



Helping brands show up
where it matters most
— on the sideline.

Rectangle.

SPORT IN NZ

Every week, 1 in 3 kiwis visit a grassroots sporting venue.

The role of these community venues and the value they provide is greater than ever.
Multi generation. Connected. Present.

5,000+ venues

Nationwide, across
100+ sporting codes

100+ codes

Rugby, Netball, Football,
Basketball, Tennis, Golf...

100 million

Annual visits



Families



Players



Supporters



School kids



Parents



Auck
Fami



Health-Conscious
Consumers



Tradespeople



Rural
Communities



Multi-Generational
Households



Household
Decision-Makers



Basketball
Enthusiasts



Health & Fitness
Enthusiasts



Football
Fanatics



Rugby
Communities



Netball
Communities



Young
Professionals



Community
Professionals

THE SIDELINE ADVANTAGE

Hours of attention. Week after week.

These audiences aren't passing traffic.
They arrive early, stay for hours, and come back every week.

 **HIGH DWELL-TIME**

60-90 min

Per visit on average

 **HIGH FREQUENCY**

20+ visits

Per person, per year

 **ALWAYS-ON**

365 days

Every year

 **NATIONAL REACH**

5,000+ venues

Across New Zealand

Source: Sport NZ

Rectangle.

THE NETWORK

Rectangle brings community sports media together into a ready-to-buy network.

This enables new unique and high-value branding and sponsorship opportunities at community sports venues to be available to brands.

50+

Venues live

10+

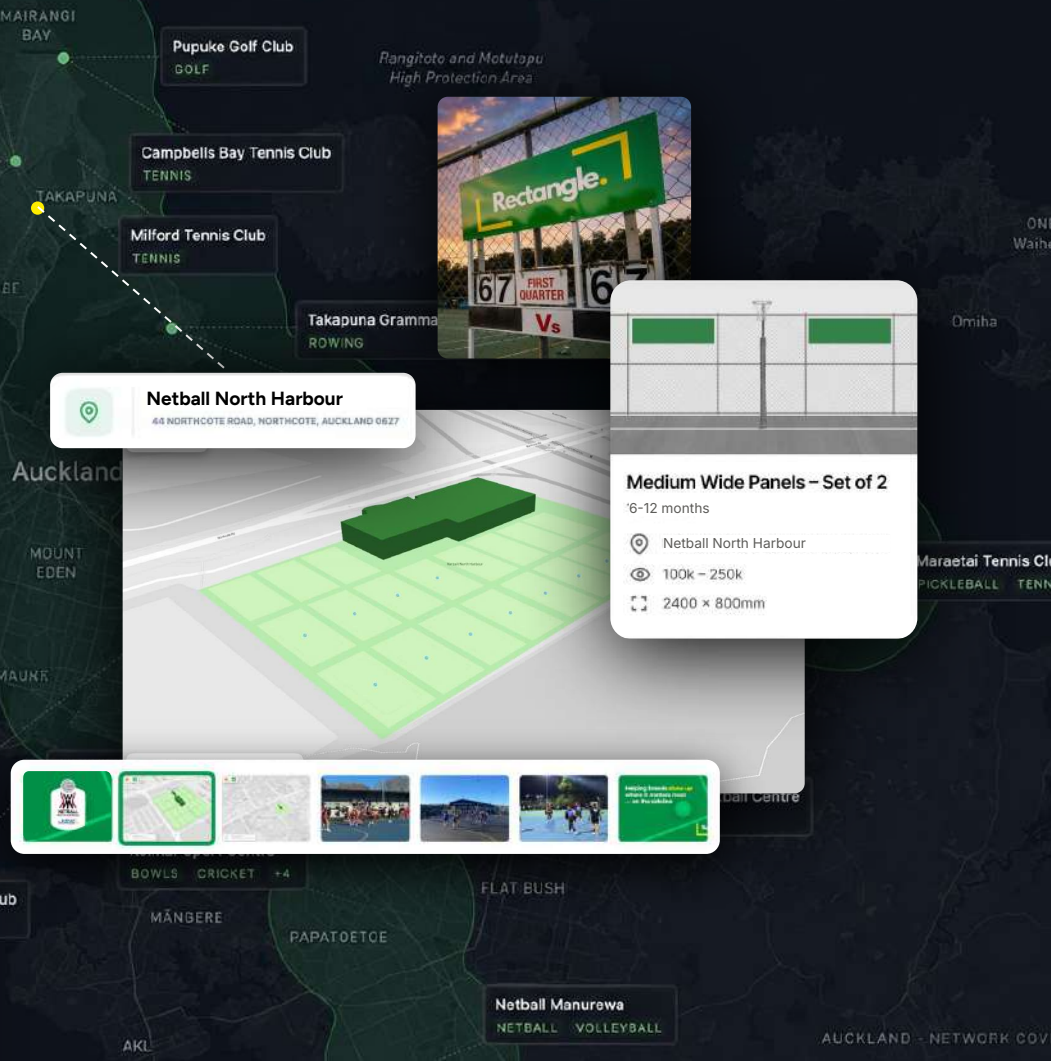
Sporting codes

500+

Branding opportunities

1-2

New venues every week



HOW IT WORKS

Local activation. National scale.

