



H3 WAIKATO STADIUM

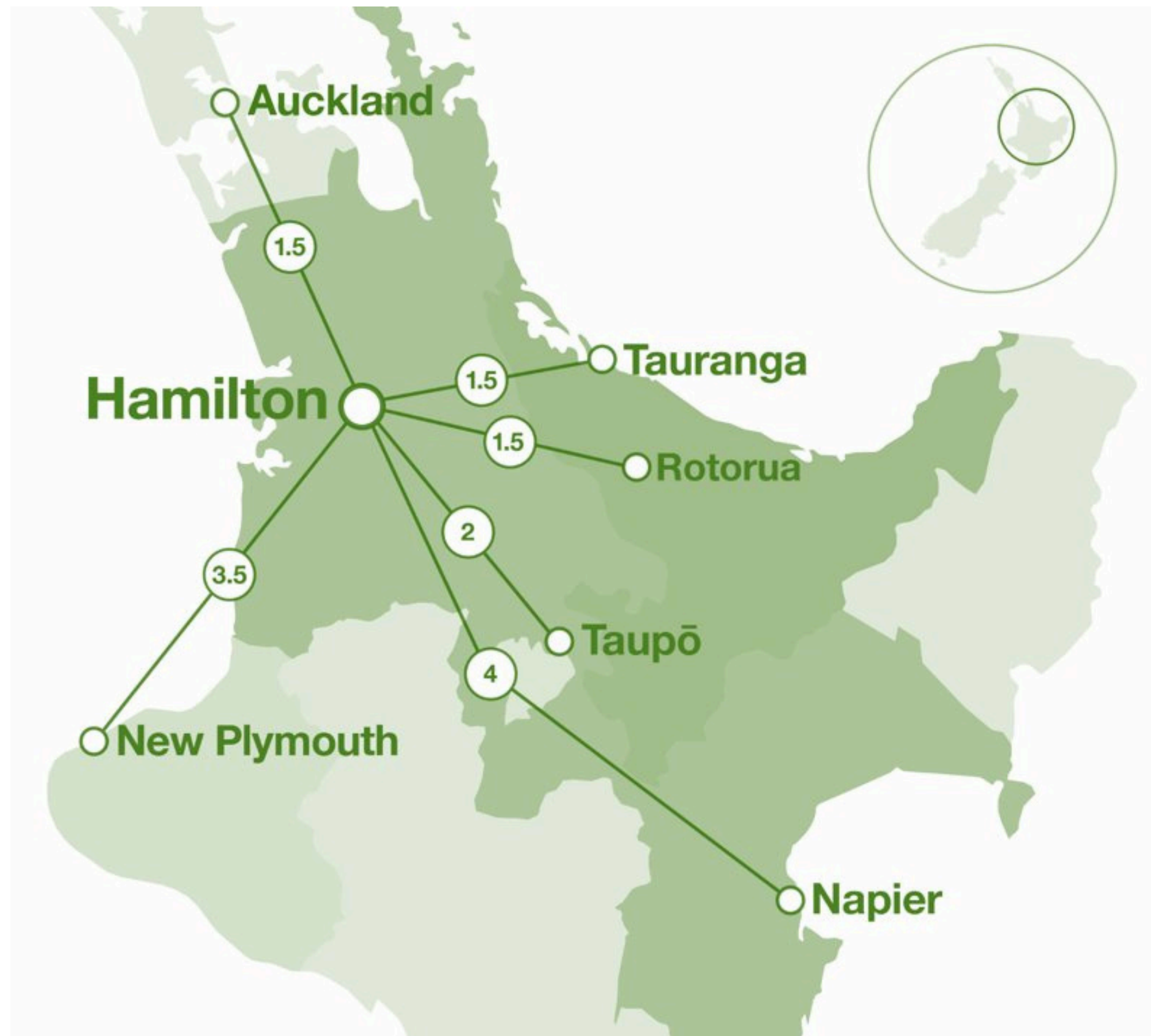
NAMING RIGHTS PROSPECTUS

Expressions of Interest Information

An aerial photograph of the FMG Stadium Waikato, showing the stadium's seating bowl, the pitch, and surrounding residential and commercial buildings. The stadium is the central focus, with its distinctive tiered seating and a large roof structure. The surrounding area includes houses, trees, and other buildings, providing a sense of the stadium's location within a community.

“Today, FMG enjoys near-universal recognition across rural New Zealand Aotearoa and so comes a natural conclusion to our partnership with FMG Stadium Waikato and H3 Group, and an opportunity for others that should not be overlooked.”

