



SPONSORSHIP PACKAGES 2022

DUNEDIN CITY ROYALS FC







# DUNEDIN CITY ROYALS FC



Dunedin City Royals (DCR) was formed following the amalgamation of four separate football clubs.

The oldest of the clubs, Dunedin Technical was formed in 1920 and, along with Caversham founded in 1931, the two clubs have dominated the mens club football scene in Dunedin for the last 3 decades locally, along with prominence on the national stage. Since winning the 1999 Chatham Cup, Dunedin Technical and Caversham have combined to win the Football South Premier League in its different formats every year except two, returning to winning ways in 2021 as DCR. Along with several South Island titles and another Chatham Cup appearance the clubs have flown the flag nationally for our region.

Women's football has been a key part of Dunedin Technical's success dominating the local scene for the last decade and winning the national Kate Sheppard Cup in 2018. With four senior teams, the clubs represent one of the largest concentrations of senior female players in the region.

In the junior space the involvement of Melchester Rovers and Hereweka add significant scale to the club. Melchester is often held up as the gold standard in junior club football, while Hereweka perform a vital service in their community. Combined we endeavour to maximise the services provided across the board.

Junior teams from all four clubs regularly compete in national competitions culminating in the Dunedin Technical 12th Grade competing in Tokyo World Club Cup in 2017 after winning the Christchurch International Cup. Combined DCR will represent the largest junior boys and girls club in the Football South Federation. Indeed with a membership approaching 1000, SCRFC represents nearly 10% of Football South members catering to literally all age groups.

The club is currently based at Culling Park with the intention of building a purpose built facility in the coastal area with the support of Football South, the DCC and other key stakeholders.

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)

<b>Standard offer includes</b>	<b>Exposure includes</b>	<b>All revenue pooled helping to provide</b>
<b>Business directory listing</b>	<b>Business directory listing</b>	<b>Playing Shirts &amp; Shorts</b>
<b>Social Media Promotion</b>	<b>Social Media Promotion</b>	<b>Additional Team Wear</b>
<b>Royals' Gift Card (to be used at club lounge)</b>	<b>500+ Facebook Friends</b>	<b>Playing, Training and the equipment</b>
<b>Associate Membership Status</b>	<b>70+ Teams</b>	<b>Coaching</b>
<b>Access to Club Venue Hire (additional costs may apply)</b>	<b>800+ members</b>	<b>Tournament Fees</b>
	<b>20+ week playing season</b>	<b>Social Events</b>
	<b>Seasonal opening of club lounge with external patronage</b>	<b>Bar &amp; Catering Services</b>
	<b>Tournament entries locally and nationally</b>	<b>Club Admin and Compliance</b>

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 and reduce our overall costs. Our preference is to purchase items in the following order as funds become available.

**Playing Shirts and Shorts ... Training Tops ... Trackpants ... Waterproof Jackets ... Polo Shirts ... Kit Bags**



# COMMUNITY SPONSORSHIP PACKAGES

**1 Year Term per Standard Package**

**Standard offer includes**

**Business directory listing**

**Social Media Promotion**

**Royals' Gift Card  
(to be used at club lounge)**

**Associate Membership Status**

**Access to Club Venue Hire  
(additional costs may apply)**

**Logo Placement on Gear  
(as requested)**





# COMMUNITY SPONSORSHIP PACKAGES



Package includes 1 Year Term per Standard Package Plus ...

<p><b>PLAYER</b></p> <p><b>\$500.00 PER PLAYER</b></p>	<p><b>SUPPLIER</b></p> <p><b>\$750.00</b></p>	<p><b>PLAYER OF THE DAY</b></p> <p><b>\$500.00 PER TEAM</b></p>
<p><b>Promote your business on the Royals website</b></p>	<p><b>Promote your business as the 'Preferred Choice' supplier</b></p>	<p><b>Promote your business each week with a 'Player of the Day' announcement</b></p>
<p><b>Your logo on website</b></p>	<p><b>Company sign on club exterior (company cost)</b></p>	<p><b>Company profiled with weekly 'Player of the Day' announcements</b></p>
<p><b>\$50.00 Royals Gift Card</b></p>	<p><b>\$75.00 Royals Gift Card</b></p>	<p><b>\$50.00 Royals Gift Card</b></p>
<p><b>Company name on club players Sponsor board</b></p>	<p><b>Company name on club players Sponsor board</b></p>	<p><b>Option to provide additional reward (company cost)</b></p>



