

Fleet Town Football Club Sponsorship Opportunities

CONTACT

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Introduction

Thank you for expressing an interest in sponsoring Fleet Town FC (FTFC). The following document aims to highlight some of the potential partnership opportunities between FTFC and your organisation.

Welcome to Fleet Town Football Club

Officially formed in 1890 we are the oldest sports club in the town. We are proud of the connection we have with our local community and beyond.

[Fleet Town Football Club](#) is affiliated to the Hampshire FA and our teams play in the North-East Hants Youth League, Surrey Premier League, East Berkshire Football League, Allied Counties and Combined Counties leagues thereby covering a wide area from Reading to Basingstoke, Petersfield to Staines and South and West London.

Our teams also compete in the FA CUP, FA Vase, Hampshire, Aldershot and League cups which sees matches played in Hampshire, Surrey, The Isle of Wight and Dorset.

We are an FA Standard Chartered club, the Football Association's accreditation scheme for grassroots clubs, which helps raise the standards and support the development of clubs such as Fleet Town - recognising and rewarding them for their commitment and achievements.

We currently have:

- More than 400 girls and boys registered across 40 teams (In many of the younger age groups, we have two or more teams per age group)
- A structured youth development programme for those aged 16-18 looking to progress to play football at a higher level of football
- Men's and Ladies Adults first teams

Partnering with Fleet Town FC

Physical and online sponsorship opportunities provide your company with visibility and positive name association. Depending on the sponsorship package you select, you have the opportunity to see your company name/logo appear on a range of high profile items including;

- The club's home ground (more than 2000 fans in attendance attend across the season)
- The club's websites and social media platforms (Twitter/Facebook/Instagram)
- Team apparel including players kits and coach's kits

What are the benefits of sponsoring Fleet Town FC?

1. Generate wider awareness of your brand
2. A great CSR initiative to throw your support behind
3. A very practical and visible way of supporting communities local to your business and beyond
4. Drive interest and traffic to your website
5. Add personality to your brand
6. Illustrates your pride and interest in the success of the local community
7. Low-cost alternative to other marketing and advertising initiatives



As with all the sponsorship packages, if you have any special requests or would like to discuss other options then we are more than happy to discuss bespoke packages with you.

Breakdown and costs of sponsorship opportunities

Ground Sponsorship Opportunities

Our home pitch is used for over 50 league games per season by our Mens and Ladies First Teams and our Youth Team. We attract over 2000 fans per season

ITEM	SUMMARY OF PACKAGE	COST per season
Home ground naming	Naming rights and roadside advertising board	£2,000 per season
Main stand sponsor (back or front)	Company branding covering the fascia	£2,500 per season
Main stand sponsor (inside)	Company branding on inside of stand (3 available)	£1,000 per slot per season
Pitch side advertising boards	Company branding pitch side (various sizes)	£225 – £775 per season
Clubhouse sponsor	Company branding covering the fascia	£1,500 per season
Car park sponsor	Company branding boards at focal points in car park	£500 per season
Tea bar sponsor	Company branding covering the fascia	£750 per season
Turnstile sponsor	Company branding covering the fascia	£500 per season

Match Day Opportunities

Our home matches are attended by over 2000 spectators per season at Calthorpe Park Stadium.

ITEM	WHAT YOU GET	COST
Exclusive Match Day <i>Sponsor</i>	Free entry for 4 guests Reserved table in clubhouse and seating in stand 2 free drinks per person Food voucher for each guest Social media shout out Tannoy "thank-you" announcement	£350 per game
Hospitality Package	Free entry for 10 guests Reserved table in clubhouse and seating in stand 2 free drinks per person Food voucher for each guest	£500 per game
Player of the match	Free entry for 4 guests Present player accolade at end of the game 1 free drink per person Tannoy "thank-you" announcement	£125 per game
Matchday Programme advertising	Half or Full-Page advert in every printed program	£250 or £400 per season



Kit Sponsorship Opportunities

We provide kits to over 500 players and coaches per season, all sponsors of kits will also have a logo on our websites. Our teams play in many locations for away games, further showing your brand in other locations.

ITEM	WHAT YOU GET	COST per season
Men's First Team	Logo on home & away shirt	£5,000 per season
Men's Coaching team kit	Logo on coach's jacket	£1,000 per season
Ladies Shirt Sponsor	Logo on home shirt	£2,000 per season
Ladies Coaches kit	Logo on coach's jacket	£500 per season
Youth Team	Logo on home & away shirt	£1,500 per season
Youth Coaches kit	Logo on coach's jacket	£500 per season
Under 12 to Under 17 Shirt Sponsor	Logo on home shirt	£1,000 per team per season
Under 12 to Under 17 Training Tops	Logo on training top	£950 per team per season
Under 12 to Under 17 Coach's kit	Logo on coach's kits	£300 per team per season
Under 7 to Under 11 Shirt Sponsor	Logo on home shirt	£600 per team per season
Under 7 to Under 11 Training Tops	Logo on training top	£550 per team per season
U 7 to Under 11 Coach's kit	Logo on coach's jacket	£300 per team season

Online Sponsorship Opportunities

Each section has its own website so prices will include link on all our websites (in August 2022 we will have 1 club website)

ITEM	WHAT YOU GET	COST per season
Website Sponsor	Logo and link to your site on our websites	£150 per season

Other Sponsorship Opportunities include;

Boys and Girls summer tournament | coaching camps | Christmas parties | Summer BBQ's | Band nights

Fleet Town Community Card

All players will have a Fleet Town Card given to them at the beginning of each season, this will allow organisations to provide discounts on their products and services to holders (or parents) who can show the card to qualify for the discount. The club will send out regular emails highlighting special offers provided by the sponsors of the club.

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