



2012 Commercial Prospectus

Dear Prospective Swifts Supporter

Thank you for your interest in Matamata Swifts Association Football Club. We'd like to invite you into the world of football in our community and in doing so help you open a window on to the most substantial sport on the planet.

Matamata Swifts AFC is one of the oldest football clubs in New Zealand. We turned 80 in 2010. Our performance on the field and our continued growth in numbers has positioned us as the leading football club in the Matamata Piako/South Waikato area and one of the top clubs in the entire Waikato and Bay of Plenty regions.

These are exciting times for football in our community. In 2009 the Matamata Swifts first team won the Waikato Bay of Plenty league for the first time. Victory in that league opened the way for our promotion to the Northern Region Football league, which is made up of the top 34 clubs from the top half of the North Island. In the 2011 season we will compete in NRFL Division 2, which is the third highest league for winter football in the country. Competing in the NRFL is an immense challenge for the club and is one that continues to have us incredibly excited.

The Swifts Ladies team plays in the Waikato Ladies 1st division and the Waikato Bay of Plenty Federation Cup. The side has fashioned a good record at this level, over a number of seasons. We plan to add another mens social team this season, bringing our number of mens teams to four.

Matamata's youth and junior football ranks are also flourishing. In 2011 we established an under-15 side to play in the inaugural Waikato Bay of Plenty Under-15 league. We also sent an under-19 team to the National Club Under-19 Championships. Both these teams were successful and will prove to be important development steps for our younger players. Our club works closely with Matamata College and has helped more than double the youth participation rate in Matamata over the last six years. Our junior set-up is held up as a model for the way junior club football should be run.

The club is looking forward to developing our facilities to ensure our amenities not only keep up with our growth but also provide the community with a legacy facility of which it can be proud and which can be used by many generations to come.

Matamata Swifts AFC presents you with the opportunity to join us and help make our success your success too. We offer a number of commercial opportunities for the forthcoming season and beyond. You'll discover more in this prospectus.

Please contact **Dwayne Barlow** for more information on any of these packages.

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Matamata Swifts Association Football Club

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2012 Commercial Opportunities

Premium Supporter \$3500 (or \$3000 per year for 3 years)

What you get A selection of products to enhance your profile, in recognition of the size of your investment. These include:

- The opportunity to secure naming rights for any available major club product.
- Pitch signage and building signage.
- Multiple Matamata Swifts 1st team match day sponsorships.
- Prime logo position on our club website and email newsletter.
- We'll also include four Matamata Swifts AFC supporters scarves.

What the money is used for To cover the ongoing running costs of the club, including senior teams and youth & junior development projects.

Gold Supporter \$2500 (or \$2200 per year for 3 years)

What you get A selection of products to enhance your profile, in recognition of the size of your investment. These include:

- Pitch signage or building signage.
- Multiple Matamata Swifts 1st team match day sponsorships.
- Excellent logo position on our club website and email newsletter.
- We'll also include three Matamata Swifts AFC supporters scarves.

What the money is used for To cover the ongoing running costs of the club, including senior teams and youth & junior development projects.

Silver Supporter \$1500 (or \$1300 per year for 3 years)

What you get A selection of products to enhance your profile, in recognition of the size of your investment. These include:

- Pitch signage or building signage.
- Matamata Swifts 1st team match day sponsorship.
- Good logo position on our club website and email newsletter.
- We'll also include two Matamata Swifts AFC supporters scarves.

What the money is used for To cover the ongoing running costs of the club, including senior teams and youth & junior development projects.

Bronze Supporter \$1000 (or \$900 per year for 3 years)

What you get A selection of products to enhance your profile, in recognition of the size of your investment. These include:

- Pitch signage.
- Matamata Swifts 1st team match day sponsorship.
- Good logo position on our club website and email newsletter.
- We'll also include one Matamata Swifts AFC supporters scarves.

What the money is used for To cover the ongoing running costs of the club, including senior teams and youth & junior development projects.

Note all amounts are exclusive of GST.

Naming Rights Sponsorship value by negotiation

What you get Naming rights to one of our major products, such as a senior team, the ever popular summer 5-a-side soccer competition or another event.

What the money is used for To cover the ongoing running costs of the team or event for which you have naming rights.

Senior Player of the Month Sponsorship \$750

What you get Naming rights for our senior player of the month award. This award is open to players from all our senior mens and ladies teams. You will receive pitch side signage, along with recognition in our club rooms and on our website.

What the money is used for To cover the cost of a monthly prize as well as the ongoing costs of running our senior teams, particularly entry fees and equipment.

Pitch Signage \$750

What you get A sign that will be placed on the side of the pitch during match days, along with recognition in our club rooms and on our website.

What the money is used for To cover the ongoing costs of running our senior teams, particularly entry fees and equipment.

Player Sponsorship \$350

What you get You sponsor the senior player of your choice. You will receive recognition on the player sponsor board in the clubrooms, along with recognition on our website.

What the money is used for Your investment will cover the annual membership fees, as well as equipment and travel expenses of *your* player.

Match Day Sponsor \$350

What you get Publicity during the match you choose to sponsor, along with recognition in our club rooms and on our website.

What the money is used for To cover match day expenses such as meals and man of the match prizes.

Senior Match Ball Sponsorship \$250

What you get Recognition on the match ball board in the clubrooms, along with recognition on our website.

What the money is used for The purchase of top quality match balls.

Premier Individual Supporter \$500

What you get Matamata Swifts AFC social membership for five years, two Matamata Swifts AFC supporters scarves and recognition in our clubrooms and on our website.

What the money is used for To cover the ongoing running costs of the club, including senior teams and youth & junior development projects.

Note all amounts are exclusive of GST.



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