

WARKWORTH RACKETS

SPONSORSHIP GUIDE 2021 - 2023

**STRATEGIC GOAL: TO BE REGARDED AS AUCKLAND'S
PREMIERE RACKET SPORTS CLUB**

Tennis - Squash - Table Tennis



WHY THIS, WHY NOW?

The Warkworth Rackets is a successful member of the North Harbour Tennis, Lower North Seniors Tennis and the Auckland Squash Associations. Formed in 1953 the club is the largest racket sports club north of Auckland. The Club has enjoyed solid success over the years with numerous grade-team interclub winners, and is well known in the local community for the popular business house competitions, social Thursdays (both Squash and tennis), and strong seniors tennis.

The club has ambitions to become a major force in the Auckland region in Tennis and Squash and has identified three key strategic areas of focus:

1. Creating a strong junior club. We have ambitions to triple our junior membership (from 50 to 150) by 2023.
2. Nurturing and growing the social initiatives - in the past 12 months membership has grown from 180 to 205 from hosting regular social events.
3. Offering elite and social coaching, accessible for all players
- Aiming to have a team in the elite Chelsea cup competition in 2022-23 season.

The club has recently completed a strategic review, and has set growth targets of 250 members by October 2022, and 300+ by December 2023. The club enjoys strong relationships with its existing sponsors, and is now looking to extend our sponsorship offerings to help us reach our strategic goals.



INTRODUCING

**WESLEY
WHITEHOUSE**

FMR WORLD JUNIOR #1

The club has recently engaged Wesley Whitehouse as head of Coaching - Wesley is one of the Southern Hemispheres most respected coaches, and was a former World Junior number 1, and won a Junior Grand slam by beating many future senior grand slam winners. Wesley has had huge success with other clubs in New Zealand in both growing membership bases and identifying and nurturing top talent - he was also the coach of NZ's last top-100 player Marina Erakovic.

Wesley is fully aligned with the clubs strategic vision - and firmly believes we have the talent and capability to become a major force in Auckland's racket sports.

OUR MEMBERS

Membership snapshot:

205 members - 125 male, 80 female.

Ages 60+ 44

Ages 40-60 44

Ages 20-40 34

Youth / Junior 78

3 interclub teams played in 2021:

Mens 2 - Winners Mens 2 comp 2021.

Ladies Interclub team

Mixed Division 4 team.

Lower Northland Seniors squad - up to 24 players regularly available.

In 2021/22 season the club is fielding a Mens 1, Mens 2 and Mens 3 team for then first time in its history.

Our adult members are an eclectic mix of local business people, entrepreneurs, city workers and retired folks. The social rooms of the club are very well patronised through all seasons with year round tennis and squash, and we estimate approximately 400 visitors (members, parents and non members) through the club house each week.

Our junior membership consists mainly of Primary aged kids, with only 7 juniors listed as high school students. The club is highly motivated to significantly increase the number of teenage players by providing outstanding coaching, social and competitive events, and modern clubhouse amenities that provide a fun and welcoming environment.

Coaching sessions are available for members 3 days per week and all junior memberships include coaching. With a new coach, we plan to offer one-on-one coaching plans for all members looking to improve.


What we offer

Warkworth Rackets enjoys a significant presence and unique brand exposure opportunities. Our clubrooms are well frequented throughout the year and signage in and around the tennis and squash courts as well as signage on the externally facing Shoemith Ave present wonderful brand awareness opportunities.

In addition, Warkworth rackets is building a sophisticated web social media presence - the new website went live December 2020, with online booking and membership options, we have 250+ Facebook followers and we have 200+ subscribers to our official, weekly, e-newsletter.

With the pending Business House competition, we would also be interested to offer speaking spots to sponsors prior to the day's play. As an example, during business house, there are 24 business people waiting to play at 6pm. Therefore, sponsorship with Warkworth rackets goes well beyond signage. It combines ongoing digital, physical indoor and outdoor signage, as well as face to face opportunities to our playing groups.

WE WANT TO PARTNER WITH YOU

A photograph of two men playing tennis on an indoor court. The man on the left is wearing a white t-shirt and red shorts, and the man on the right is wearing a white t-shirt and blue shorts. Both are holding tennis rackets and are in a ready stance. The court has red lines on the floor and walls.

Supporting a community based club is a rewarding experience and one we hope that you will be joining us. Sponsorship packages are outlined on the following pages. We have packages available to suit every marketing budget and have the ability to tailor sponsorship packages to address your particular business needs. Please contact us to discuss any queries you may have:

Pete Hooper 027 3333 904 petehoopsnz@gmail.com

PACKAGES

Platinum Sponsor: \$3000 per year for 3 years. Please note: Platinum Sponsorship is tailored to suit your needs, and is an integral part of our club. We are looking for a long term partner to grow with us and become involved with our membership.

Platinum Sponsorship benefits:

- 4x Club Memberships for your staff
- Large signage around the exterior playing courts at Shoemith Reserve (2400x1200mm - supplied by sponsor)
- Naming rights of the interclub teams (eg "sponsors name Warkworth M2")
- Signage inside the Clubrooms
- Signage on Number 1 Squash court
- Electronic TV Advertising - in the bar (constantly scrolling). 7 Days a Week
- Digital Acknowledgement - Website, Facebook, and e-newsletters
- Sponsor of the Week' exposure - 2x speaking spots prior to events (Seniors tennis and business house)
- Tbc - interactive social night / club days themed with your business.
- Logos on interclub team uniforms
- Business house entry - squash or tennis

Gold Sponsor Benefits

- \$1500 per year for 3 years
(we are looking for 3 Gold Sponsors)
- 2x club membership for your staff
- Large signage on outside tennis court
- Signage on squash court
- Electronic TV Advertising - in the bar (constantly scrolling). 7 Days a Week
- Digital Acknowledgement - Website, Facebook, and e-newsletters (albeit not as prominent as the Platinum sponsor)
- Sponsor of the Week' exposure - 1 x speaking spots prior to an event of your choice
(Seniors tennis and business house)

Silver Sponsor Benefits

- \$1000 per year over 3 years.
- 2x club memberships for your staff.
- Large signage on outside tennis court OR squash court
- Sponsor of the Week' exposure - 1 x speaking spots prior to an event of your choice (Seniors tennis and business house)

Community sponsorship

- \$225per year
- Social membership x 2
- Business name on the nameplate as you walk in the door
- Business card on club noticeboard
- Website listing
- Access to purchase physical signage outside for \$295
- Access to purchase squash court signage at \$295

What happens next?

To sponsor the club, please simply email us at petehoopsnz@gmail.com what your preferred sponsorship package is. We will then take care of the rest. **Sponsorship packages run from January 1st through to December 31st.** If you are keen to talk alternative ideas with us, then please get in contact.

For existing and historical sponsors, you will note there are plenty of changes afoot - the Community Sponsorship pricing is identical to previous years. We will also be hosting a carnival-style weekend in April for the Tennis club champs that will include a social BBQ dinner - all sponsors are most welcome to attend that event. In addition, you can expect to see a lot more activity from the club in coming years - Tennis camps, fitness classes, more school involvement, and more regional club -exchange tournaments.

Throughout 2021/22 we will also be announcing a special event, which we hope to involve all sponsors in as well (hopefully covid will not get in the way...!)

Thankyou for your consideration!

