

VERSION 1.1



## PROMOTIONAL INFORMATION

PRESENTED BY:  
AMERICAN FOOTBALL CANTERBURY

*“To establish the South Island’s first full-scale American Football competition and operate with the utmost professionalism to give anyone a chance to discover the sport and to enjoy at all ages”*

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## EXECUTIVE SUMMARY

American Football is a contact ball sport that is rapidly coming into popularity worldwide due to the hard-hitting nature of the sport and the intense strategy involved. Think the physicality of rugby and wrestling combined with the strategy of chess and the precision of shooting and the result is American Football. In its local market, 64% of all Americans watch Football being 73% of males and 55% of females. With over 3.5 million players in the United States from elementary school to the NFL playing the sport, Football is of immense popularity. In terms of physicality, American Football requires similar stature of a rugby team and shares many common skills and co-ordination of Rugby, which is New Zealand's second most played sport countrywide.

American football is already an established sport in the North Island with a league of eight clubs in Auckland participating and frequently competing with the leagues in Hamilton.

Combined in New Zealand, there are currently over 1000 people playing the sport whether it is social or for full competition. Its slight decline in popularity in the North Island has been due to some poor managerial decisions.

With American football Canterbury creating a program rather than a single club it is our aim to create a full scale American Football League in the South Island running out of Christchurch for people of all ages to play in, compete and overall enjoy.

American football has the potential to make an enormous presence in the South Island and more specifically Canterbury as it is something fresh, new and exciting, and due to it running during the summer; being a viable and enjoyable opportunity for Rugby or League players to engage in a high-performance contact sport over summer.

The decision to make it a summer sports is attributed to Christchurch having idyllic summer-time conditions and running concurrently with the NFL which is televised in the US winter therefore capitalizing on the sport's popularity during this time of the year.



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## GROWTH OF AMERICAN FOOTBALL CANTERBURY

Due to the increasing high demand for American Football in Canterbury, AFC plans to serve most football related needs across Canterbury and aid areas in the South Island.

We hope to be able to facilitate an exciting and unique league across Canterbury and plan to have school-boy competition, a non-contact competition, a social league, a men's senior league and a pee-wee league running out of separate clubs.

This goal is possible based on our previous 24-months

The proposal is to begin playing the sport in all school levels. We have already achieved this by contacting and networking with primary school physical education departments and taking classes through how to play American Football and then advertising the unveiling of the new league. One day in the future we hope that AFC can facilitate a high-quality school-football league which will then feed into the senior men's competition much like Rugby Union in New Zealand.

Another potential source of funding or equipment sourcing would be to contact College teams in the USA or even National Football League teams to see if AFC can get sent over spare training equipment as a donation from the NFL to act as a kick-starter campaign.

They may see New Zealand as a possible area to scout into as they already actively scout in Australia, and American Samoa. Looking to the collegiate and professional levels for spare equipment would ensure quality for our players and a good working correspondence with the most powerful football leagues in the world.

There is interest that can be generated from this sport. It is completely different from anything also on offer in New Zealand and will compete as a summer sport based on being the only contact-sport available to play during the summer.

The game of American Football is extremely popular around the world for a good reason; because it is extremely fun and exciting with big-hitting action and laser-like precision and skill and it is our ambition for AFC to be the first ever registered American Football Regional Board for not just Canterbury but for the entire South Island. This proposal has demonstrated the resources AFC has combined with the drive and business acumen to be able to execute this ambition.

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## METHOD OF MARKETING

Current Our Primary method of contact is through social media and emails.

We use Facebook as because it has the largest reach amongst our target demographics. with a significant social media marketing campaigns year-round to handle the demand of information seekers depending on what game of football is being played at the point of the year.

AFC shares posts and encourages our players and supporters to share the posts to friends and to the wider community to inform athletes and other people in Canterbury that there is in fact American Football being played in Christchurch and that we are looking for players of all different skill levels.

Paid marketing on Facebook has also been very useful to targeted groups of people.

Posting videos and photos of games combined with hosting community fundraisers and advertising these on Facebook have also be extremely beneficial to recruitment and eventual membership with AFC.

We found that having photos on our posts generated more “likes” and “shares” and also caused more engagements than traditional video or text posts.

AFC currently has 1100 likes, and each post without paid advertising has an engagement of approximately 4100 individuals.

With Paid advertising we can reach up to 10,000 in the Canterbury region alone.

