

Sponsorship Opportunities

Kumeū Racquets Club Inc.

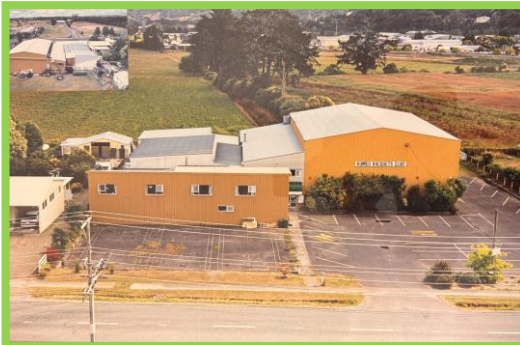
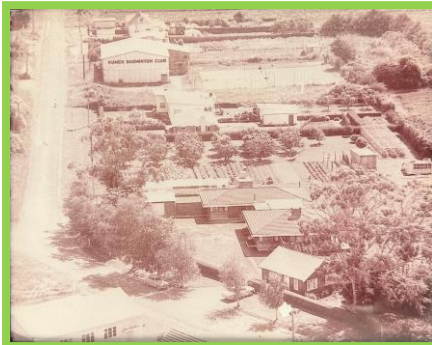


2024-2025

INTRODUCTION

Kumeū Racquets Club (KRC) is a community racquets club in Access Road that has served generations of sports-people since establishment in 1928.

With our centenary fast approaching, our club is currently undergoing some well overdue renovations to prepare our facilities for the generations to come.



Front and centre: KRC pictured in 1960 and 1984 - a lot has changed over the years!

Right: Our lounge facilities include ample seating, a bar, kitchen, pool table, and views of squash court one and the badminton/pickleball hall.

KRC is home to three badminton/pickleball courts and three squash courts. We host weekly club sessions, and offer free squash coaching to junior players.

Our bar and lounge area is available for private event hire and also hosts our tournaments, which bring >100 people through the club over a weekend.

We are experiencing increasing demand as the popularity of racquet sports grows and our catchment area enlarges. We hope to expand our facilities, adding more courts to future-proof our club for years to come.

To support our growth and our ability to provide these programmes for our members, we truly appreciate our sponsors who help to keep our club afloat.

We need your support!

This document introduces you to KRC, and outlines the sponsorship opportunities available for individuals and businesses of any size.

KUMEŪ RACQUETS CLUB

est. 1928



Kumeū Racquets Club hosts up to 6 tournaments per year, which attract players from around the country and often bring over a hundred people through our doors over a weekend.



OUR VALUES

- Formed in 1928, KRC began with tennis and badminton, since expanding to include squash and most recently pickleball.
- We are a close-knit, volunteer-run club. We pride ourselves on our hospitality and have a reputation across sporting circles for hosting great tournaments with great food.
- Our members are part of our family: KRC holds an annual memorial tournament for Sgt Don Wilkinson, a former Kumeū Squash Club member who was tragically killed serving as an undercover police officer.
- Giving back to our local community is also important to us, and our club was available for Civil Defence New Zealand to use as a safety hub during the cyclones of early 2023.
- We offer free junior squash coaching to keep our local kids active, and club members have visited local schools in conjunction with Squash Auckland to promote sport. We also host the Huapai District School sports academy for sessions during the year
- In 2023 we fundraised over \$3,000 for the Auckland Junior Squash Team to help families with travel costs. We also raised \$1,500 to support one of our club members as he represented New Zealand in masters squash



The famous spit-roasted lamb that is a staple at our KRC tournament dinners (*below*)



Remembering Sgt Don Wilkinson at KRC



Junior squash coaching at KRC attracts kids from ages 5-16



Visiting local schools with the Squash Auckland portable walls

OUR SPORTING CODES

Squash



A fast-paced racquet sport played on a 4-walled court, squash is a great way to keep fit. Over 90,000 New Zealanders play squash every year, and our top players Paul Coll and Joelle King are both ranked within the world's top 10. Squash will be in the 2028 Olympics, which is likely to increase interest.



KRC has a minimum of three squash teams playing weekly interclub matches, bringing players from across Auckland into the club. We also host a weekly business house competition to introduce new players and support our sponsors with several end-of-round events.

Badminton



Badminton is one of the more well-known racquet sports, where players use lightweight racquets to keep a shuttlecock off the ground. One of the most popular casual sports in New Zealand, badminton is the fastest-growing sport in secondary schools and attracts a diverse range of players.

KRC hosts weekly club sessions for badminton players, which can attract upwards of 30 people to the club.

Pickleball



An emerging racquet sport in New Zealand and around the world, pickleball is played on a modified badminton court with a lower net and is a cross between tennis and table tennis. Pickleball is the fastest-growing sport in the United States, and is beginner-friendly with appeal for all ages.



