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## ANZ NZ extends sponsorship of Auckland FC – delivering football fever and economic gains



Auckland FC captain Hiroki Sakai in the new season shirt.

ANZ New Zealand (ANZ NZ) today announced an expanded partnership with Auckland FC, stepping up as the club's major sponsor and strategic partner as it enters its second season in the A-League.

The partnership not only fuels the growth of professional football in New Zealand's largest city but also delivers tangible economic benefits. According to data from ANZ NZ and Dot Loves Data, Auckland FC's debut season generated an estimated \$3.4 million boost to the local economy from domestic visitors alone, with each visitor contributing an average of \$273.50.

This includes:

- \$1.25 million in accommodation
- \$1.06 million in food and beverage
- Additional spend across retail, groceries, and entertainment

ANZ NZ Chief Executive Antonia Watson said: "Auckland FC took the country by storm and brought the excitement of top-level football to the city.

"Now we can see the team's brilliant performance also attracted some much-needed local tourism spending as visitors booked hotel rooms and enjoyed Auckland's vibrant restaurant and bar scene."

Having supported Auckland FC since day one, ANZ NZ's extended commitment reflects a shared vision to build pride in New Zealand's largest city and grow football from grassroots to elite levels.

Today, Auckland FC unveiled its new season kit, proudly featuring the ANZ logo front and centre as lead sponsor.

ANZ NZ will play a pivotal role in advancing the women's game, supporting youth pathways, community initiatives, and enhancing match-day experiences for families and young fans.

Auckland FC has already made a remarkable impact on the city in its debut season, achieving the highest average attendance of any A-League club.

"With Auckland being New Zealand's most diverse city, the unifying power of football was clear from day one. From hosting tailgate parties that celebrated our many cultures to lifting the Premier's Plate, AFC's first season was nothing short of inspiring," Ms Watson said.

Auckland FC Chief Executive Nick Becker said the expanded partnership with ANZ was a natural evolution.

"From creating our Day 1 jerseys to pressing our record-breaking season onto vinyl, ANZ has been one of our biggest supporters every step of the way. Their support has gone beyond sponsorship, it's been a true collaboration for the good of Auckland and the game."

ANZ NZ will also become the major sponsor of AFC's women's team, set to launch in 2027 (pending A-League licensing approval).

In the lead-up, we are backing a range of initiatives to accelerate the growth of women's football in New Zealand, including the opening of a Women's Talent Development Centre in September, which will provide high-performance training and clear pathways for young female athletes.

And we're supporting the new ANZ U17 National Youth Championship, a national competition that will showcase the best under-17 talent from across the country.

#### **Tourism winners**

For the 2024/5 season, a typical domestic visitor coming to Auckland to watch an AFC match spent:

- \$85 in Food/Beverage (\$1,062,500)
- \$17.50 in Groceries (\$218,750)
- \$35 in Retail (\$437,500)
- \$36 across other spend categories (including Recreation & Entertainment, Fuel services etc.) (\$450,000)
- \$100 in Lodging/Accommodation (\$1,250,000)

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