



TARARUA SPORTS CLUB INC
UPPER HUTT CITY FOOTBALL

Our Club

Upper Hutt City Football

Upper Hutt City Football, as the club is now known, was formed following the amalgamation of three separate football clubs.

Club football originated in Upper Hutt with the formation of Upper Hutt United in the 1920s and Tararua United formed as an alternative Club in the 1970s. Upper Valley Wanderers formed in the 1980s as an independent Club for Women's Football.

In the late 1990s the three Clubs amalgamated, with new Clubrooms built at Harcourt Park, as the Tararua Sports Club. A meeting convened in 1998 agreed that all football teams would play as Upper Hutt City Soccer in acknowledgement of the club's links with and support from the local Upper Hutt City community.

Upper Hutt City Soccer became Upper Hutt City Football in 2011.

Construction of an astro-turf facility at Maidstone Park began December 2011, with members of Upper Hutt City Football formally agreeing at a Special General Meeting late 2012, to move its primary base from Harcourt Park to Maidstone Turf for the start of the 2013 season. The Club will retain Harcourt Park clubrooms for this playing season.

Upper Hutt City Football provides competitive and social football for 800+ male & female players in the following groups: First Kicks (4-6 years), Junior (7-12), Youth (13-19), Senior Men's & Women's, Masters (35yrs+)

To provide (and continue to provide) football to the community the club relies heavily on the support of its members and the wider community. Revenue derived from Members fees, Sponsorship, Grants, Bar & Kitchen services and other fundraising activities. Expenses are incurred for affiliation fees, playing gear, coaching and tournament fees. With the increase in compliance and need for an increased level of coaching and equipment requirements, each year we face ever-increasing demands on our finances.

With an aim in mind to make Football available to all who wish to play, regardless of the cost involved and to also provide the best possible services to our Football Community we are pleased to offer the following sponsorship packages.

With these packages, we also aim to provide a better service to our sponsors and hope that, as a sponsor, you will receive the recognition you are after. We hope that being a big part of our community, we'll play a big role in helping yours.



Sponsorship Opportunities

Standard Packages

Our Standard Packaging offering includes:

- Business Directory Listing (searchable)
- Social Media Promotion
- “Orange Day” Gift Card to be used at invites to Club Events (as per package)
- A contribution to Player Registration Fees (Junior OR Senior)
- Associate Membership Status
- Access to Club Hire for Private Events (additional costs may apply)
- Ability to place your Logo on gear (as requested)

Your Exposure includes:

- Business Directory Listing (searchable)
- 2,000+ Facebook “Friends”
- 70+ teams (Junior, Senior + Women’s)
- 1,000+ members (playing, social, life & associate)
- Members families & friends
- 1400 + regular season games
- 20 + week playing season (9 months + for some)
- All year opening of Clubrooms (with additional external patronage)
- 100+ tournament entries (Juniors & Seniors)

