

# METRO

indoor sports



**Branding Opportunity**

# Our Vision

Metro Indoor Sports has a long history in Dunedin, dating back 30 years when it all began in Kaikorai Valley. Since then it has changed names and locations only to return to its original name, Metro Indoor Sports when we, the new owners purchased the business in December 2012.

People, whether individually or as part of a company philosophy, love to get active and participate in social events. Metro Indoor Sports provides a facility where individuals or companies alike can spend their social time enjoying themselves on court and in a fully licensed lounge.

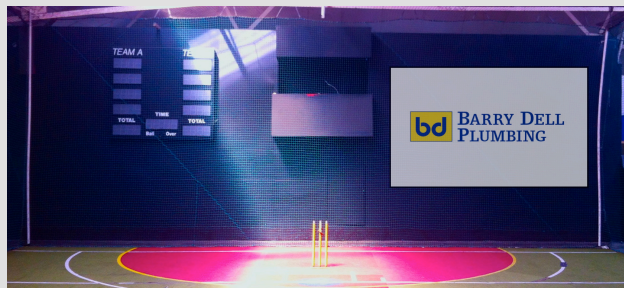


Our goal is to provide a premium service for the only true indoor sports experience here in Dunedin. Our unique courts, experienced umpires, efficient systems and quality facilities will provide the backdrop for many a good time to be had. Our aim is to provide a family environment where players and staff feel at home and we are well on our way to doing this.

2013 has been a great year at Metro with numbers frequenting the business increasing dramatically and all signs lead to an even bigger year next year. With the opportunity to host work/stag/inter company functions as well as kids birthday parties there is plenty on offer.

## **Court Naming Rights – 3 courts available**

- \$200+gst per month (excludes cost of signwriting)
- 25% discount on functions
- Significant and repeated exposure to all players and spectators
- Leagues named after your company eg. Barry Dell Plumbing Tuesday Mixed Netball
- Over 2000 website visits per month seeing your branding
- Over 1200 Facebook likes constantly being exposed to your branding
- Your branding on our draws and standings pages, where almost every player must go to see their game times
- Repeated exposure to your branding on a day to day and month to month basis
- Business referred to you from anyone who asks us



## Wall Panel Branding – 7 panels available

- \$150+gst per month (excludes cost of signwriting)
- Perfectly visible from every angle of the facility
- Significant and repeated exposure to all players and spectators
- Over 2000 website visits per month seeing your branding
- Over 1200 Facebook likes being exposed to your branding
- Repeated exposure to your branding on a day to day and month to month basis
- Business referred to you from anyone who asks us



## Above the bar advertising – 9 spots available

- \$500 one off payment for two year period (excludes signage)
- Perfectly visible from every court
- Significant and repeated exposure to all players and spectators
- Sponsorship to be used for staff and representative team uniforms
- Over 2000 website visits per month seeing your branding
- Over 1200 Facebook likes being exposed to your branding
- Repeated exposure to your branding on a day to day and month to month basis
- Business referred to you from anyone who asks us



## Other Opportunities

**There are plenty more opportunities where you can expose your brand at Metro Indoor Sports...**

- Strategically placed targets on the court which if hit or scored from by a player they receive prizes announced on Facebook giving your company a plug
- Donations for logo placement on uniforms
- Prizes for our dress up themed sports nights
- Company hosted tournaments for social outings
- Specific leagues named after your company with prizes to be given away to the winning team

# The Plan...

Having played at the facility for a combined 50+ years we are fully aware of the passion and regard the players hold the sports played Metro Indoor Sports. Once teams and players get established at the facility with its enclosed courts and faster action packed games they tend to become very loyal and committed.

We have been experienced patrons of the facility before becoming owners and know the importance of providing quality facilities, service of scheduling and quality of umpiring. It is these things we believe will grow this business long term. Combine this with corporate sponsorship that brings in more functions, more patrons and more opportunity to exchange business we believe the future is very bright here at Metro Indoor Sports.

Although a privately owned business, Metro Indoor Sports considers itself a community service as we are providing the public opportunity to participate in social sport and physical activity, which is good for everyone. As we grow we will be looking to business house leagues that encourage team bonding and participation. We already see the beginnings of this currently at Metro.

The majority of funds raised initially will be invested directly into resurfacing the courts. These courts affect every person who plays at this facility and their enjoyment of it, hence resurfacing ultimately benefits every individual who steps foot at Metro.

It is our belief Metro Indoor Sports will become the place for social sport in Dunedin and with your help we believe this can happen sooner rather than later. We have come to you as your brand and your products appeals to our target audience, that being 24 - 40 year olds, both male and female.

In the peak of winter our thoroughfare was 780 players per week, we have the capacity for 1200 - 1300 players per week in just our evening sport. This doesn't include Friday and Saturday night functions, birthday parties, daytime court hire and events such as NZ Masters, which is coming up in February 2014.

## Contact Details

METRO INDOOR SPORTS

93 Crawford Street,  
Dunedin

Bryan McIntyre  
Managing Director  
03 477 9006  
027 245 9325

metroindoorsports@gmail.com  
www.metroindoorsports.co.nz