KRC had the first pickleball courts in Auckland and have all-weather courts attracting players from across New Zealand. Our biannual tournaments have attracted some of the best players in the country.

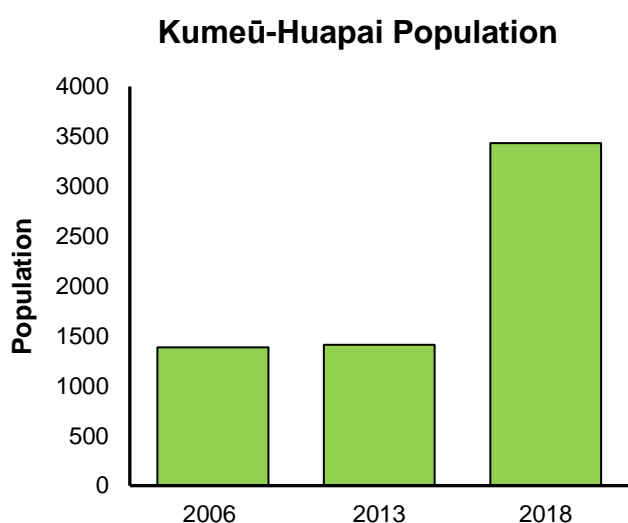
OUR PEOPLE

- Across 2023, KRC had **68 squash**, **37 badminton**, and **48 pickleball** members, as well as **over a hundred** regularly playing casual members
- Our members range in age from 7-78 and **30%** are female or gender diverse.
- Our memberships are growing: since 2020 our club has nearly **doubled in size**, with pickleball numbers tripling in this timeframe.
- In the year from 2022-2023, our membership numbers increased by **150%**, and casual play also saw an uptick to new record levels
- Weekly squash and badminton sessions can attract **>30 players per session**, while pickleball sessions attract up to **50 people** with players travelling from across Auckland and beyond
- Over **1000 people** follow our various social media pages, and tournament information is shared to a further 2.2k people via Squash Auckland
- KRC members have represented New Zealand in squash, and have included junior badminton representatives.



FUTURE OPPORTUNITIES

- Kumeū Racquets Club is uniquely positioned to take advantage of the growth poised to hit Northwest Auckland.
- In the next 30 years, over **100,000 people** are predicted to move into the region, with 20,000 of these in the immediate Kumeū-Huapai area.
- In the near future, the 2028-2032 Future Urban Zone in Kumeū-Huapai is predicted to introduce an additional **6,600 houses**.
- There are no dedicated badminton, squash, or pickleball facilities **within 10 km** of KRC, and these are all further south towards West Auckland. KRC is the closest facility for people moving to the growth areas of Taupaki, Waimauku, Helensville, or Hobsonville Pt.
- With the sports facility planned for the Huapai Domain now no longer going ahead, local indoor facilities are in high demand.

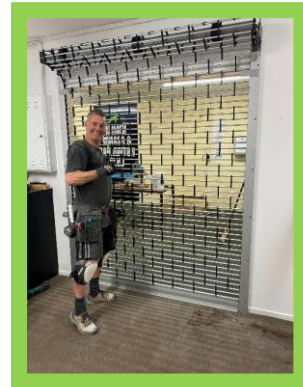


Growing populations in Kumeū-Huapai are already resulting in an increase in KRC members

- Pickleball is one of the world's fastest growing sports, and KRC offers one of few all-weather pickleball courts in Auckland. Casual play brings in a further 70+ members every quarter, many on a regular basis.
- Our zone also captures >10 schools: working in conjunction with Squash Auckland to visit these schools, KRC has gained new members and 15-20 juniors have attended free squash coaching in our first few trial months. With your support, KRC can continue to offer free coaching for our local kids.

OUR PLAN

- In April 2028 KRC turns 100, and to prepare for our centenary we are currently undergoing a refresh and update of our club facilities for the first time in 40 years.
- With the help of several grant funding organisations we have received \$250,000 in 2023 which has been spent on upgrading our facility to last for another 100 years.
- We're lucky to have a good bunch of people at KRC: our working bees involve members from all codes pitching in to paint walls, strip carpet, and go above and beyond for the good of our club.



Volunteers make the world go round: here are some of our awesome members pitching in at KRC working bees in 2023 to tidy up the club for future growth.

- Growth in the area and increased demand for our facilities mean that we are also planning to expand, adding extra courts to cater to our growing membership.

