



SPONSORSHIP PROPOSAL

// 2024 SEASON - FC NELSON

CLUB INTRODUCTION

FC Nelson was established in 2011 through the joining of four clubs, Nelson City, Metro, Tahuna Juniors and ex-National League side and Chatham Cup winners Nelson United.

Each of these football clubs had their own proud histories and the decision to merge these was not taken lightly, however, the amalgamation and subsequent formation of FC Nelson, has allowed the club to grow and develop new opportunities for all our members to progress and develop, something which may not have been possible while continuing to operate smaller independent units.

The club has grown over the past twelve years, cementing roots in the local community, including partnerships with Nelson College and Nelson College for Girls, development pathways and resources for local refugees and a partnership with New Zealand's only professional club, Wellington Phoenix Football Club.

Community is at the heart of the club, with a variety of cultures coming together under the universal language of football.

We have a large catchment area, from Rai Valley, through North Nelson, Nelson City and beyond. This player catchment area also incorporates numerous refugee communities including Karenni, Chin, Nepalese, and Columbian (our catchment includes the largest refugee settlement area in Nelson) and many economically challenged families.



We continue to work hard to deliver football opportunities into these areas, simultaneously trying to break down any barriers to involvement for players and their families within these areas.

In 2024, the club is continuing its growth and development of player pathways. There will be approximately 11 Senior teams and 16 Junior/Youth teams involved in the winter league, in addition to this around 60-70 'little' footballers (ages 4-8) involved in our First Kicks and Fun Football programmes. There are also numerous club tournaments available to our Junior & Youth players, development pathways including the FC Nelson Academy and the FC Nelson Wellington Phoenix's Pre-Academy Skills and our First Kicks and Fun Football Skills Centre and Holiday, Primary School and Summer Football programs.

In total, the club has approximately 550-600 members yearly, along with a large contingent of dedicated parents, volunteers, coaches and support crew helping to create one of the most family focused clubs in the region.

We are one club and one community, united with a common passion for the beautiful game. Our long-term aim is making football accessible and enjoyable at all levels of the game and to give players of all ages and coaches the chance to develop to whatever level they aspire to.

We look forward to welcoming you as part of the FC Nelson family!



CLUB-WIDE SPONSORSHIP





// 2024 SEASON

GOLD SPONSOR



A club-wide sponsorship at Gold level provides your business with the exclusive opportunity to work alongside FC Nelson and utilise its resources and media channels to promote and grow your business to the community at large, with exclusive access to our growing player and supporter base and schools in our area.

This is a negotiable package, but may include:

- Possible placement of the brand name/logo on FC Nelson playing shirts (if signed on for 2+ years)
- Two brand profile posts during the season on Facebook, Instagram and our Newsletter (The Nelson Column)
- Brand name and logo displayed on FC Nelson website
- Brand name/logo displayed on pitch side board displayed at Guppy Park
- Brand name/logo displayed on teardrop flags, displayed at Neale Park on Saturday mornings and pitchside during first team home games and Open Days
- Your name/logo displayed in Changing Room
- Placement of your brand, wherever permissible, in club related social and standard media releases.
- Where possible, brand celebrated at FC Nelson events

\$10,000 OR MORE PER ANNUM



// 2024 SEASON

SILVER SPONSOR



A Silver sponsor will work with FC Nelson to find appropriate avenues to increase engagement and awareness of their business within our community.

This is a negotiable package, but may include:

- Two brand profile posts during the season on Facebook, Instagram and our Newsletter (The Nelson Column)
- Brand name and logo displayed on FC Nelson website
- Brand name/logo displayed on pitch side board displayed at Guppy Park
- Brand name/logo displayed on teardrop flags, displayed at Neale Park on Saturday mornings and pitchside during first team home games and Open Days
- Placement of your brand, wherever permissible, in club related social and standard media releases.
- Where possible, brand celebrated at FC Nelson events

\$5,000 OR MORE PER ANNUM



// 2024 SEASON

BRONZE SPONSOR



A Bronze sponsor will work with FC Nelson to find appropriate avenues to increase engagement and awareness of their business within our community.

