



**ACCREDITED
LEAGUE**
PART OF ENGLAND FOOTBALL



ASHINGTON FC FOOTBALL CLUB

Sponsorship Packages



For over 20 years Ashington FC has kept the same core values and ethics that carries us forward today; to offer some of the highest quality coaching and training throughout our year groups. We work hard to provide equal opportunities for all players to participate, to thrive in and to enjoy playing the beautiful game.

We develop the players and coaches whilst educating all involved within the Club on best practice; we are all part of the same vision with a strong focus on offering the highest quality grassroots football to the local community.

Our dedication, hard work and our supportive network and community were recognised in 2015 when we were awarded the FA Charter Standard Development Club of the year for the whole of England.





Our teams range across multiple age groups from our development age groups (Under 6 and Under 7) through to our mini soccer teams (Under 8 to Under 10) and on to our youth teams (U11 to U16).

Equally exciting, we were selected by the Sussex FA to launch the Girls WildCats Football Development Centre offering girls-only football activities for 5-11 year old girls (Reception – Y6). As a result of this we now also have girls teams at U12 and U14 with plans to offer girls league football for all ages U10 – U16. Furthermore, in 2022, we launched Ashington Swifts, our Women's recreational football group. This is further testament to the continued development of the Club continuing with the ethos 'Football for all' mentality.

The Delivery and development of the highest quality grassroots football is at the forefront of what we do.

This comes at a cost, we are therefore asking the small business owners and larger companies to join us and secure the future of our club and the opportunities for local players across our age ranges.





So.....what is in it for the Sponsor

Benefits of Sponsoring a Football Club:

- Wider brand awareness
- Demonstrates personality around the brand and its products / services
- If the team and business are both local, it shows local pride
- If the team is outside of the business's operating area, this opens up new geographical areas to market to
- Can be to market a particular product or service to align with current campaigns
- Intrigue interest and drive more traffic to a company's website
- It's a low cost alternative to many other forms of advertising and marketing
- Sports teams provide a positive contribution to the local community, so it's a great CSR opportunity to show your support
- As a lot of grassroots teams are nonprofit groups, it could also benefit companies in terms of tax incentives
- With over 250 children across the age ranges and over 500 parents/guardians within the local area (15 mile radius on Ashington) and a strong platform on Social Media, advertising opportunities are highly rewarding





Level 1 - Full kit - upwards of £1,000

Covers a full match day kit sponsorship for 2 years for the team.

Logo will appear on the front of shirts. You will appear on the Website (across all pages), and on Social media sites.

You will also have a 1/4 page advert in our prestigious Ashington Tournament (usually 6 teams per age group - attracting over 700 parents)

Level 2 - Training Jackets £500-£1,000

2 year sponsorship

Training kit sponsorship for 2 years for the team. Includes, training jackets for the players, training jackets for the Managers. Company name will appear on the clothing

You will appear on the Website (across all pages) and on Social media sites.

You will also have a 1/4 page advert in our prestigious Ashington Tournament (usually 6 teams per age group - attracting over 700 parents)

Level 3 - Training Equipment – price TBC - can vary dependent on the equipment

A sponsorship payment geared at enhancing the experience for the players within the age group.

Equipment could include, pop up goals, training cones and other training enhancing equipment

You will also have a 1/4 page advert in our prestigious Ashington Tournament (usually 6 teams per age group - attracting over 700 parents)

Level 4 - "Players of The Match" Trophy Sponsor – £50

1 year sponsorship

Each week we like to offer X2 "Players of the Match" trophies presented by the Managers and coaches which they keep and return the following week.

You will also have a 1/4 page advert in our prestigious Ashington Tournament (usually 6 teams per age group - attracting over 700 parents)





How to get in touch

Ashington FC Secretary

Sarah Osborne

ashingtonfcsecretary@gmail.com

Or via our website

<https://ashingtoncougars.co.uk/contact/>