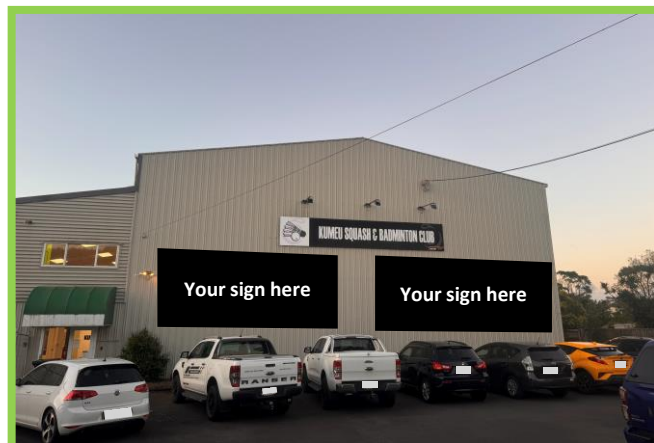
We are currently seeking new sponsors to support our club

- Our racquet sports can be played year-round, whatever the weather. Tournaments, club sessions, and weekly squash interclub competitions bring players from across Auckland and beyond into our club.
- With use of the lounge and bar area as a venue for hire bringing members of the public through our doors, our sponsors' signage reaches a wide audience both in the club and on our social media platforms.

SPONSORSHIP OPPORTUNITIES

Tier 1: \$2,500 + GST PA (2 available)

- Signage on the exterior of the KRC building facing Access Road
- Directly opposite to the busy Kumeū Showgrounds and the link to the future Kumeū-Huapai bypass
- Logos on KRC Branded Apparel for Tournaments
- Logos on club website and social media pages
- Complementary dinner and drinks at KRC tournament prizegivings

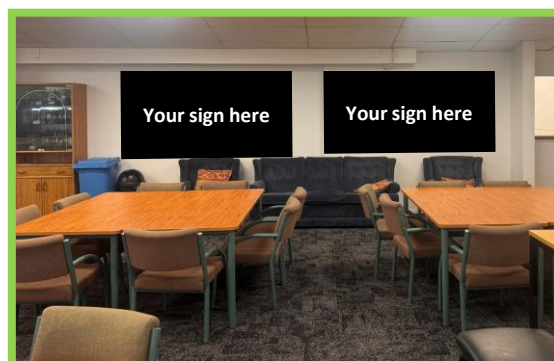


This site allows you to take advantage of the thousands of people who travel from across the country to the Kumeū showgrounds for events

~\$48/week + GST

Tier 2: \$1,500 + GST PA (3 signs, 2 available)

- Signage in KRC Lounge, in the prime location for visibility during tournament prizegivings and lounge hire events
- Logos on KRC Branded Apparel for Tournaments
- Logos on club website and social media pages
- Complementary dinner and drinks at KRC tournament prizegivings



~\$29/week + GST

All signage manufacture & erection costs to be borne by the Sponsor.

SPONSORSHIP OPPORTUNITIES

Tier 3: \$1,200 + GST PA (6 signs + smaller options)

- Large signage on the squash court tin or above the court
- Flexibility with size - \$600 gives you half of the top
- Logos on club website and social media pages
- Complementary dinner and drinks at KRC tournament prizegivings



~\$23/week + GST

Tier 4: \$900 + GST PA (20 signs, 17 available)

- Large signage adjacent to squash or pickleball/badminton courts
- Logos on club website and social media pages
- Complementary dinner and drinks at KRC tournament prizegivings

~\$18/week + GST



All signage manufacture & erection costs to be borne by the Sponsor.

SPONSORSHIP OPPORTUNITIES

Tier 5: \$300 + GST PA (10 signs, 6 available)

- Signage in an A3 snap frame around the ground floor of the club
- Ideal for poster-style advertisements
- Logos on club website and social media pages

~\$6/week + GST



Tier 6: \$125 + GST PA (16 signs, 0 available)

- Signage on the stair risers immediately adjacent to the entrance that lead to the club lounge

~\$2.50/
week + GST



Corporate Memberships - *price by negotiation*

- Multiple access fobs to all of the sporting codes
- Free rental of the club for corporate team bonding days

Get in touch with KRC for Corporate Membership pricing.

All signage manufacture & erection costs to be borne by the Sponsor.

Excited? Get in touch

Contact Ian and the team for any enquiries:

Ian Pitham (CA)

Club Treasurer

021 638 422

administrator@kumeuracquets.org

Follow our Facebook pages to keep up with KRC!

Kumeū Racquets Club



<https://www.facebook.com/KumeuRacquetsClub>

Pickleball Kumeū



<https://www.facebook.com/PickleballKumeu>

Kumeū Squash Club



<https://www.facebook.com/kumeu.squash>

Kumeū Badminton Club



<https://www.facebook.com/profile.php?id=100063792452905>



Thank you for considering Kumeū Racquets Club, we look forward to working with you