

# Sponsorship Prospectus 2025

BE PART OF THE FRANKLIN FOOTBALL FUTURE



## About Us

- Founded in 2016 as a community-driven joint venture
- Now a growing football hub in Franklin region
- Volunteer-led with professional ambition
- Serving players, coaches, referees - youth to senior

# Why Franklin United?

- Franklin is one of Auckland's fastest-growing zones
- Projected 30,000+ new families by 2030
- Football participant base growing from 2,000-3,000 and rising



# Our Vision & Strategy

## Vision

Become Franklin’s go-to club for talent development

## Purpose

Sustainable player, coach & referee pathways

## Strategic Goal

Double academy teams, expand women’s football, secure permanent home base

## Future Development

Secure a permanent home base to centralize operations, create community visibility, and support long-term growth



# Growth So Far

2017 - 45 players  
2025 - 200+ players

- **4x Annual Holiday Programs:** Serving 100s of players every January, April, July and September
- **Fully Academy Expansion:** 2025 marks the first year with two academy teams in each of our U10 and U11 age groups - with a goal to achieve this across U10 - U17 by 2030
- **Women’s Football Milestones:** Created a new academy and senior women’s teams, with strong 2024 results and increased female participation
- **Expanded Competition Presence:** Increased participation in local and national tournaments - 6 major events scheduled in 2025

# Community Impact



## People

We aim to build a strong, inclusive team to deliver enjoyable and balanced experiences from grassroots to elite levels



## Football

We aim to set high standards through clear goals, structured training, and a professional approach inspired by top football clubs



## Community

We aim to foster a family-friendly, community-focused environment built on strong, mutually beneficial relationships