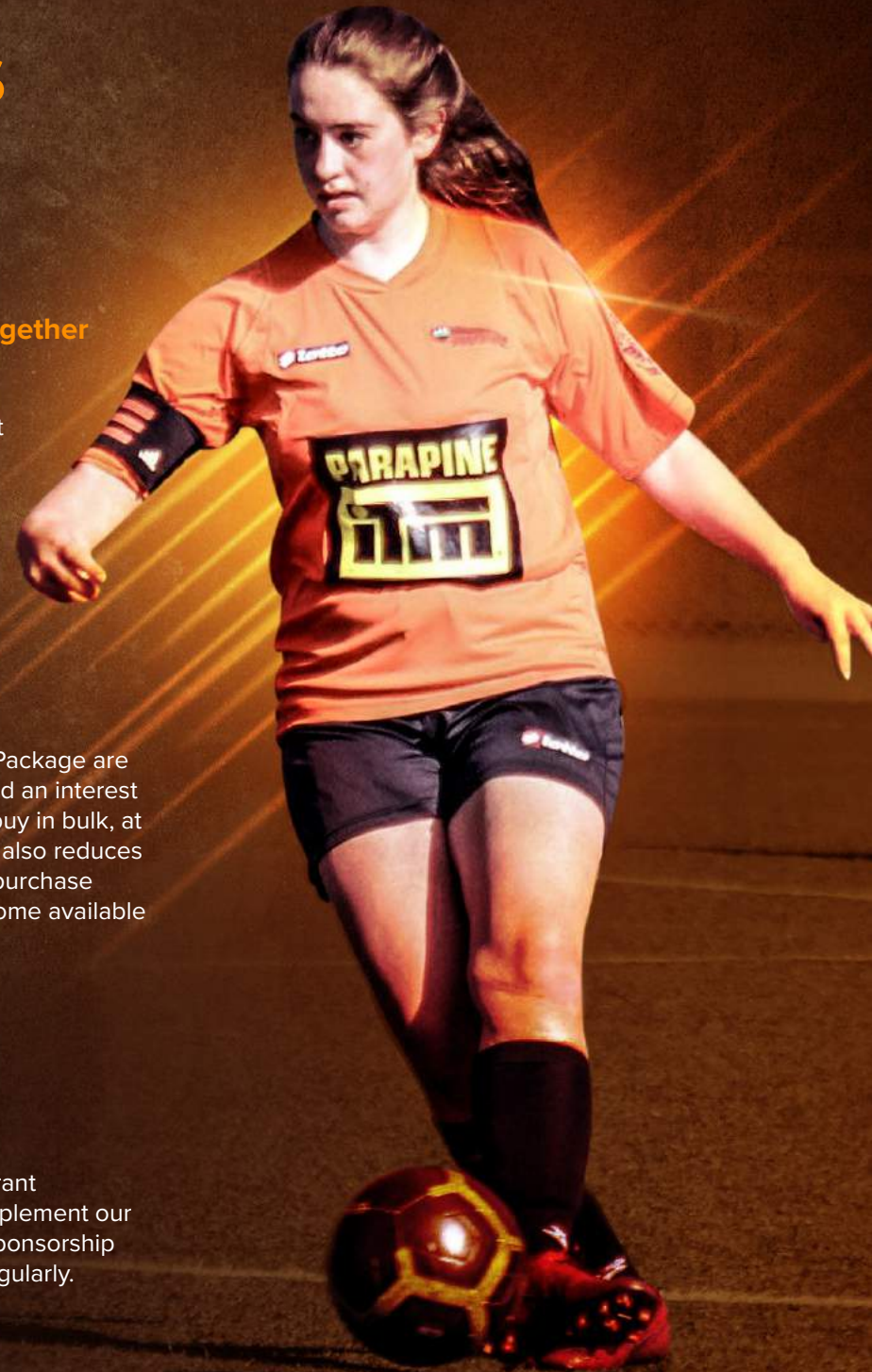
All Sponsorship revenue is pooled together and helps to provide:

- Access to football at a considerable low cost
- Playing Gear (shirts & shorts)
- Additional Team Wear
- Playing, Training and Other Equipment
- High Level Coaching
- Academy
- Tournament Fees
- Social Events
- Bar & Catering Services
- Club Administration & Compliance

Please note that all items mentioned in each Package are to be purchased only when we have confirmed an interest in each package on offer. This enables us to buy in bulk, at a premium and to reduce our overall costs. It also reduces our administration time. Our preference is to purchase items in the following order and as funds become available

- Playing Shirts & Shorts
- Waterproof Jackets
- Training Tops
- Polo shirts
- Trackpants
- Kit Bags

In addition to sponsorship we also seek Grant Funding for most of our expenses and to complement our sponsorship revenue. For transparency, all Sponsorship money received and spent will be updated regularly.



Maximising Exposure

Partnering with westondesign

Our vision for 2020 is to be able to offer our sponsors valuable exposure both online through social media and on matchday. To achieve this, we have partnered with New Zealand's leading sports designer 'WESTON DESIGN' who specialises in sports branding, marketing and sponsorship activation.

By partnering with a professional branding and design business, we will now have professional looking content to help our club (and sponsors) stand out from the rest – and become one of New Zealand's elite clubs both on and off the field.

With a large following on social media, a new media partnership, and having one of NZ's largest junior networks, there has never been a better time to become a sponsor of Upper Hutt City Football and get the ultimate exposure for your business.

Weston Design work across a range of sports, and with a large variety of clients; such as professional clubs, sporting agencies, local clubs and National Teams to help them achieve their marketing and sponsorship goals.

Some of their existing clients include:



Weston Design will be helping us with a wide range of content such as follows:

Matchday Programmes

- Brand New Matchday Programmes packed full of engaging content, player profiles, sponsorship opportunities and more!

Social Media

- Matchday Promotion (all Premier senior teams)
- Starting Lineup Graphics
- Half / Full Time Graphics
- Premier Squad Photoshoots
- Animated GOAL Graphics
- Player / Club Announcements
- Sponsor Announcements

Personalised Player Posters (Merchandise)

- Custom-Designed Player Posters (available for Juniors and Seniors)
- Junior / Senior Player Photoshoots (Media Day)

Personalised UHCF Phone Cases (Merchandise)

- Personalised UHCF Phone Cases

To find out more about Weston Design's services and how they'll be helping Upper Hutt City Football, visit www.westondesign.co.nz





Community Sponsorship Packages

Community Sponsor Packages Include:

- 1 Year Term as per Standard Package (see below)

Standard Package:

