



McDonald's has been the primary sponsor of junior football for just under three decades.



# All in on football

From backyard dreams to the big leagues, McDonald's is supporting New Zealand football at every level and helping the next generation of Kiwi talent thrive.

FOR YOUNG PLAYERS (and their parents) of "the beautiful game" in Aotearoa, weekend mornings are marked by gear bag checks, team chants, tackles, goals and the coveted player of the day trophy and certificate.

For nearly 30 years, McDonald's has been backing those families as the primary sponsor of the community game with New Zealand Football, including junior and youth. The partnership focuses on providing resources and equipment to players, coaches and referees across the motu and inspiring the next generation of Football Ferns and All Whites.

"Football in Aotearoa continues to grow at every level, from local clubs and community teams through to the A-Leagues and onto the world stage," says Simon Kenny, Head of Impact & Communications at McDonald's New Zealand. "2026 is a huge year for football in New Zealand and we're focused on supporting that momentum in a practical way – helping ensure players, coaches and the wider football whānau have access to the resources and environments that make the game more accessible, enjoyable and rewarding for everyone involved."

That includes backing New Zealand Football's roll out of the new 'Whole of Football 2.0' framework, designed

Backing the game at every level - from grassroots to the professional stage, helping grow its future.

to give players more time on the ball and improve on-field experiences. Smaller team sizes and adjusted formats mean more ball touches, more involvement and more opportunities to grow in confidence. To help bring this to life, McDonald's is contributing \$500,000 worth of new goals, making it easier for communities to get playing.

Off the pitch, coaches, whānau and volunteers are the backbone of the game. McDonald's supports the community Coach and Referee of the Year award and the rollout of the app and online resources for coaches, team managers and referees.

In addition, each year McDonald's works with New Zealand Football to deliver packs to the thousands of volunteer coaches around the country. In recent years, these packs have included thousands of Player of the Day trophies, whistles, ice packs, grip socks and other coaching essentials. Tens of thousands of footballs have also been distributed

to players and clubs over the past 10 years.

A fun new initiative in 2026 is the Senior Player of the Day Award. A Macca's treat for adult community players who lace up their boots and get out on Saturdays and Sundays. You don't have to be a kid to be proud of winning Player of the Day!

At the elite level, McDonald's has extended its partnership with the Wellington Phoenix for a further three years, with a 'whole of club' approach that includes the A-League men's and women's teams and the academy. For fans, there is the Macca's Junior Nix programme – free season memberships for footballers under 14, and initiatives like Macca's Match for Good, supporting Ronald McDonald House Charities New Zealand.

McDonald's is also a founding sponsor with Auckland FC, and their official family partner. The kickabout in the inflatable football pitch in the Macca's family zone is a popular pre-match ritual for many young AFC fans.

With football surging in popularity across Aotearoa, McDonald's is backing the game at every level – from grassroots to the professional stage – helping grow its future.