This is a negotiable package, but may include:

- One brand profile post during the season on Facebook, Instagram and our Newsletter (The Nelson Column)
- Brand name and logo displayed on FC Nelson website
- Brand name/logo displayed on pitch side board displayed at Guppy Park
- Placement of your brand, wherever permissible, in club related social and standard media releases.
- Where possible, brand celebrated at FC Nelson events

\$2,000 OR MORE PER ANNUM



INDIVIDUAL TEAM SPONSORSHIP



FIRST TEAM SPONSORSHIP OPTIONS (MEN'S OR WOMEN'S)

NAME SPONSOR

Funds raised will be utilised for the benefit of player fees, equipment, strip, training gear and matchdays.

Available exclusively to one business, this sponsorship includes:

- Exclusive naming rights of the FC Nelson 1st XI – Mens or Womens
- Brand name displayed on the FC Nelson and Nelson Bays Football websites
- Brand name/logo displayed on the team's matchday shirt
- Brand name/logo on social media and website posts related to the team, including in any pre- and post-match interviews, match day line-up announcements and gameday highlight reels.
- Brand name/logo displayed on pitch side board displayed at Guppy Park
- Brand name/logo displayed on two teardrop flags at 1st team home games
- Two brand profile posts during the season on Facebook and Instagram
- Sponsored shirts redistributed and reused by an alternate senior squad the following season
- First right of refusal for a subsequent season

\$5,000 or more per annum
(for a 2-year period)

MINOR SPONSOR

The provision of \$1500 or more, either as a monetary contribution or alternatively in the form of products or services.

This is a negotiable package, but may include:

- Brand name/logo displayed on pitch side board at Guppy Park
- Brand name and logo displayed on FC Nelson website
- Placement of your brand, wherever permissible, in club related social and standard media releases.
- Where possible, brand celebrated at FC Nelson events

\$1,500 or more per annum

PLAYER SPONSOR

This is a great way to support the club and our players – available for Mens and Womens 1st XI players.

This is a negotiable package, but may include:

- Brand name/logo displayed on player sponsorship announcement post on social media
- Brand name/logo displayed on social media team posts
- Brand name and logo displayed on FC Nelson website – player sponsor section
- Placement of your brand, wherever permissible, in team related social and standard media releases.

\$300 per annum



OTHER SENIOR TEAM NAME SPONSOR

Support one of our Senior teams from Divisions 1-4 or Masters, helping to cover the purchase of new training gear, cover player fees and support their match activities.

- Brand name/logo on sleeve of training jersey
- Brand name/logo displayed on pitch side board at Guppy Park
- Brand name and logo displayed on FC Nelson website
- Placement of your brand, wherever permissible, in club related social and standard media releases.
- Where possible, brand celebrated at FC Nelson events

\$2,000 or more per annum

JUNIOR/YOUTH TEAM SPONSORSHIP

Support a Junior or Youth team as they progress, develop and have fun, helping cover the purchase of equipment, resources, player fees to create the ultimate experience for our young players.

- Brand name/logo on sleeve of training jersey
- Brand name/logo displayed on pitch side board at Guppy Park
- Brand name and logo displayed on FC Nelson website
- Placement of your brand, wherever permissible, in club related social and standard media releases.
- Where possible, brand celebrated at FC Nelson events

\$2,000 or more per annum



FC NELSON ACADEMY NAME SPONSORSHIP

Available exclusively to one business, sponsorship includes:

- Brand name/logo on any training shirts
- Brand name/logo on website, social media and newsletter coverage
- Brand name/logo displayed on pitch side board at Guppy Park
- Brand name/logo on teardrop flags displayed at the Academy sessions
- Two brand profile posts during the season on Facebook and Instagram

\$10,000 or more for a 2-year period

FIRST KICKS/FUN FOOTBALL SKILLS CENTRE SPONSOR

Available exclusively to one business, sponsorship includes:

- Brand name/logo on any training shirts
- Brand name/logo on website, social media and newsletter coverage related to the Skills Centre
- Brand name/logo displayed on pitch side board at Guppy Park
- Brand name/logo on teardrop flags displayed at the Skills Centre sessions
- Two brand profile posts during the season on Facebook and Instagram

\$10,000 or more for a 2-year period

FC NELSON/PHOENIX PRE-ACADEMY SPONSORSHIP

Available exclusively to one business, sponsorship includes:

- Brand name/logo on any training shirts
- Brand name/logo on website, social media and newsletter coverage
- Brand name/logo displayed on pitch side board at Guppy Park
- Brand name/logo on teardrop flags displayed at the Skills Centre sessions
- Two brand profile posts during the season on Facebook and Instagram

\$10,000 or more for a 2-year period

HARDSHIP FUND SPONSORSHIP

Sponsor a local refugee or individual within the community, who does not have the financial capabilities to participate, but has the dedication.

