



# EA Networks Centre SPONSORSHIP OPPORTUNITIES

AVAILABLE NOW

**EA networks**  
centre 

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# A MESSAGE FROM THE **MAYOR**

It would be difficult to overstate the importance of EA Networks Centre to our district, since opening in 2015, this world-class facility has been estimated to have been visited by over 4 million people!

100% owned and operated by Council, the centre has been firmly established as the district's sporting hub, providing locals easy and affordable access to sport, exercise and recreation all year round.

It plays an essential role in our residents' wellbeing by providing opportunities for a balanced lifestyle and benefits such as improved physical and mental health, increased self-confidence and greater sense of social connection within our community.

It has also helped attract major South Island tournaments and participants from around New Zealand, providing a boost to the local economy and helping to put Ashburton on the map for visitors and tourists.

The success of this facility is in large part, due to the enthusiastic support of the community and the many businesses and organisations who have proudly contributed to its construction and operation.

The future of EA Networks Centre is exciting. In 2025, we are opening a new sand court and mini golf course, which will draw even more visitors to the complex. In the future, we plan to expand the stadium with three additional indoor courts, which will help us cater for our growing district and attract larger sporting events to Mid Canterbury.

As we celebrate the 10th anniversary of EA Networks Centre, many of our valued sponsorships are reaching completion. This provides us with the opportunity to again build partnerships with local business and organisations who value their connection with the community and wish to promote their business across Mid Canterbury.

Inside this brochure, you'll find an overview of the benefits that come with supporting this wonderful community facility and the various opportunities we have available.

We are happy to work with you to tailor a package that fits your budget and marketing goals, so please don't hesitate to get in touch with the team.

We look forward to working together to ensure the next 10 years of the EA Networks Centre are even more successful.



**Neil Brown**

Mayor | Ashburton District Council

100%

Owned and  
operated by Council



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# JOIN OUR **SUPPORTERS**



## **Positive brand association**

Create goodwill with customers through backing a much-loved community facility and showcasing your support of local sport and recreation. Associate your brand with the many health and wellbeing benefits of active recreation.



## **Build brand awareness**

Build your profile locally and be front-of-mind for your customers through prominent brand placement within the facility and/or naming rights to highly utilised areas in the facility.



## **Reach your audience**

With such a wide range of programmes, events and facilities on offer, EA Networks Centre attracts people of all ages and from all backgrounds. We can help you find the right sponsorship opportunity to best reach your target audience.



## **Not just locals**

Our facility hosts regional and national sporting events, attracting competitors and spectators from around New Zealand.



## **Build customer loyalty & trust**

By supporting the district's premiere sport and recreation facility, your brand or organisation will demonstrate that you care and are prepared to invest in the Mid Canterbury community.



**4M+**

Estimated visitors  
since opening



“

Ashburton Contracting (ACL) is proud to have served as Gold Sponsors to the EA Networks Centre for a decade. This partnership reflects ACL's commitment to enhancing the lives of residents and visitors to the district, by backing a facility that not only attracts people to the Ashburton District but brings people together, strengthens the heart of our community and helps us all grow.

”

**GARY CASEY**

ASHBURTON CONTRACTING LTD

“

Netball has exploded in popularity since moving to the EA Networks Centre. The facility provides an enjoyable experience for all ages year-round and has allowed us to launch initiatives like walking netball and No Limits netball which makes sport accessible to everyone in our community.

”

**ERIN TASKER**

MID CANTERBURY NETBALL

# WHO USES EA NETWORKS CENTRE?

EA Networks Centre is massively popular. In fact over the last year, we recorded almost half a million visits!



GYM

We partner with other organisations to deliver special population classes such as exercise programmes for people with Parkinsons.

## 320,000

people made use of our pools.

AQUATIC & POOL AREAS

STADIUM

## 4,653

Hours booked and utilised last year.



GYM

## 120,000

Visits each year.



SWIM SCHOOL

## 1,000

Students attend swim school lessons each week



#### STADIUM

We also run popular programmes such as Active Adventures for toddlers, and our fully booked School Holiday programmes.