- Business Directory Listing (searchable)
- Social Media Promotion
- “Orange Day” Gift Card to be used at invites to Club Events (as per package)
- A contribution to Player Registration Fees (Junior OR Senior)
- Associate Membership Status
- Access to Club Hire for Private Events (additional costs may apply)
- Ability to place your Logo on gear (as requested)

Community Sponsorship Packages

2020 Packages

Community Sponsor Packages Include:

1 Year Term as per Standard Package (refer to previous page)

Player • \$500

Promote your business on the
UHCF Business Directory and Website

- Your logo on nominated players Team Page
- \$50 “Orange Day” Gift Card

Supplier • \$750

Promote your business as the ‘Preferred Choice’ supplier

- Your logo on nominated players Team Page
- Company name on Club Sponsors Board
- Company name on Business Cards/Flyers
- \$50 “Orange Day” Gift Card

Player of the Day • \$500

Promote your business each week with a
“Player of the Day” announcement

- Company profiled with weekly “Player of the Day” announcements (20 per season per team)
- Option to provide additional reward (at your cost)
- \$50 “Orange Day” Gift Card

Tournaments • \$1,000

Promote your business during our tournaments

- Company profiled at Tournaments (average of 10 per season per each Junior grade)
- Academy Exposure
- \$50 “Orange Day” Gift Card



Team Sponsorship Packages

Community Sponsor Packages Include:

- 2 Year Term as per Standard Package (see below)

Standard Package:

- Business Directory Listing (searchable)
- Social Media Promotion
- “Orange Day” Gift Card to be used at invites to Club Events (as per package)
- A contribution to Player Registration Fees (Junior OR Senior)
- Associate Membership Status
- Access to Club Hire for Private Events (additional costs may apply)
- Ability to place your Logo on gear (as requested)

Also Includes:

- Team Naming Rights
- Premium Business Directory Listing (searchable)
- Tournament Exposure
- Complimentary Teamwear
- Logo | Tracksuit/Jacket
- Logo | Sleeve of Club Shirt / Shorts
- Logo | Bottom Banner (website/rotating)
- Logo | Programme | Team List (if/when applicable)
- \$50 “Orange Day” Gift Card

Team Sponsorship Packages

2020 Packages

Team Sponsorship Packages Include:

2 Year Term as per Standard Package + Extras (refer to previous page)

Senior Social Team • \$5,000

Support your Senior UHCF Social Team

As per Team Sponsorship Packages PLUS:

- Logo | Front of Playing Shirt
- Academy exposure
- Turf Sign | 400x600
- Club Room Sign | Small
- Company name on Club Sponsors Board
- Company name on Fliers/Business Cards
- \$100 "Orange Day" Gift Card (total)

Junior Grade • \$5,000

Support your local UHCF Grade

As per Team Sponsorship Packages PLUS:

- Academy Exposure
- Company name on Club Sponsors Board
- Company name on Fliers/Business Cards
- Club Room Sign | Small
- Turf Sign | 400x600
- \$100 "Orange Day" Gift Card (total)

Note: No Team Naming Option but Grade Sponsor Option
(example 9th Grade proudly supported by...)

Junior Team • \$2,500

Support your local UHCF Junior Team

As per Team Sponsorship Packages.

Junior Squad Premium • \$6,000

Support your local UHCF Junior Premier Team

As per Junior Grade Sponsorship Package PLUS:

- Team Naming Rights (1st & 2nd Premier Teams)
- \$100 "Orange Day" Gift Card (total)
- Includes 2 x Team Sponsor Packages



Major Sponsorship Packages

Community Sponsor Packages Include:

- 2 Year Term as per Standard Package (see below)

Standard Package:

- Business Directory Listing (searchable)
- Social Media Promotion
- “Orange Day” Gift Card to be used at invites to Club Events (as per package)
- A contribution to Player Registration Fees (Junior OR Senior)
- Associate Membership Status
- Access to Club Hire for Private Events (additional costs may apply)
- Ability to place your Logo on gear (as requested)

Also Includes:

- | | |
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| <ul style="list-style-type: none"> • Premium Business Directory Listing (searchable) • Logo Front of Playing Shirt • Logo Back Junior Club Jacket
(space shared with other Junior Major Sponsors) • Logo Match Balls • Logo Top Banner (website/fixed) • Logo Bottom Banner(newsletter) • Logo UHCF Website (with link) • Logo Programme Back Cover • Platform Plaque | <ul style="list-style-type: none"> • Company name on Club Sponsors Board • Company name on Fliers/Business Cards • Turf Sign 400x600 • Club Room Sign Large • Complimentary Teamwear • Academy Exposure • Discounted Bar Prices • \$200 “Orange Day” Gift Card |
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Major Sponsorship Packages

2020 Packages

Team Sponsorship Packages Include:

2 Year Term as per Standard Package + Extras (refer to previous page)

First Kicks (Ages 4-6) \$10,000

Introducing our Young Ones to Football

As per Major Sponsorship Packages

Junior Football (Ages 7-12) \$10,000

Continuing the Journey

As per Major Sponsorship Packages

Girls Football (Ages 9-19) \$10,000

Supporting UHCF Girls Football

As per Major Sponsorship Packages PLUS:

- Logo | Front of Polo Shirt
- Includes U18s Team playing in Senior Competitions and Tournaments

Youth Football (Ages 13-19) \$10,000

Developing Players of the Future

As per Major Sponsorship Packages PLUS:

- Logo | Front of Polo Shirt
- Includes U17s and U19s Team playing in Senior Competitions and Tournaments

Major Sponsorship Packages Premier Team

Community Sponsor Packages Include:

- 2 Year Term as per Standard Package (see below)

Standard Package:

- Business Directory Listing (searchable)
- Social Media Promotion
- “Orange Day” Gift Card to be used at invites to Club Events (as per package)
- A contribution to Player Registration Fees (Junior OR Senior)
- Associate Membership Status
- Access to Club Hire for Private Events (additional costs may apply)
- Ability to place your Logo on gear (as requested)

Also Includes:

- | | |
|---|---|
| • Team Naming Rights for 1st Team and any teams playing in “Premier Grades” | • Logo Programm Front Cover |
| • Logo Front of Playing Shirt | • Logo Programme Centre Pages |
| • Logo Tracksuit / Jacket | • Programme Company Profile Page (if/when applicable) |
| • Logo Sleeve of Club Shirt / Shorts | • Turf Sign 400x600 |
| • Logo Polo Shirts | • Club Room Sign Large |
| • Logo Match Balls | • Company name on Club Sponsors Board |
| • Logo UHCF Website (with link) | • Company name on Fliers/Business Cards |
| • Logo Top Banner (website/fixed) | • Platform Plaque |
| • Logo Bottom Banner (website/rotating) | • Tournament Exposure |
| • Logo Bottom Banner (newsletter) | • Academy Marketing |
| • Logo Top Banner (newsletter) | • Complimentary Teamwear |
| • Logo Programme Back Cover | • Discounted Bar Prices |
| • Logo Programme Team List (if/when applicable) | • \$250 “Orange Day” Gift Card |

Major Sponsorship Packages

2020 Packages – Premier Teams

Team Sponsorship Packages Include:

2 Year Term as per Standard Package + Extras (refer to previous page)

Senior Premier Men's \$15,000

Providing 'Premier Football' in UHCF

As per Major Sponsorship Premier Team Packages

Senior Premier Women's \$15,000

Providing 'Premier Women's Football' in UHCF

As per Major Sponsorship Premier Team Packages





Major Sponsorship Packages Club / Academy

Community Sponsor Packages Include:

- 2 Year Term as per Standard Package (see below)

Standard Package:

- Business Directory Listing (searchable)
- Social Media Promotion
- “Orange Day” Gift Card to be used at invites to Club Events (as per package)
- A contribution to Player Registration Fees (Junior OR Senior)
- Associate Membership Status
- Access to Club Hire for Private Events (additional costs may apply)
- Ability to place your Logo on gear (as requested)

Also Includes:

- | | |
|---|--|
| • Premium Business Directory Listing (searchable) | • Logo Programme Front Cover |
| • Platform Plaque & Naming Rights | • Logo Programme Company Profile Page (if/when applicable) |
| • Complimentary Teamwear | • Turf Sign 400x600 |
| • Academy Marketing | • Club Room Sign Large |
| • Logo Tracksuit / Jacket | • Company name on Club Sponsors Board |
| • Logo Polo Shirts | • Company name on Fliers/Business Cards |
| • Logo UHCF Website (with link) | • Discounted Bar Prices |
| • Logo Top Banner (website/fixed) | • \$250 “Orange Day” Gift Card |
| • Logo Bottom Banner(newsletter) | |
| • Logo Top Banner(newsletter) | |
| • Logo Programme Team List (if/when applicable) | |

Major Sponsorship Packages

2020 Packages – Club / Academy

Team Sponsorship Packages Include:

2 Year Term as per Standard Package + Extras (refer to previous page)

All Club \$20,000

Providing assistance for Football across the club

As per Major Sponsorship Club / Academy Packages

Academy \$20,000

Providing assistance for Elite Football and creating
Pathways for young players

As per Major Sponsorship Club / Academy Packages PLUS:

- Logo | Tracksuit*
- Logo | Polo Shirts*
- Logo | Match & Training Balls
- Discounted Bar Prices
- Tournament Exposure **

* Separate Academy Gear Provided when playing in non-Premier League events

** when playing in non-Premier League Tournaments



Contact

Sponsorship Enquiries

For all sponsorship enquiries, please contact:

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