The benefits of the player hardship fund are negotiable.

THE COMMUNITY HUB PROJECT

Over the last few years, the club has been working behind the scenes on a major project for not only us, but also for the community.

This is not just about football, it's about bringing together many local activities and communities – this will do “wonderful things” for the community.

Currently, the club has no space to belong, other than the aged small changing room facilities that houses two team changing rooms and a referees changing room.

A vision was born, and a submission to the Nelson City Council's Long Term Plan was made in 2019, for a community hub that FC Nelson could develop for use as a club space, but also develop into a local Community Hub. Following success with this submission, and the council approving \$145,000.00 of funding towards the project, thoughts on ideas and plans were started.

Fast forward 3 years, and premier Nelson architectural and building firms, Arthouse Architects and Scott's Construction were engaged, and a project team put together. 2024 is now the year for action – our vision of rejuvenating our facilities and creating a whole facility that will bring people together is taking shape and becoming a reality. A drop in facility during the week open as a Community Hub, a 'go-to' gathering place where the folk and whānau of Nelson can come together to hang out, have fun and start getting to know each other.

Connections are what communities are all about and we are keen to help revitalise the Nelson City area Community.



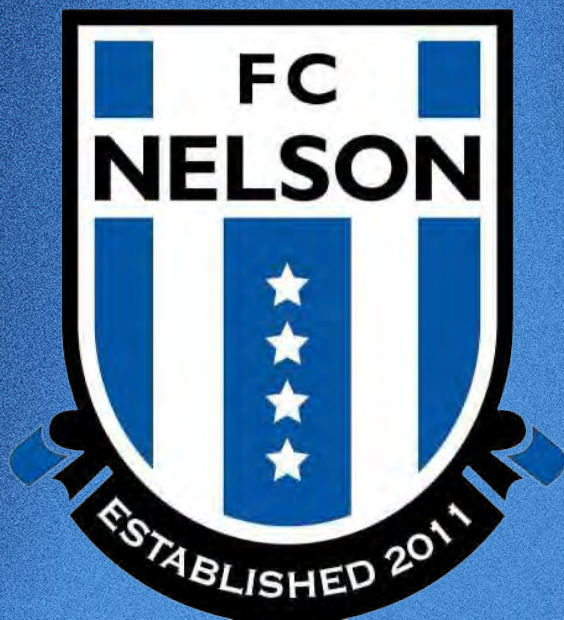
During the evenings and weekends the Community Hub will be utilised by the main leasee FC Nelson, providing a safe, secure positive environment for the members of our football club. The hub will be a place for family and supporters to gather, learn and socialise. Creating such a hub will drive the ongoing sustainability of the club, from progressive, cultural, financial, sociability and sporting success points of view.

We need the community's help. With around \$550,000.00 cost to FC Nelson on top of the funding from the Nelson City Council, we are seeking everyone's help. All contributions to the Hub, no matter how big or small, are valuable in building a Community Hub – be part of the legacy today.

If you would like to be a part of a fantastic project, please see our website for a our FC Nelson Community Hub Sponsor/Donor Proposal, or make contact with us – there are so many options for sponsorship and donations.

Alternatively, contact us on admin@fcnelson.co.nz and we can send you this document.

THANK YOU!



We appreciate your time considering partnering with our club for the 2024 season.

With the club's continued dedication to growing and supporting our players, club and wider community, we have a very exciting 2024 in store. This includes on-the-field goals, along with increasing our social and digital presence to benefit our sponsors – which will include a professional photoshoot and professional social media content next season.

We recognise that support comes in many ways, not just financial. Our aim is to work with businesses in a mutually beneficial partnership so that you can get significant exposure, networking opportunities and more through our club – and you will be left feeling like you definitely got significant value from our partnership.

As one of New Zealand's fast growing football club's with a strong sense of community, there has never been a better time to partner with FC Nelson.

We look forward to hearing back from you soon!

For more information, or to confirm your partnership for the 2024 season, contact Nicole Cooley on behalf of FC Nelson.

Nicole Cooley
Admin, Funding & Sponsorship Manager

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