# TEAM SPONSORSHIP PACKAGES

**2 Year Term per Standard Package**

**PLUS**

**Team naming rights**

**Premium Business Directory Listing**

**Complimentary Teamwear**

**Logo | Tracksuit Jacket**

**Logo | Sleeve of Club Shirt**

**Logo | Website bottom banner rotating**

**Logo | Program (when applicable)**





# TEAM SPONSORSHIP PACKAGES



Package includes 2 Year Term per Standard and Team Packages Plus

<p><b>JUNIOR TEAM</b></p> <p><b>\$500.00 PER TEAM</b></p>	<p><b>JUNIOR GRADE</b></p> <p><b>\$1000.00 PER GRADE</b></p>	<p><b>SENIOR SOCIAL TEAM</b></p> <p><b>\$2500.00 PER TEAM</b></p>
<p><b>Support your favourite Junior Royals team</b></p>	<p><b>Support your Junior Royals</b></p>	<p><b>Support your senior Royals Social teams</b></p>
<p><b>Company profiled with weekly 'Player of the Day' announcements</b></p>	<p><b>Company profiled with weekly 'Player of the Day' announcements</b></p>	<p><b>Company profiled with weekly 'Player of the Day' announcements</b></p>
<p><b>Company name on Club Sponsor board</b></p>	<p><b>Company name on Club Sponsor board</b></p>	<p><b>Logo I Front of Playing Shirt</b></p>
<p><b>\$50.00 Royals Gift Card</b></p>	<p><b>\$75.00 Royals Gift Card</b></p>	<p><b>\$100.00 Royals Gift Card</b></p>
	<p><b>Company sign on club exterior (company cost)</b></p>	



# TEAM SPONSORSHIP PACKAGES

Package includes 2 Year Term per Standard and Team Packages Plus

**YOUTH DEVELOPMENT TEAM \$5000.00**

Team naming rights

Premium Business Directory Listing

Logo I Program (when applicable)

Logo I Tracksuit Jacket

Logo I Sleeve of Club Shirt

Logo I Website bottom banner rotating

\$250 Royals Gift Card

Company sign on club exterior  
(company cost)





# MAJOR COMMUNITY SPONSORSHIP PACKAGES

**2 Year Term per Standard Package**

**PLUS**

Premium Business Directory Listing

Logo | Top banner website fixed

Logo | Bottom banner website rotating

Logo | Program back cover (as applicable)

Company sign on club exterior  
(company cost)

Company name on Club  
Sponsor board

\$250.00 Royals Gift Card





# MAJOR COMMUNITY SPONSORSHIP PACKAGES



Package includes 2 Year Term per Standard and Major Community Sponsorship Packages Plus

<p><b>FIRST KICKS PROGRAM (AGES 4-6)</b></p> <p><b>\$5000.00</b></p>	<p><b>GIRLS JUNIOR FOOTBALL</b></p> <p><b>\$5000.00</b></p>	<p><b>JUNIOR FOOTBALL</b></p> <p><b>\$10,000.00</b></p>
<p><b>Introducing our youngest Royals To football</b></p>	<p><b>Support girls football at The Royals</b></p>	<p><b>Support the entire Royals junior club</b></p>
<p><b>Company profiled with weekly 'Player of the Day' announcements</b></p>	<p><b>Company profiled with weekly 'Player of the Day' announcements</b></p>	<p><b>Company profiled with weekly 'Player of the Day' announcements</b></p>
<p><b>Logo   Front of First Kicks shirts</b></p>	<p><b>Logo   Front of junior girl's polo shirts</b></p>	<p><b>Logo   Front of junior polo shirts</b></p>



# MAJOR TEAM SPONSORSHIP PACKAGES

**2 Year Term per Standard Package**

**PLUS**

**1st Team Naming Rights**

**Logo I Front of Playing Shirt**

**Logo I Team Polo Shirts**

**Logo I Team Tracksuits**

**Logo I Top banner website fixed**

**Logo I Bottom banner website rotating**

**Logo I Program back cover (as applicable)**

**Logo I Program front cover (as applicable)**

**Program I Company Profile (as applicable)**

**Premium Business Directory Listing**

**Company sign on Club Exterior (company cost)**

**Company name on Club Sponsor board**

**Complimentary Teamwear**

**\$500.00 Royals Gift Card**





# MAJOR TEAM SPONSORSHIP PACKAGES

Package includes 2 Year Term per Standard and Major Team Packages Plus

**SENIOR PREMIER MENS TEAM**

**\$17500.00**

**Support the Royals in New Zealand's National League**

**SENIOR PREMIER WOMEN TEAM**

**\$12500.00**

**Support the Royals ladies in the Football South Premiership**

**Per Major Team Sponsorship Package**



**Per Major Team Sponsorship Package**





# DUNEDIN CITY ROYALS FC