AFC also uses googles mailing forms we have been able to compile mailing lists of players and people who have shown interest and therefore have been able to pass on information in a format appropriate to the target audience

In school advertising, with us approaching schools and having our primary school competitions person to person advertising with children wanting to play and encouraging their friends and families to play also.



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## VALUE PROPOSTION

American Football Canterbury will be the only provider of American Football in the entire South Island and therefore will encapsulate many different forms of the game in many different regions soon. Within the first five years of operation there we have a full-contact 5-aside football competition, a shorter and easier format of 7-aside, high school league, and flag football being offered.

AFC will compete based on being a totally unique sport in the South Island, and being quite fast paced and enjoyable to play and watch. It will not have any contact-sport competition during the summer which will create value to the customers who are looking for something physical to do in the off- season. AFC will also compete on price. The cost of equipment is lower than other summer sports such as cricket, hockey, and rowing, and membership price will be relatively similar for the two. The main competing sport in summer-time would be touch rugby, however as from experience in rugby; many players view as a waste of time especially if they are a forward or appreciate contact rather than touch. AFC will also compete on safety; with recognition from Sport New Zealand and the ACC, any injuries will be able to be covered by ACC and the fact that players perform wearing essentially what is protective Armor, contact-type injuries are kept to a minimum.

Risk of injury is a huge concern with contact sport and many youth-players parents want assurance that their child will not be seriously harmed while playing the sport. Therefore, American Football is a key competitor to some winter-time contact sports due to the safety of being covered in protective equipment; hence opening an opportunity to play a contact sport for those who may be too fragile or too frightened to play Rugby Union or League.



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## EXPOSURES TO FOOTBALL

With any sport in New Zealand and especially with American football In New Zealand participation is everything, while our program focuses on knowledge and skills, the end goal is always to get as many people playing the game of American football and all its variations.

Therefore, the number of games and participations are measured for games played, rather than trainings for this reason. This gives us a good indication of players in the region and can then focus on them

This does not include games played outside of AFC run events,

Based on the past two years we have seen massive growth in our sport, when catering to growing it at a younger level and accommodating flag football.

With a massive growth of over all aspects of the game in Canterbury is impressive but we are also aware that we can only grow the game to a certain level, and have made our expectations and have made conservative predictions on the growth of our game. See below.

<b>Game Type</b>	<b>Players</b>	<b>Games</b>	<b>Exposures</b>
Men's Contact	22	3	90
Junior Flag	30	1	30
Open Grade Flag	12	6	72
Total Exposures in 2016			192

<b>Game Type</b>	<b>Players</b>	<b>Games</b>	<b>Exposures</b>
Men's Contact	30	6	180
Junior Flag	115	8	920
Open Grade Flag	48	6	288
Total Exposures in 2017			1388
Increase from previous year			↑ 1196

## PREDICITON FOR 2018

Game Type	Players	Games	Exposures
Men's Contact	45	8	360
Junior Flag	200	12	2400
Open Grade Flag	90	12	1080
Predicted Total Exposures in 2018			3840
Predicated Growth from previous year			↑ 2644





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## REVIEW OF OUR PAST 24 MONTHS

Within the past 24 Months of Operation, American Football Canterbury has achieved the following goals and plan to grow each one of these to a larger demographic

- To run and administer a competition of five a side contact football for ages 17+ in Christchurch
- To run and administer a competition of five a side flag football for ages in Christchurch
- To run and administer a competition of five a side flag football for under 13 in Christchurch schools
- Sustained by using incoming money to further develop the sport and build infrastructure of the sport across the Canterbury and Nelson.
- Provided a presence in Christchurch schools as a summer sport and run an inter-school competition
- Provided a professionally administered sport giving the people of Christchurch a fun and unique sporting experience
- Able to give the players high quality playing and protective equipment to reduce all controllable risks associated with injury and health
- Sent players overseas to play in other countries and at collegiate level in the United States and Germany

In 18 Months, American Football plan to have a solidified presence in Canterbury and experience significant growth and development with a senior league, high-school league, and mixed-gender social non-contact league. Competition at all levels, increase knowledge throughout the region, and have our players recognized and recruited by teams outside of the region.

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## AFC'S FUTURE PLAN.

AFC rather than set yearly goals like we have in the past to become established AFC is committing to a pillar program.

Communication  
Development  
Governance  
Pathways