Buy the network the way that fits your brand
- we'll make it a reality.



By audience.

Parents, tradies, 30yo females,
or a target demographic.



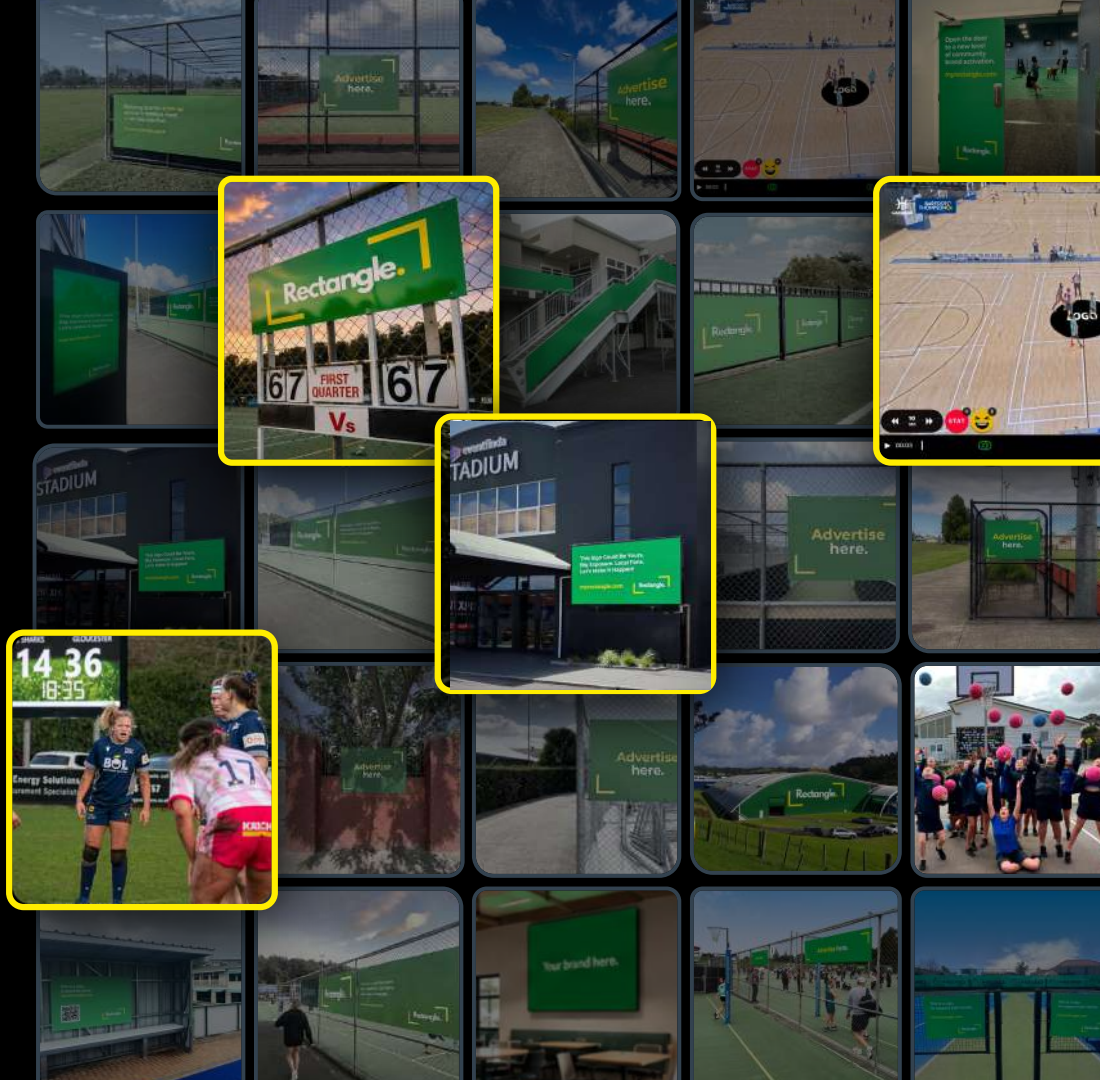
By goal.

Optimise for reach, engagement,
exclusivity, community presence.



By location.

Target a postcode, a region, rural/urban
locations, or the whole network.



NEXT STEPS

Where will you **show up**?

Let's make it happen.

hello@myrectangle.com

Rectangle.