



SPONSORSHIP OPPORTUNITIES

2024 SEASON



WHY PARTNER WITH US?

Wanaka AFC is a thriving football club with almost 600 members across Juniors, Youth and Seniors.

We take pride in being a local community club for everyone, catering to all ages, stages and abilities from the age of 5+ years. We are a not-for-profit club, and we believe community sport should be available to everyone. Wanaka AFC has a 'no barriers' to play ethos and we are constantly striving to drive accessibility across our game as it grows.

Wanaka AFC has some big, aspirational goals to achieve in our quest to become the beacon of football in the South Island. Not only do we want to provide a gold-standard community sport experience, we are striving to provide opportunities for our aspiring local players within Wanaka, Central Otago and around New Zealand through our development pathway, The Academy at Wanaka AFC.

Community sports clubs are more than just playing fields; they're vibrant hubs of activity, where dreams take shape and bonds are forged. But sustaining this vitality requires more than just passion and lots of volunteers; it requires a collective effort.

In our journey toward making meaningful contributions to the community we serve, sponsorship plays a huge part in our local sports club. It's not just about financial support; it's about investing in the heartbeat of our neighbourhoods and fostering connections that enrich lives.

In our eyes, sponsorship goes beyond equipment or facilities; it's about empowering individuals and families to thrive. It's about giving young people the chance to develop skills, leadership qualities, and a sense of belonging. By investing, you're not just nurturing talent; you're nurturing the very essence of community.



One of our favourite equations is: E+O=P or Environment + Opportunity = Potential

This is where your support can truly make a difference: Helping us provide the best possible environments and opportunities to support people to reach their full potential.

Ray
WANAKA



HOW CAN YOU PARTNER WITH US?

GOLD

PREMIUM MULTI-YEAR SPONSORSHIP
STARTING FROM \$5K PER YEAR

- ★ Wānaka AFC Club Playing Kit Main Sponsor
- ★ Club and/or Academy Training Bibs Main Sponsor
- ★ The Academy at Wānaka AFC Training Kit Main Sponsor
- ★ Community Coaches Jackets
- ★ Head Coaches Kit Sponsor

BLACK

PREMIUM SINGLE-YEAR SPONSORSHIP
STARTING FROM \$5K PER YEAR

- ★ Sponsor a Coach
- ★ Sponsor Club Gear, Equipment, Facility Upgrade or Infrastructure Improvement
- ★ First Team Training Kit Main Sponsor

WHITE

SINGLE OR MULTI-YEAR SPONSORSHIP
STARTING FROM \$3K PER YEAR

- ★ Senior Travel Tracksuits and Aftermatch Attire
- ★ Senior Match Day Warm-Up Kit
- ★ Community Coaches Hats/Beanies
- ★ Community Coaches Shirts

GREEN

ONE-OFF INDIVIDUAL PRODUCT OR EVENT
STARTING FROM \$500

- ★ Men's Southern Premiership Match Day Sponsor
- ★ Junior and Youth Home Game Sponsor
- ★ Contribute to the Club and/or Academy Scholarship Fund
- ★ Home Game BBQ Sponsor
- ★ Club Equipment, Gear or Signage
- ★ Service eg. Physio

GOT AN IDEA? IF YOU HAVE ANOTHER WAY YOU'D LIKE TO WORK TOGETHER, WE'D LOVE TO HEAR YOUR SUGGESTIONS!



THE KEY COMPONENTS OF WANAKA AFC

Each of these come with their own unique visibility and position within the football landscape locally, and around New Zealand.

JUNIOR & YOUTH CLUB FOOTBALL

- 450+ players aged 5-17 years
- Wanaka hosts 5x home games for the region per season. Players also travel between Alexandra, Cromwell & Queenstown
- South Island Tournaments

SENIOR FOOTBALL

- 70 players aged 16+ - Provides a pathway for our young Academy players
- First Team: Compete in the Men's Southern Premiership League, travelling extensively around the South Island
- Men's Reserve Team: Compete in the Central Otago Football League

THE ACADEMY AT WANAKA AFC

- 100 players aged 7-16 years
- Academy training programme providing elite football development for the regions most aspirational young players
- Runs year-round and includes NZ-wide trips/travel

OUR TEAM

- 3 full-time coaching and management staff
- 60 volunteer coaches and support staff

OFFERING YOU VALUE

As a club, we want to provide value to our partners, sponsors and investors and create visibility for you and your brand. There are a number of ways we can do this! Our Club Manager will ensure that you're featured on the ground, within our extensive community and via our social media channels as we raise the profile of the club and increase our digital presence.



APPAREL
NAMING RIGHTS

CLUB, ACADEMY
& COACHES



BRANDING
FEATURES

DIGITAL GRAPHICS, NEWSLETTERS,
WEBSITE FEATURE & MORE



SOCIAL MEDIA
POSTS & TAGS

REGULAR &
HIGH QUALITY



ON-SITE
SIGNAGE

& MORE!



CONNECT WITH WANAKA AFC



Wanaka Football Club



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