

# ALBANY UNITED

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## PARTNERSHIPS

The **Albany** Business Collective



ALBANY  
UNITED

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# AIM

The purpose of the Collective is to create new opportunities, network and develop business within the wider Upper Harbour region where we all share a common interest, football. The Albany Business Collective has a direct link to Albany United Football Club. 2022 will be a big year for the club as the landscape will shift into a way will have a positive impact on the community!



# YOUR CONTRIBUTION

With your investment it will enable the clubs to deliver programmes and develop football within our community. With your support, we will be able to develop girls and women's football, provide opportunities for ethnic minorities to participate and educate coaches who can have a positive impact on our First Kicks, Juniors and Youth players.



# HOW IT WORKS

Each company selects a package that best fits. Depending on what is chosen it will enable organisations access to a database of 650 AUFC Members with numbers expected to grow in 2022.

Media channels include Facebook pages, YouTube, Twitter, Instagram, emails, on field advertisement boards and match day programmes.



# PARTNERSHIP PACKAGES

## RED

### \$1000 PACKAGE

Monthly post on AUFC social media pages (share)  
Business logo attached to emails.  
Business logo added to the clubs website.

Business logo added the match day programme.  
Business Board that will be visible for 6 months of the year around our home pitches.  
Quarterly Albany Business Collective meetings which include hot drinks, food, and networking opportunities.



# PARTNERSHIP PACKAGES

## GREEN

### \$500 PACKAGE

Quarterly post on AUFC social media.  
Every two months post on ABC page.  
Business logo attached to emails quarterly.  
Business logo added to the clubs website.

Business logo added to the match day programme.  
Business logo printed on sponsor board in club.  
Quarterly Albany Business Collective meetings which include hot drinks, food, and networking opportunities.



# PARTNERSHIP PACKAGES

## WHITE

### \$300 PACKAGE

One post every 6 months on AUFC social media pages.

Quarterly post on ABC page.

Business logo attached to emails 6 months.

Business logo added to the clubs website.

Business logo added to the match day programme.

Business logo printed on sponsor board in club.

Quarterly Albany Business Collective meetings which include hot drinks, food, and networking opportunities.



# BENEFITS FOR YOUR BUSINESS

By investing in the Albany Business Collective means that your company will gain access to a large audience of people within the wider Upper Harbour region. With an extended database of potential clients, there will be a visible return on investment. With your contribution, you will not only be supporting football but active lifestyles within our community. Furthermore, your investment will also enable the clubs to create jobs that further develop the game and provide opportunities for our people.





# RETURN ON INVESTMENT

Each business will have the opportunity to offer AUFC members discounts. This would also allow companies to track sales. E.G. AUFC discount code.



# INVESTMENT CONTRIBUTION

The landscape of Women's football is growing rapidly, and we require support to accommodate the needs of our young girls and women within the Upper Harbour Region. Our goal is to provide coaches the chance to upskill and be educated which will ultimately improve players experiences.

With the FIFA Women's World Cup just around the corner, it is essential that we can inspire the next generation of footballing ferns!



# GOALS FOR 2022

1. Have more qualified coaches
2. Provide more opportunities for our girls and women to take part in football.
3. Provide a platform where ethnic minorities can play football in an environment that feels safe and welcoming.
4. Becoming a more inclusive club.