# Sponsorship Tiers

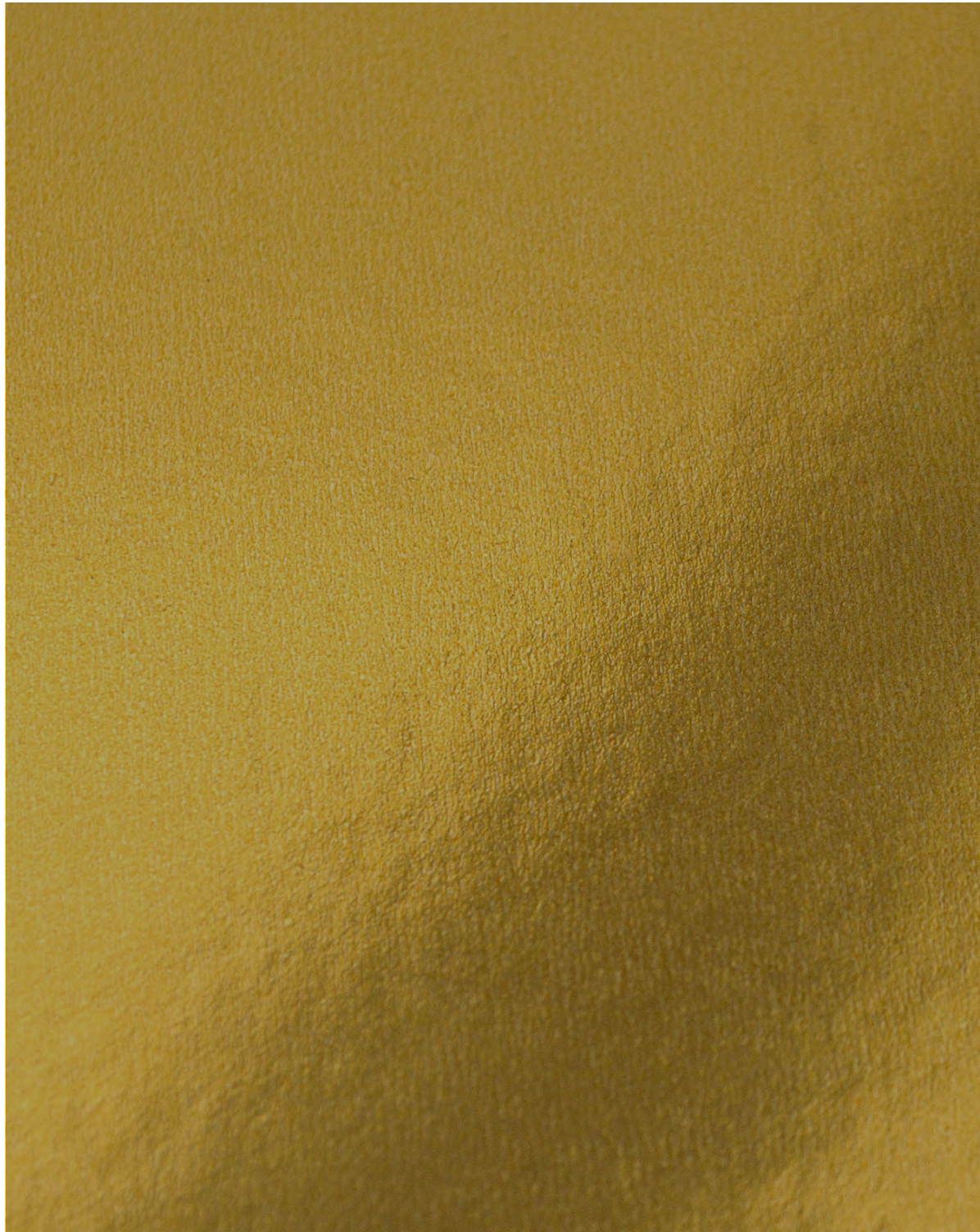




## Silver Tier (\$2,000)

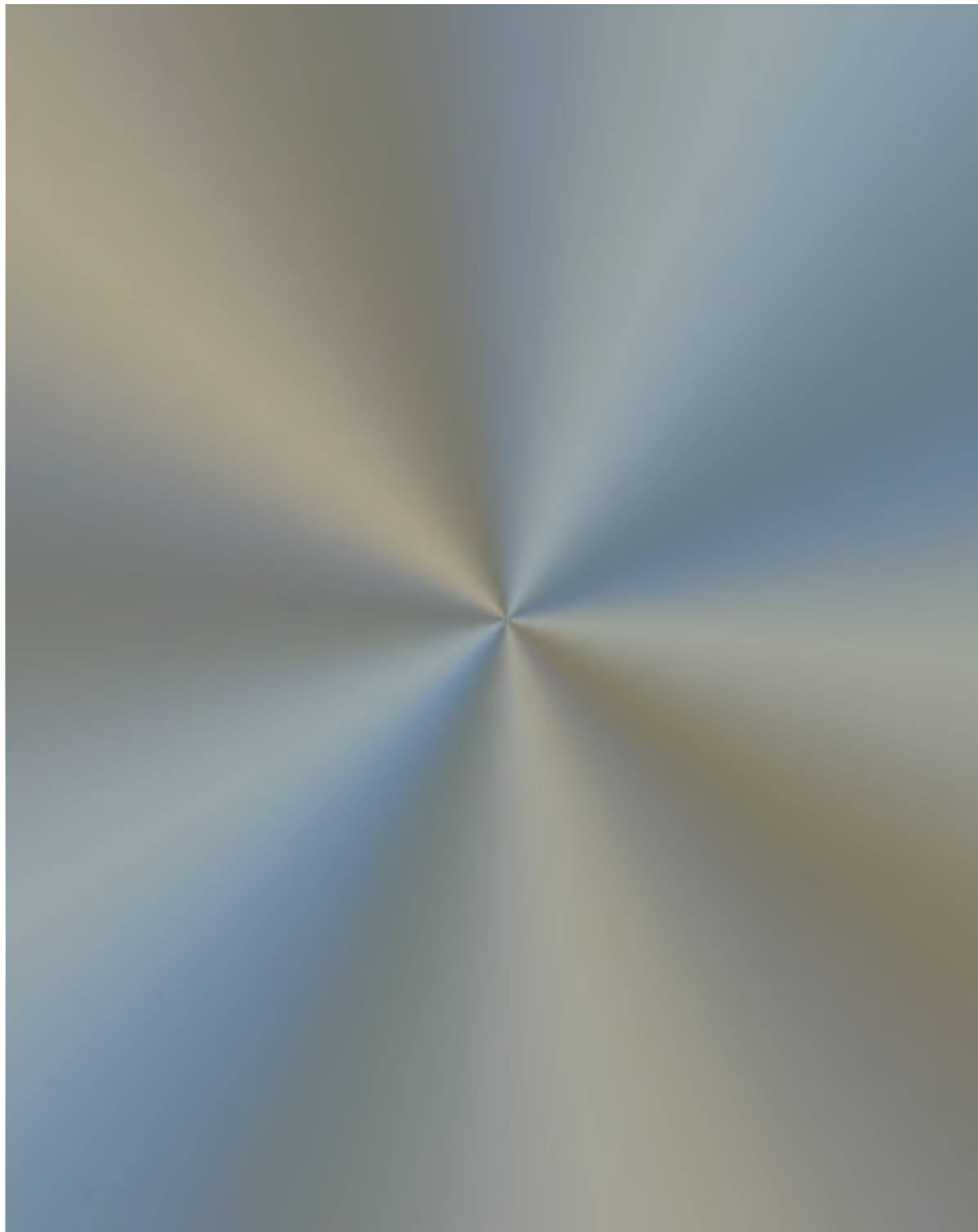
- One promotional tear drop flag each home match
- Sponsorship signage at Drury Sports Complex, ball catcher fence and the green shed
- Quarterly sponsorship promotion via our newsletter and social media platforms
- Your logo and company details loaded on to our sponsors page on our website
- 10 spots available
- Investment options for 1, 2 and 3 years





## Gold Tier (\$5,000)

- Sponsorship Signage at Drury Sports Complex, ball catcher fence and the green shed
- Two promotional tear drop flags at each home match
- Monthly sponsorship promotion via our newsletter and social media platforms
- Your logo and company details loaded on to our sponsors page on our website
- 4 spots available
- Investment options for 1, 2 and 3 years



## Platinum Tier (\$10,000+)

- Major sponsor for our in-house and away tournaments
- Sponsor logo displayed on the front or back of either 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
- Your logo and company details loaded on to our sponsors page on our website
- 4 spots available
- Investment options for 1, 2 and 3 years





## Player Sponsorship (\$750)

- Support a 1st team Me's or Women's player for the season - This includes a social media shoutout, recognition, and placement on our website
- 15 spaces available for Men
- 15 spaces available for Women



# Audience & Exposure

- 5,600+ social followers across multiple platforms
- 18,000+ post reach
- 10 academy & 3 senior games per weekend
- Participation in 6 local and national tournaments
- Newsletter + website presence

# Brand Alignment

- We are community-driven with a long-term vision  
Your Brand directly supports positive youth development
- You'll be seen as a champion of grassroots sport

## Our Values:

RESPECT

DETERMINATION

PASSION

HUMILITY

HONESTY

# Let's Talk

Contact:

Richard Tyson - Board Member

- 0277028475
- [richard@franklinunited.nz](mailto:richard@franklinunited.nz)

Visit our website [here](#)

