



**BROXBOURNE  
UNITED  
FOOTBALL CLUB**



**SPONSORSHIP  
OPPORTUNITIES  
2020/2021**



## BROXBOURNE UNITED FC SPONSORSHIP OPPORTUNITY

As a not for profit organisation, Broxbourne United football club relies heavily on the support of volunteers, local community and local businesses to help fund the continued expansion and development of the club and it's players. We strive to offer the local community affordable top quality coaching, excellent facilities and most importantly a safe and fun environment for children to discover and develop their footballing ability. As a result we are keen to work alongside local businesses who also share our vision of "Football For Everyone" and are excited to help us provide these services to the local community and it's children.

This information leaflet hopefully explains the various ways your business and Broxbourne United can work together, including the sponsorship options that are currently available.

### CLUB HISTORY

Broxbourne United are a youth community football club based in Broxbourne, Hertfordshire.

Broxbourne Utd was founded in 2015 and was previously known as Soccerules FC. Since then the club has expanded and has been renamed Broxbourne Utd. Last season Broxbourne United were proud to field 10 mixed teams and 4 all girls teams. The club is run by Sam Morgan who is an FA licensed coach and has vast experience coaching and working with children.



The Club consists of a high number of FA qualified coaches, providing expert coaching for children of all abilities.

All mixed teams play in the Mid Herts Rural League and the girls only teams play in the Herts Girls Partnership league. The club also offer a variety of different training sessions including girls only, development and 1 to 1 sessions. Recently the club has hosted several summer camps and for the first time in 2019 a tournament spanning a whole weekend entertaining over 70 teams from across the Hertfordshire region.



**The club motto is "Football for everyone" ....**



## SOME BENEFITS OF SPONSORING BROXBOURNE UNITED FC

Sponsorship isn't just a game for the big leagues. Many savvy small and medium sized businesses invest in sponsoring their local community sports teams. Some consider their sponsorship a charitable contribution, others also see it as a positive form of advertising. Whichever way you look at it, it's a mutual relationship that pays off for the sponsor and the club. To expand on this, just some of the great reasons to sponsor Broxbourne United FC include;

- **Help support an important community service that promotes a healthier lifestyle.**

Player subscriptions usually cover the majority of the club costs, but support from sponsors enables us to provide children with better quality kit and equipment. It also helps lower costs to families, making sport more accessible for everyone. This means more families participate and more children benefit from increased physical activity and social interaction.

- **Increase awareness of your company's products and services.**

Each sponsorship package has benefits for the sponsor built in, such as; website advertising, branded kit, etc. Through a sponsorship, your brand has the opportunity to be repeatedly in front of over 150 players and their friends and families via our website and Facebook, plus coaches, organisers, officials and supporters at training sessions, match days, tournaments, other club related events and local charity work. The recent Broxbourne tournament ran over 2 days and involved over 65 teams from all over the Hertfordshire region!!

- **A welcomed form of advertising.**

In some settings consumers may be inclined to tune out advertising, but youth sports sponsorships are perceived more positively and are a more engaging way to promote your brand. People in the community often show loyalty towards businesses that visibly support local grassroots clubs like ours.

- **Builds goodwill.**

Companies that sponsor clubs like Broxbourne United FC make a very positive contribution to the local community. Overall this can evoke a community wide feeling that your firm takes its corporate and social responsibility seriously, supporting a valued service for the benefit of people in the local community. This helps build a positive reputation with existing and potential new customers who may have a connection with the club.

- **Outstanding value for the amount invested.**

Sponsorship packages at Broxbourne United FC start from just £250, the equivalent of less than 70p a day. When you compare the positive exposure this can give your brand, a sponsorship with Broxbourne United FC offers great value and is a smart option to include in your annual marketing plan, especially when compared to the cost of more one dimensional forms of marketing – e.g. print, online, billboard or leaflet advertising.

- **Possible tax incentives.**

HMRC may also allow your business to obtain tax relief on sponsorship payments, however, you should of course seek your own professional advice on this.

The following page sets out the current Broxbourne United sponsorship packages, however, we are always happy to discuss more bespoke proposals.



## BROXBOURNE UNITED FC SPONSORSHIP PACKAGES

Broxbourne United currently offer the following 3 Sponsorship packages, branded Bronze, Silver and Gold:



Adverts on Website.

Advertising through social media including Facebook and Twitter.

We will hand out flyers or business cards at training sessions and other Broxbourne United organised events.



Company Logo on training and home match day goalposts.

Opportunities to send business representatives to promote your business.

Adverts on Website.

Advertising through social media including Facebook and Twitter.

We will hand out flyers or business cards at training sessions and other Broxbourne United organised events.



Company Logo on one of our team's kit.

Free shirt for you to keep (Signed or unsigned by players)

Invites to any Broxbourne United community days to promote or advertise your business.

Opportunities to send business representatives to promote your business.

Adverts on Website.

Advertising through social media including Facebook and Twitter.

We will hand out flyers or business cards at training sessions and other Broxbourne United organised events.

To discuss any of the above Broxbourne United packages, or to negotiate your own bespoke sponsorship proposal, please call Sam Morgan on 07701 328794 or email: [broxbourneutd@hotmail.com](mailto:broxbourneutd@hotmail.com)