#### AQUATIC & POOL AREAS

We host a range of aquatic fitness classes catering for all abilities.

# 40+

#### GYM

Fitness classes every week.

#### STADIUM

The stadium is home to many of the Mid Canterbury's fastest growing sports.



Badminton



Basketball



Netball



Futsal



Volleyball



Pickleball



and more



We've also attracted many events to Mid Canterbury, including the Tall Ferns, Mainland Tactix, Netball New Zealand Development Camps, National Indoor Bowls champs as well as many South Island and Regional Tournaments.

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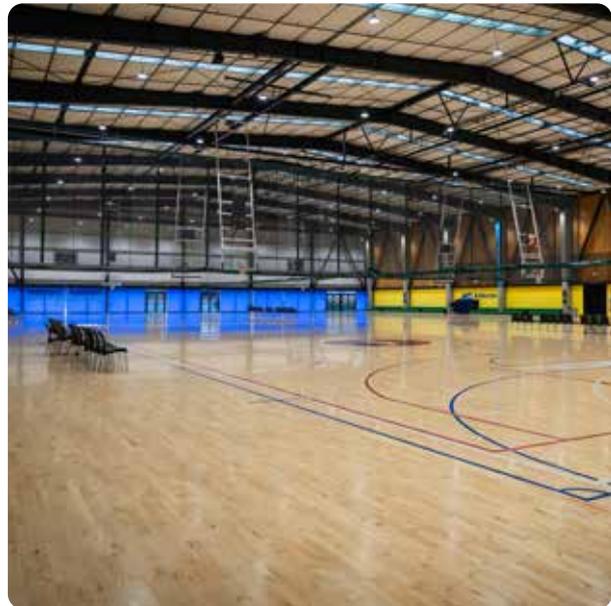
## STADIUM & SAND COURT

The Stadium has four high-quality indoor courts catering to a large range of sports. Two outdoor courts area also available in dry weather.

In addition to the 120 permanent court side seats, a retractable grandstand can seat over 900 spectators and makes the stadium ideal for larger events and tournaments.

As the district's premiere sports facility, the stadium attracts thousands of players, coaches and spectators each week, making this a prime location for your brand to showcase its support!

We plan to extend the stadium with three additional indoor courts in the future, which will further cement our status as a top sporting venue.





## MAJOR SPONSORSHIP



POA - Available January 2026 with 10-year commitment



### Indoors Courts (4 available)

The highest-profile stadium sponsorship placement available. Your logo will be displayed prominently mid-court and the court will be named after your brand for the next 10 years.



#### Naming rights



#### Logo displayed

*Prominent mid-court branding*

## OTHER SPONSORSHIPS



From \$2,500 per annum



### Sand Court

New in 2025! Be the first to sponsor this exciting new addition to our facility. The 20m x 12m court will offer our community a free place to enjoy outdoor volleyball.



#### Naming rights



#### Logo displayed

### Stadium Scoreboards

(4 available)

Make sure your company name can't be missed with sponsored placement below a stadium scoreboard.



**Name displayed**

### Spectator Seating Steps

(5 available)

Capture eyeballs with branded steps in the spectator seating area. Each placement includes printing across three steps for maximum visual impact.



**Logo displayed**

### Changing Rooms

Simple but effective placement of your brand on our changing room doors, great foot traffic.



**Name displayed**

*Pricing is indicative only, please contact us to learn more.*

EA NETWORKS CENTRE

# POOL & AQUATIC AREAS



Ashburton's only indoor aquatic centre includes four heated pools, a spa and steam room, and attracts over 300,000 visits each year.

The facility is always busy, whether it's our fully booked learn-to-swim programmes, adult aquatic classes or recreational swimmers.

## MAJOR SPONSORSHIPS

\$ From \$12,500 per annum



### Learn to Swim Pool

This pool is always busy with swim lessons or recreational swimming. With naming rights and signage placement, this is a great way to reach parents and families.

✔ Naming rights

✔ Naming displayed

✔ Logo displayed

*New wall banner option available*



### Spa Pool

Naming rights and prominent brand placement on the rear wall of our spa pool. The spa is a popular spot for adults and our older residents to relax and unwind. A hoist allows people with mobility issues to also enjoy the pool.