Pete Frizzell – FMG Chief Marketing Officer



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Welcome, and thank you for showing interest in our naming rights partnership opportunity for Waikato Stadium. At H3 Group, we are proud kaitiaki (guardians) of Waikato Stadium, a venue with over 100 years of history, cherished by our community, passionate fans, and visitors from across Aotearoa and beyond.

We are now inviting expressions of interest from organisations seeking to secure the exclusive naming rights to our flagship stadium in Hamilton, Waikato Stadium. This iconic venue sits at the heart of the Waikato region's vibrant event landscape.

This is more than a naming rights opportunity. It is a chance to become part of the fabric of our city and region, aligning your brand with H3 Group and our talented team as we deliver exceptional event experiences that bring people together and create lasting memories.

As our naming rights partner, your brand will be front and centre as we host unforgettable moments. You will gain high-impact visibility and build deep emotional connections with audiences locally, nationally, and globally. We look forward to exploring this opportunity with you.

Ben Slatter
H3 Director



WHO IS H3?

We operate Hamilton's premier event venues: Waikato Stadium, Claudelands Events Centre, Seddon Park and Hamilton Gardens.

We have a wealth of knowledge and experience in events of all shapes and sizes and are dedicated hosts, prepared to go the extra mile for our clients and guests. A division of Hamilton City Council, we bring together the very best venues in Hamilton combined with experienced and passionate staff to provide unrivalled service to our clients.

The 'H' in H3 stands for Hamilton, a vibrant city that spans the Waikato River and serves as the region's business and entertainment hub. Hamilton is New Zealand's fourth-largest city and fastest-growing city.

The '3' represents our breadth and audience. Our diverse portfolio of world-class venues enables us to host a range of guest experiences.

**M3ET
COMP3TE
P3RFORM**

1970



WAIKATO STADIUM HISTORY

1921

Site leased by Hamilton Rugby Union and groundwork begins for Rugby Park.

1925

Rugby Park officially opens with investment in facilities.

1956

Waikato defeats Springboks 14 - 10 in front of 31,000 fans.

1959

Wel Networks Stand opens, boosting capacity.

1987

Fiji beats Argentina at Rugby Park during first Rugby World Cup.

1996

Redevelopment plans gain momentum; public and council support rallied.

2002

The new stadium was completed, increasing capacity to 25,000. The Chiefs also played their first match at the venue this year.

2012

Chiefs win first Super Rugby title at home.

2015

FMG Insurance secures 10-year naming rights.

2020's

Waikato Stadium continues to host unforgettable events including international and national sporting fixtures, world-class business events, and memorable functions.

2025



WAIKATO STADIUM PRESENT DAY

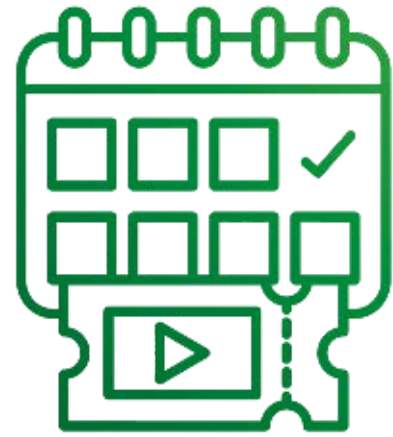


Waikato Stadium is a premier sporting and events venue, renowned for its electric atmosphere, world-class facilities, and seating that places fans close to the field, right in the heart of the action.

The stadium proudly serves as the home ground for several elite rugby teams, including the **Gallagher Chiefs** (Super Rugby), **Chiefs Manawa** (Super Rugby Aupiki), and **Waikato's NPC** (National Provincial Championship) and **FPC** (Farah Palmer Cup) teams. With a rich history of hosting thrilling matches and major events, Waikato Stadium stands as a symbol of regional pride and sporting excellence.

Although best known for sports, Waikato Stadium is also a popular venue for a wide range of business events, private functions, training workshops and celebrations, welcoming guests year-round to meet, connect, and celebrate.





2,516

Events Hosted

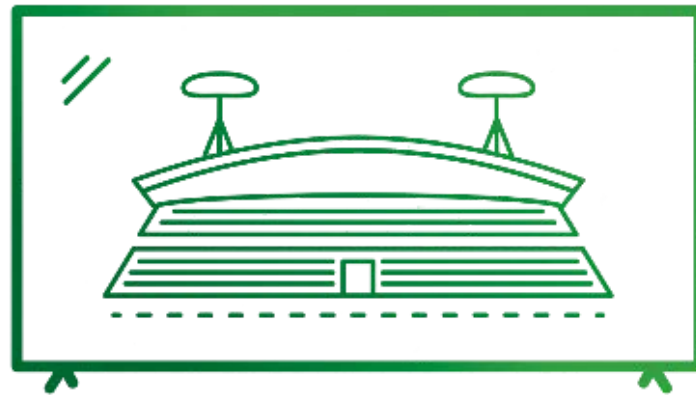
2022 - 2025



699,991

Total Attendance

2022 - 2025



89

Televised Sporting Events

2022 - 2025

EVENT BREAKDOWN

Waikato Stadium hosts a diverse range of events across sports, business events, entertainment and much more. Here is an event category breakdown of the past 4 years.

