

Sponsorship Opportunities with Wellington Hockey

Opportunity	Cost per annum (ex GST)	Description
Signage at NHS, Elsdon or Fraser Park	\$400 - \$1,200	Signage is a great way of promoting your business to a wide number of the Wellington community with well over 2000 visitors to the NHS turfs each week. A signage sponsor will also have their details included in the Business Directory. When the sign is in place, your business will be advertised in the monthly newsletter which is disseminated to over 3000 households in Wellington and the WHA website has more than 12,000 visitors a month over the winter season. Signs tend to be 4.8m in width and feature strongly around the grounds. In addition dugouts, the NHS Pavilion and even the NHS stadium are able to be sponsored (contact the WHA regarding costs for these).
Naming Rights – Competitions	\$500 - \$1,500	The Wellington Hockey Association runs 26 different local competitions over the winter with further competitions run through the summer. You may wish to sponsor one of these competitions. The sponsor name will be noted in the Competition Draw on the website and in any draw information published in the sports pages of the Dominion each week. Notice will also be made in the WHA Newsletter announcing any new sponsorship agreements made. Sponsors will also be included in the WHA Business Directory.
Naming Rights - Representative Teams	\$750 - \$5,000	We have over 20 Representative Teams competing each year with a range of sponsorship opportunities associated with these teams including your business name being promoted on gear bags, practice shirts, or playing shirts. The National Hockey League (NHL) teams feature strongly in the Dominion newspaper through articles and the results pages. There are also regular reports through radio. Any mention of the team in these media will carry the sponsor name. The NHL teams have especially high visibility in the region and nationally because of the quality of players who compete at international level. The sponsor will also have their business noted through the Business Directory and the NHL sponsor's logo will feature on the home page of the WHA website.
Naming rights - Training Camps and Holiday Programmes	\$500 - \$10,000	The Association will be running 3 and 5 day training camps each year to be hosted at the National Hockey Stadium. These Camps will be very high profile, will be heavily promoted around the region (including Wairarapa, Kapiti, Nelson and Marlborough) and will attract interest from hockey players across New Zealand. In addition, a number of Holiday Programmes each year will be run for young hockey players new to the sport. These programmes (including the sponsor name) are advertised through the WHA Newsletter and the WHA website.
WHA Business Directory	\$50 - \$75	The Association has an online Business Directory which will briefly describe your business and can host a link to your own business website. The Directory is in the main menu on our website and utilisation of the Directory will be promoted through the WHA newsletter which is disseminated to over 3000 households.
Registration Pack Vouchers	\$250 - \$500	A new promotion is underway for 2010 with each registered player to receive a registration pack with discount vouchers included. There are over 4000 players competing in WHA competitions each year – businesses will be able to choose the competition which is most suited to their business e.g. Primary children are more suited to family restaurants, 10-pin bowling, movies, takeaway restaurants etc.
National Tournaments	\$100- \$2,500	The Wellington Association hosts a range of regional and national tournaments each year. In 2009 we are hosting Federation Cup (the top Secondary School Girls Tournament) and Senior National Tournament (Men's and Women's). There are a range of advertising options available to businesses including being named as a major or minor sponsor and placing advertisements in the tournament programmes. The discount vouchers (above) are also a very good method to attract out of town visitors to your business in these weeks and can be included in the team registration packs or programme.

Ground Signage – National Hockey Stadium, Newtown, Wellington

Sign descriptor	Cost per annum (ex GST)			Cost per month (ex GST)		
	1 year	2 years	3 years	1 year	2 years	3 years
Large sign – 4.8 metre x 900mm Goal ends and far sideline from Pavilion	\$1,200	\$1,100	\$1,000	\$100	\$91.67	\$83.33
Large sign – 4.8 metre x 900mm Sideline closest to Pavilion NHS 1	\$1,000	\$900	\$800	\$83.33	\$75	\$66.67
Large sign – 4.8 metre x 900mm Sideline closest to Pavilion NHS 2	\$800	\$700	\$600	\$66.67	\$58.33	\$50
Small sign – 2.4 metre x 900mm Goal ends and far sideline from Pavilion	\$800	\$700	\$600	\$66.67	\$58.33	\$50
Small sign – 2.4 metre x 900mm Sideline closest to Pavilion NHS 1	\$700	\$600	\$500	\$58.33	\$50	\$41.67
Small sign – 2.4 metre x 900mm Sideline closest to Pavilion NHS 2	\$600	\$500	\$400	\$50	\$41.67	\$33.33
Dugouts – NHS 2	\$1,100	\$1,000	\$900	\$91.67	\$83.33	\$75
Dugouts – NHS 1	\$1,000	\$900	\$800	\$83.33	\$75	\$66.67

NB the cost of producing the sign is in addition to the above price which is for space hire only.

Ground Signage – Fraser Park Turf, Lower Hutt

Sign descriptor	Cost per annum (ex GST)			Cost per month (ex GST)		
	1 year	2 years	3 years	1 year	2 years	3 years
Large sign – 4.8 metre x 900mm Goal ends and far sideline from Pavilion	\$1000	\$900	\$800	\$83.33	\$75.00	\$66.67
Large sign – 4.8 metre x 900mm Sideline closest to Pavilion	\$800	\$700	\$600	\$66.67	\$58.33	\$50.00
Small sign – 2.4 metre x 900mm Goal ends and far sideline from Pavilion	\$700	\$600	\$500	\$58.33	\$50.00	\$41.67
Small sign – 2.4 metre x 900mm Sideline closest to Pavilion	\$600	\$500	\$400	\$50.00	\$41.67	\$33.33

NB the cost of producing the sign is in addition to the above price which is for space hire only.

Ground Signage – Elsdon Turf, Porirua

Sign descriptor	Cost per annum (ex GST)			Cost per month (ex GST)		
	1 year	2 years	3 years	1 year	2 years	3 years
Large sign – 4.8 metre x 900mm Road Side Exterior	\$900	\$800	\$700	\$75.00	\$66.67	\$58.33
Large sign – 4.8 metre x 900mm Goal Ends and Sidelines interior	\$800	\$700	\$600	\$66.67	\$58.33	\$50.00
Small sign – 2.4 metre x 900mm Road Side Exterior	\$700	\$600	\$500	\$58.33	\$50.00	\$41.67
Small sign – 2.4 metre x 900mm Goal Ends and Sideline interior	\$600	\$500	\$400	\$50	\$41.67	\$33.33

NB the cost of producing the sign is in addition to the above price which is for space hire only.