing



DONATIONS SPONSORSHIP

Our donation sponsorship option is available to companies or individuals who wish to support our club and ensure we provide the best possible service to our members and wider football community.

Your donation can either be anonymous or we will promote your kindness on the Donations page of the BU AFC website under the specific Donation package you select.



Investment options

- Platinum - \$4900
- Gold - \$2990
- Silver - \$1990
- Bronze - \$100 to \$1490

JOIN OUR TEAM

By joining forces with us through our sponsorship packages, you become an integral part of our football club's journey. Your backing guarantees extensive brand visibility while contributing to the triumphs of our club.

Engage with our lively football community by becoming a sponsor. Your support directly influences our teams' success while providing substantial brand exposure. Together, let's propel the spirit of football and community to new heights.

For more information about how you can be a part of our sponsorship team, contact:



Malcolm McPherson

General Manager BU AFC

mmcpherson@buafc.org.nz

021 795 390