



SPONSORSHIP PROSPECTUS 2025



ABOUT US

Franklin United, established in 2016, is a volunteer-led football club dedicated to creating a sustainable pathway to top-level football for players, coaches, and referees in the Franklin Community.

Operating as a joint venture, it fosters partnerships among local football clubs and aims to support elite players from the area.

The Franklin region spans from Drury to Mercer and Waiuku to Bombay, with Pukekohe at its centre. Currently, an estimated 2,000 to 3,000 individuals participate in football, with more expected to join due to population growth.

Franklin United addresses the lack of local opportunities for talented youth, reducing social and financial strain on families.

The club's strategy includes developing coaches and building a strong mentorship network of experienced players to guide youth as they transition to senior football.

Our Vision

To become the leading club in Franklin that provides access to the Talent space

Our Vision Statement

To establish a sustainable talent pathway for all aspiring football players, coaches, and referees from the Franklin Region, while supporting the development of junior players and coaches in our community. This ensures that everyone has the chance to engage with the existing pathway.

Our Values

A passion for the game, humility, determination, honesty, respect for one another, and a spirit of community.



OUR HOME

Franklin United utilizes the facilities of its feeder clubs.

Most training occurs at the Drury Sports Complex located on Victoria Street.

Games primarily take place at the Drury Sports Complex, with certain senior matches held at Pukekohe AFC at Bledisloe Park and Tuakau SC at John Lightbody Reserve.

As the population in the area increases and new subdivisions develop, we plan to collaborate with the local council to secure a dedicated home and sports complex in the future.



BE PART OF OUR SUCCESS STORY

- Since its establishment, Franklin United FC has experienced remarkable growth, and this trend is anticipated to continue, with projections of up to 30,000 new families moving to Franklin by 2030.
- In our first season in 2017, we had 45 players, while the 2025 season marked our highest participation ever, with 200 players on the field.
- The club is committed to diversity and inclusion, with female participation being a critical area of expansion, enabling us to create female teams at both the academy and senior levels, achieving notable success in 2024.
- On game days, we proudly have teams comprised of players from a variety of nationalities and cultural backgrounds.
- Our aim is for our academy to have two teams in every age category from U10 to U17, with 2025 being the inaugural year for this in our U10 and U11 groups.
- Our highly regarded school holiday programme takes place four times annually, in January, April, July, and September.





WHY SPONSOR FRANKLIN UNITED

#1 Boost awareness of your business or brand all-year-round

Picture your logo being worn proudly by Franklin's best young footballers at training and matches, highly visible in the local community and beyond. Your brand could be part of marketing reach to thousands of our supporters throughout the year.

#2 Promote your product or service to local families

Sponsorship enables our partners to connect with the club's growing 1,300+ membership and promote exclusive offers to help drive business your way.



#3 Community Goodwill

Support Franklin's young football players on their pathway to the top level. Football is the most-played sport in the Franklin region.

With your help we can inspire more of our kids to participate and excel in sport.



Social Media Reach



3,600
Facebook
followers

18000+ Post
Reach

Game Day Stats

10 Academy
games played
every
weekend

3 Senior
games played
every
weekend

6 local and
national
tournaments
in 2025

PLATINUM SPONSORSHIP SUPPORTING THE CLUB TO GROW

Become a Club Sponsor



- Major sponsor for our in-house and away Tournaments
- Sponsor logo displayed on the front or back of either the Men's or Women's 1st team kit
- Sponsorship signage at Drury Sports Complex, ball catcher fence and the green shed
- Two promotional tear drop flags at each home match, Home Tournaments and at our base camp for away tournaments
- Monthly Sponsor promotion via our Newsletter and social media platforms, reaching over 3600 followers
- Your Logo and company details loaded on to our sponsors page on our website <https://franklinunited.nz/our-sponsors>
- Approximately \$10,000 + GST annually
- 4 spots available
- INVESTMENT OPTIONS for 1, 2, or 3 years, negotiable



GOLD TIER SPONSORSHIP MEN'S AND WOMENS FIRST TEAMS



In 2025 both our Men's and Women's first teams are playing in the Conference League

- Sponsorship signage at Drury Sports Complex, ball catcher fence and the green shed
- Two promotional tear drop flags at each home match
- Monthly Sponsor promotion via our Newsletter and social media platforms, reaching over 3600 followers
- Your Logo and company details loaded on to our sponsors page on our website <https://franklinunited.nz/our-sponsors>
- Approximately \$5,000 + GST annually
- 4 spots available
- INVESTMENT OPTIONS for 1, 2, or 3 years, negotiable

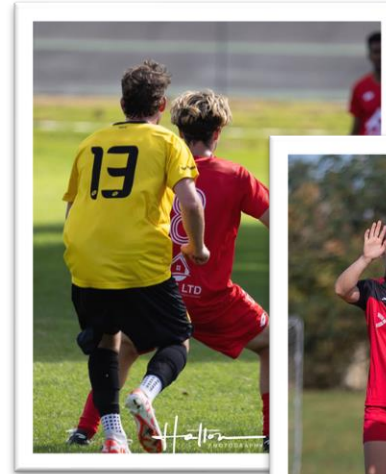


1st TEAM MEN'S AND WOMEN'S PLAYER SPONSORSHIP

In 2025 both our Men's and Women's first teams are playing in the Conference League



- Support a 1st Team Men's or Women's Player for the season – This includes a social media shoutout, recognition, and placement on the website.
- Price is \$750 + GST per player.
- There are 15 spaces available for Men.
- There are 15 spaces available for Women.

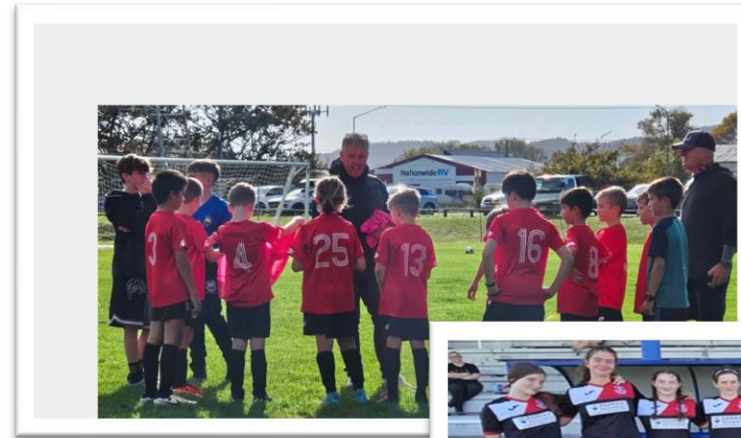


SILVER TIER SPONSORSHIP JUNIOR AND YOUTH TEAMS



In 2025 our junior and youth academy teams will be playing across Auckland and in a number of tournaments across New Zealand

- One promotional tear drop flag at each home match
- Sponsorship signage at Drury Sports Complex, ball catcher fence and the green shed
- Quarterly Sponsor promotion via our Newsletter and social media platforms, reaching over 3600 followers
- Your Logo and company details loaded on to our sponsors page on our website
<https://franklinunited.nz/our-sponsors>
- Approximately \$2,000 + GST annually
- 10 spots available
- INVESTMENT OPTIONS for 1, 2, or 3 years, negotiable



CONTACT US



We are also open to discuss other options that may be more suitable along with confidential donations

Give us a call or drop us an email if you would like to discuss opportunities to support the club

Richard Tyson – Board Member – richard@franklinunited.nz – 0277028475

or

Via our sponsorship page on our website at www.franklinunited.nz