



Aston Clinton Colts Junior Football Club

Sponsorship packages

Background

Established in 1983 Aston Clinton Colts Junior Football Club has provided football related activities for hundreds of children and young people. We are affiliated to the Berkshire & Buckinghamshire Football Association and the West Herts Youth League. Membership is open to boys and girls aged between five and seventeen

The club is run by unpaid volunteers and all activities are funded through member subscriptions and general fundraising.

Why sponsor Aston Clinton Colts?

The club is a vibrant part of the community with more than 200 players aged from 5 – 17 training and playing regularly for our club. We have strong engagement with players parents and families, so we effectively reach out to a community of several hundred across the village of Aston Clinton and the surrounding area.

Aston Clinton Colts are a grass roots club that have made incredible strides forward in recent years increasing the size of the playing membership, improving pitches and working hand in hand with our Parish Council and the FA to provide a safe, effective and engaged environment for the youth of the community to engage in the sport of football at a variety of levels. The club is run by a team of volunteer coaches and committee members who all hold appropriate professional, sporting and safeguarding qualifications but give up their time on an entirely voluntary basis. The club minimizes the membership fees charged per player by raising funds through partnerships with sponsors and by holding a number of fundraising events through the year.

Sponsoring Aston Clinton Colts is a fantastic way of contributing and supporting sport for kids in our community and makes a visible difference as every penny of sponsor money is reinvested in football equipment and facilities for the club. There are no hidden administration charges or costs, we are truly a grass roots club so we can assure a sponsor that their contribution is going directly to youth football.

The AC Colts community of players and their families is extremely loyal and is always

appreciative of the club and its sponsors and supporters. We endeavor to encourage our community to support local businesses wherever possible and in particular when they are our sponsors. From this perspective, any local small business or trades person sponsoring AC Colts will benefit from significant word of mouth marketing and recommendations to use their services within the community.

Finally, the football club and the work we do with the youth of the village and surrounding areas is valued and well respected by residents and our local parish council. Any major business looking to create a positive reputation and goodwill in the village through a very visible contribution would find sponsorship of AC Colts as an excellent vehicle to achieve this.

Sponsor Packages:

We are extremely flexible with regard to sponsorship and are happy to work with any business or individual to figure out options that work for all pockets. The following packages are some of our standard offerings, but there is always scope for adjustment or discussion to meet a particular need:

Team Equipment sponsor: £200

£200 will sponsor a teams equipment for a year (footballs, goals, training cones, bibs, water bottles and carriers etc.) The sponsor logo will be printed on the teams water bottle carrier and will be visible at pitch side at every match. Sponsors will also be provided with a team photo and will be invited to take part in our end of season prize giving with further photo opportunities and publicity. Team equipment sponsors will also be given a free quarter page advert in our annual tournament program.

Team Kit sponsor: £500

£500 sponsors a teams playing kit for the year consisting of 16 sets of shirts, shorts, and socks displaying the sponsors logo. Sponsors will be provided with a framed team photo suitable for display in reception area or similar and a personalized letter of thanks from the team members. Sponsors will also be invited to take part in our end of season prize giving for further photo and publicity opportunities. Team kit sponsors will also be given a free half page advert in our annual tournament program. On occasion, AC Colts will be allocated tickets for show piece FA events such as the FA Cup final. Subject to availability, Team Kit sponsors will be entered into a draw to win access to these tickets

Pitch sponsor: £750 per year, 2 year commitment required

£750 per annum for 2 years will enable a business to formally sponsor our pitches with sponsor logos displayed on pitch side respect barriers at home matches in AC park every week. This will be a highly visible way of a sponsor demonstrating their commitment to the club that will impact multiple age groups. The sponsored respect barriers will also be on display during our annual tournament. Pitch sponsors will also be presented with team photo(s) suitable for display in reception area or similar and a personalized letter of thanks from the club. Sponsors will also be invited to take part in our end of season prize giving for further photo and publicity opportunities. Pitch sponsors will also be given a free full page advert in our annual tournament program. On occasion, AC Colts will be allocated tickets

for show piece FA events such as the FA Cup final, subject to availability, pitch sponsors will be entered into a draw to win access to these tickets.

Tournament sponsor: £500

Our annual tournament is held in the first weekend of July and is a festival of 6 a side football for age groups from under 6 to under 16. During this weekend the park is a hive of activity with 1500 players participating and a similar number of supporters visiting the park. The tournament sponsor will have the chance to display their logo prominently on signage at the gates and at multiple points around the park. The tournament sponsor will also be featured on the front cover of our tournament program and will be given a double page story and advertisement within the program. Tournament sponsor will play a key role in the tournament prize giving with numerous chances for further photo and publicity opportunities. The funds raised from the tournament all go to the ongoing running of the club and ensure that we can keep our membership fees at a level 50% lower than most local clubs, thereby benefiting the local community and making football more accessible to all. On occasion, AC Colts will be allocated tickets for show piece FA events such as the FA Cup final, subject to availability, tournament sponsors will be entered into a draw to win access to these tickets

Ongoing publicity, press releases etc

During the course of the year, Aston Clinton Colts will actively promote the club and our sponsors on social media and to local newspapers, radio and other appropriate media outlets sharing sporting updates, community interest and any other engaging stories. If a sponsor wishes to hold any kind of PR event to publicize their engagement with AC colts at any kind of event such as a store opening or company celebration, we will always be pleased to participate appropriately engaging players, coaches or committee members as needed to help sponsors and club receive positive publicity.

For further details, please contact:

John Harris – Vice Chairman and Sponsorship Officer - johnharris@astonclintoncolts.org.uk

Elton Gray – Chairman – eltongray@astonclintoncolts.org.uk

Di Waller – Club Secretary – diwaller@astonclintoncolts.org.uk