SPORTS EVENTS

Waikato Stadium hosted **94 sporting events** across multiple codes. These included international rugby fixtures, men's and women's Super Rugby matches, National Provincial Championship games, and National Rugby League contests, along with international football and Rugby Sevens tournaments.

BUSINESS EVENTS

Business Events remains a key driver of our performance, with **661 Business Events** hosted, demonstrating sustained demand for conferences, meetings, and corporate gatherings at Waikato Stadium.

ENTERTAINMENT, OTHER SPORTS & TRAINING ACTIVITIES

These event categories accounted for a total of **1,761 events**, combining entertainment performances, sports development and training activities. This figure highlights Waikato Stadium as both a destination for live entertainment and a leading hub for ongoing community growth and engagement.

PARTNER BENEFITS

Exclusive Naming Rights: Secure full naming rights to Waikato Stadium for a ten-year term, ensuring long-term brand alignment with one of New Zealand's premier sporting venues.

High-Impact Brand Visibility: Prominent exposure through stadium signage, digital platforms, and extensive media coverage, reinforcing brand presence across local, national and global audiences.

Premium Hospitality Access: Enjoy access to a dedicated corporate suite, offering a premium experience for hosting clients, stakeholders, and team members.

Strategic Marketing Integration: Benefit from tailored marketing support, including collaborative campaigns and co-branded content opportunities to amplify reach and engagement.

Community and Event Engagement: Participate in meaningful community initiatives and activations, enhancing brand goodwill and connection with diverse audiences.

Event Association and Access: Align your brand with high-profile events hosted at Waikato Stadium, with opportunities for on-site presence, networking, and promotional activity.





COMMUNITY REACH

Extending Impact Beyond the Stadium: Community engagement in Waikato goes beyond the final whistle. From Super Rugby and NRL games to provincial rugby competitions, events at Waikato Stadium and other H3 venues create powerful opportunities for visibility, connection, and outreach.

Strategic Advantage - The Golden Triangle: Waikato's location within New Zealand's 'Golden Triangle' linking Auckland, Bay of Plenty, and Hamilton puts Waikato Stadium at the heart of the country's economic hub. This central position gives organisations access to over half of New Zealand's population, making it ideal for community initiatives, brand activations, and partnerships.

Integrated Marketing Support: H3's marketing team delivers end-to-end support, from match-day activations and digital campaigns to business events and grassroots initiatives. This ensures consistent messaging, strong brand presence, and meaningful engagement across all audiences.



CONTACT US

All enquires please contact,

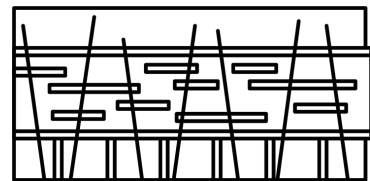
Julia Mclean - H3 Group Client Excellence Lead

Email: Julia.McLean@H3Group.co.nz

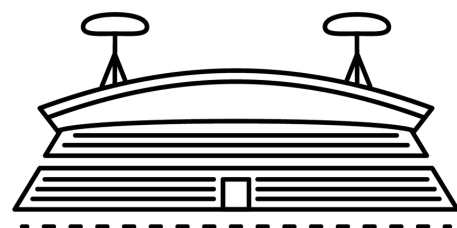
Phone: 0212462772

[Download the Expressions of Interest Guidelines here](#)

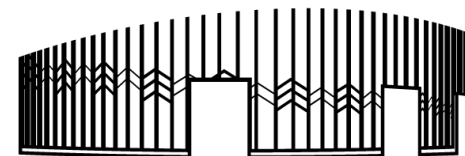
[Find more information about H3 Group here.](#)



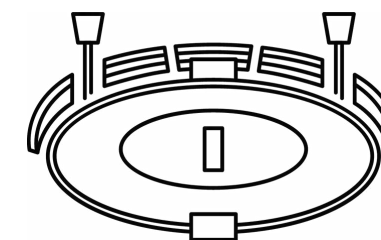
CLAUDELANDS



Waikato Stadium



 **Hamilton
Gardens™**



 **Seddon Park** HAMILTON