✔ Naming rights

✔ Naming displayed

✔ Logo displayed

*New wall banner option available*



### Hydrotherapy Pool

At 33.5 degrees, this pool hosts our range of aquatic programmes and is popular with older children and adults for recreational swimming.

- ✔ Naming rights
- ✔ Naming displayed
- ✔ Logo displayed

*New wall banner option available*



### Leisure Pool Area, Toddler Pool, Splash Desk & Lazy River

The splash deck keeps our youngest visitors entertained. This placement is highly visible to those exiting the change rooms with a full-colour print on the toddler pool surround.

- ✔ Naming rights
- ✔ Naming displayed
- ✔ Logo displayed

*New wall banner option available*



### Steam Room

Your company name proudly displayed on the door of our steam room and the option to display your logo on the interior wall. This room is particularly popular with adults, older visitors and gym members following their workout.

- ✔ Naming rights
- ✔ Naming displayed
- ✔ Logo displayed

## OTHER SPONSORSHIPS

💰 From \$2,500 per annum

### Swim Lanes

*(10 available)*

Support one of our swim lanes in the main pool with this impactful yet affordable sponsorship opportunity. Your brand displayed on a wall banner above your chosen lane.

- ✔ Naming rights
- ✔ Logo displayed

### Changing Rooms

Simple but effective placement of your brand on our pool changing room doors, great foot traffic.

- ✔ Naming displayed

*Pricing is indicative only, please contact us to learn more.*

EA NETWORKS CENTRE

## GYM & WIDER FACILITY



Our gym is known for its high-quality equipment, group fitness classes and roster of accredited inhouse trainers. Recording over 120,000 visits last year, we are the only gym in Ashburton offering the highly sought after Les Mills classes.

We also serve the community through custom fitness programmes for those with specialist needs, such as our Women's Cancer Class and Parkinson's Play programme.

The onsite EAT café offers visitors the chance to enjoy refreshments, and our meeting and community rooms are regularly booked for meetings, training events, birthday parties and other gatherings.

### GYM SPONSORSHIPS

 From \$10,000 per annum



#### Group Fitness Room

Prominently display your support on the door of our busy group fitness room, home of our various group classes.

-  **Naming rights**
-  **Naming displayed**



#### Spin Room

Spin classes are amongst our most popular programmes and often booked out early. Sponsorship of this room is a great way to reach people keen on fitness and active recreation.

-  **Naming rights**
-  **Naming displayed**



## Multipurpose Room

Our newly developed multipurpose room caters for a wide range of activities including fitness classes and larger group meetings. Be the first to sponsor this exciting new community facility.

- ✔ **Naming rights**
- ✔ **Naming displayed**

## OTHER FACILITY SPONSORSHIPS

💰 From \$5,000 per annum

### Community Room

A versatile space for training events, birthday parties and smaller gatherings. Show your support with on-door branding visible from the main foyer.

- ✔ **Naming rights**
- ✔ **Name displayed**

### Meeting Room

With boardroom table and seating for ten, this room is often booked for business and community meetings. On-door branding is visible from the busy foyer and your logo can be prominently displayed on the interior wall.

- ✔ **Naming rights**
- ✔ **Name displayed**
- ✔ **Logo displayed**

### Café

*(2 available)*

The café offers two high-profile locations that can showcase your brand and support of the facility through large format printed signage.

- ✔ **Name displayed**
- ✔ **Logo displayed**  
*Supports large format signage*

### Main Foyer

All sponsors will be named on our glass supporters board in the foyer area. One original supporters board will also be retained for posterity.

- ✔ **Included with all sponsorship packages**

*Pricing is indicative only, please contact us to learn more.*

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## READY TO KNOW MORE?

We'd love to discuss our sponsorship opportunities further and help you find a solution that works for your business, don't hesitate to get in touch.

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### **Hamish Riach**

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SPONSORSHIP OPPORTUNITIES





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EA Networks Centre  
**SPONSORSHIP**  
OPPORTUNITIES

2025 - 2035

