

# Sponsorship Opportunities with Hatfield Peverel FC

## Club setup and teams

This coming season (2021/22 ) our club will have 17 youth teams incorporating 3 girls' teams and also a wildcat and meerkat programme for introducing young girls and boys into football. We also offer a pathway to adult football, with 3 men's teams who play Saturdays and Sundays. This enables over 250 children to access football in a safe environment. We formally moved into our current premises at Wickham Bishops Road on the outskirts of the village in 2014

providing us with 8 pitches and a clubhouse providing hot and cold food and drink.

Our soccer camps have become a huge success with 75 children attending the last camp and an anticipated 300 children across 4 days will be attending the summer holiday camps. These camps are a hit with parents and children alike and we are constantly investing into more equipment for these to keep them fresh and exciting.

This season will also see the introduction of the Soccability programme which gives children with disabilities and additional needs the chance to come and play football in a safe and positive environment with caring and enthusiastic coaches.

We are FA chartered standard meaning that coaches are CRB checked and FA qualified. The club operates as a charity, overseen by

our management committee.

Each year (covid restrictions permitting) we run the annual Thomson day festival at our ground. A village institution in Hatfield Peverel, named after Jock Thomson who set up the youth side of the club it will shortly be entering its 50th year bringing the whole club together to celebrate all the teams across a full day of football.

## **Funding the club**

As a charity we are dependent on fundraising and subscriptions to continue to operate and provide the best possible facilities for our children.

It costs over £500 to provide the kit and equipment for each team and we rely on sponsorship from local businesses to help provide these each year.

We have a number of fixed costs through leasing the ground and having our own clubhouse, which is self-funded through our volunteers serving food and drink throughout the football season.

Players pay subscriptions to sign on for the club, we try to keep these as low as we can to make football as inclusive as possible and throughout the last 18 months the club and committee have worked tirelessly to secure some funding for maintenance and modernisation of the grounds and pitches. These include fencing the whole site to keep rabbits out, installing drainage, installing hoarding, verti draining the pitches, purchasing new equipment to mow, fertilise and water the 8 pitches, line markers and the list goes on.

## Benefits for Sponsors

We draw players from Chelmsford, Hatfield Peverel, Witham, Maldon, Heybridge and the nearby villages and have over 250 players and 500 club members. The teams play in the Blackwater and Dengie and Essex County Girls League so draw visitors to our site from across Essex. Sponsorship and advertising enables your business to be recognised by a footfall on the weekends of up to 1400 people coming through the site.

In addition to this, all packages come with a minimum of 2 QR codes around the site with direct links to your website or social media pages and an XL banner on the 1st team pitch. You will be mentioned and shared across all of our social media platforms as well.

## **Packages include but are not limited to:**

Logo on website £50

Logo on training kits per team £250

Logo on match day kits per team £300

Pitch side banner on main pitch £300,

Independent pitch sponsorship (8 plots available ) £500

Full kit sponsorship including tracksuit logo from £580

Main ground sponsorship £P.O.A

Soccer camp sponsorship £P.O.A

Thompson day sponsorship £P.O.A

Clubhouse sponsorship £P.O.A

Soccability sponsorship £P.O.A

All of the above include your company name and QR code at both the entrance and exit points for people to scan. Independent pitch sponsorship will see your company have its own permanent board pitch side through both training and match day sessions with the unique QR code on.

We will also ensure your company gets coverage across our multiple and popular social media platforms and links within the community and surrounding areas.

We hope that you will take the opportunity to

join our club.

Best

Andy





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