



Ashill Community Football Club

CLUB SPONSORSHIP PACK

Contents:



- **About Us**
- **What We Do**
- **Our Aims**
- **How We Will Achieve Our Aims**
- **How You Can Support Us**

ABOUT US:



Ashill Community Football Club is a newly founded club in Ashill, Norfolk. As a club we channel our focus into our youth teams well-being and development. Enjoyment is paramount to everything that we do. After the wildfire which affected the village last year we felt it was a good time to help the local community by creating a safe space for children to keep active with their friends, old and new.

We are currently home to an U7's and U12's team. It is important to us that we do not rush the process of building our club, maintaining a sustainable growth while building from the ground up.

Our committee consists of volunteers who all possess an abundance of knowledge, making sure the running of the club is consistent and smooth.

Any member of our committee, coaching or general volunteers at the club are all DBS checked as well as holding all mandatory qualifications and training. We also encourage additional learning to take place alongside the upkeep of their necessary learning.



WHAT WE DO:

Here at Ashill Community Football Club we are able to provide football training, run by FA Level 1 qualified coaches, Every session that is delivered focuses on being enjoyable as well as developing every child in relation to the FA 4 Corner Model. This allows us to develop children's Social, Psychological, Technical and Physical skills.

With our coaches making sure they are planning and delivering sessions related to this model it will allow for every child to gain many skills that are transferable to other areas of their life.

As well as weekly training sessions, each team will play a fixture against another local club on a Saturday or Sunday. These fixtures will change between home games, which we host as a club or away fixtures which will be hosted by the opposition.

Youth football is about giving children the best opportunities and experiences that we can. We seek to work with Norwich City Football Club who help us to provide experiences such as a stadium tour of Carrow Road. Other experiences that have been made available to us include tickets for teams to Norwich City football matches and a training session on Carrow Park.



WHAT WE DO (CONTINUED):

On top of the work that we do for our football teams we also aim to support charities that are close to our club or members of our club. So far we have supported:

- The Offside Trust - Their focus is on safeguarding children in sport from abuse. We promote The Offside Trust on our social media, website and they have their logo placed on the sleeve of every kit. Furthermore, our committee and coaching team have attended their safeguarding presentation to further develop their knowledge on safeguarding children in sport.
- Teenage Cancer Trust - A charity that is very close to some members of our club is the Teenage Cancer Trust. They specialise in giving the care and support needed to families who have a child that is facing cancer. The work that they do is truly inspirational and we are proud to raise money for them. We have red buckets that are located around our club on match days which allow people to donate. Each month we then donate 100% of the money raised straight to Teenage Cancer Trust.

Lastly we feel that it is important to recognise everyone's success, not just ours. After each game our teams will choose a POTM (Player Of The Match) from the opposition who will be presented with a custom medal. This is on top of a complimentary hotdog from our canteen for every player from both teams.



OUR AIMS:

Short Term (1 Year):

- Begin the 2023/2024 season with an U7's and U12's team.
- Complete maintenance on our pitches, including rolling and reseeding.
- Purchase of a ride on mower OR work alongside a local company to ensure pitches are kept to a high standard.
- Purchase portable floodlights to allow for winter training during the season.

Medium Term (2-3 Years):

- Continue to grow the number of youth teams within our club to five or more.
- Purchase portable 11v11 goals which will be required for teams aged U15 or above.
- Host a football tournament within the summer period.

Long Term (4+ Years):

- Create strong relationships with local businesses to support both the club and the businesses themselves.

We have these aims in place to support the sustainable approach that we have as a club to ensure our progress is not rushed. It will allow us to assess each aim and adjust them where necessary. We also believe some of our aims can be achieved earlier as long as the correct protocols are in place and the support/backing is available.



HOW WE WILL ACHIEVE OUR AIMS:

Short Term (1 Year):

- We now have everything in place for our U7 and U12 teams. This aim has been achieved.
- The club is currently in the motions of rolling and reseeding our pitches. The club has a roller to use but is in need of grass seed.
- Ashill Community Football Club is still seeking sponsorship for a ride on mower. We are also looking at different fundraising options.
- We are in the Tesco Community Grants Scheme between July and August in Swaffham, Norfolk. As a club we aim to use this funding for our Portable Floodlights.

Medium Term (2-3 Years):

- The club will look to keep promoting the good work our volunteers are carrying out via social media to attract upcoming footballers each season.
- We will be seeking sponsorship, funding and looking to fundraise in order to purchase a new set of goalposts.
- Working with local businesses and the volunteers of our club we will create a separate committee closer to the time to organise and delegate roles to ensure we can provide a successful tournament.

Long Term (4+ Years):

- It is important for our club to recognise the superb support that is offered by local businesses in the area and we will aim to provide them with that support as much as possible, We want Ashill Community Football Club to be a hub for local footballers to enjoy the game!



HOW YOU CAN SUPPORT US:

There are many ways that you are able to support Ashill Community Football Club. If you have any questions regarding the following packages or you may be interested in sponsoring us then please contact at ashillfootballclub@gmail.com

POTM (Player Of The Match) Medals: £60 per team for the 2023/2024 season

- After every game, no matter what age group, we will provide one player from our team and the opposition with a customised POTM medal. These medals provide a great memento for players who may have scored a hat-trick, made a superb save or produced a goal line clearance! In return we will promote your company on our social media platforms and website. You will also be printed onto our yearly sponsorship board which is shown at every home game.

Team Training and Matchday Equipment: £200-£300(dependant on squad size)

- Within our Team Equipment bundle you will be providing one of our youth teams with all the equipment they need to train and compete on a matchday! This will include:
 - Training Footballs*
 - Match Footballs*
 - First Aid Bag and Equipment*
 - Training Cones/Markers*
 - Training Bibs*
 - Squad Water Bottles and Carrier

Each item with an * is a required item for this sponsorship package. Other items can be included as an extra. In return your company will be published onto our social media and website. You will have a place on our yearly sponsorship board which is shown at each home game. Furthermore your logo will be printed onto the teams Matchday Bag.



HOW YOU CAN SUPPORT US (CONTINUED):

Home/Away Kit Sponsorship:

- Each team will be provided with a sponsored kit for the season. Your sponsorship for a kit will last 2 years. This is one of the best ways to gain publicity for your company as you will get all of the benefits from our previous two packages, however you will have your company on the front of the matchday kit! Due to squad and kit sizes increasing as players get older, the prices are different for each age group. Please find these prices below:
 - U7/8 - £500
 - U9/10 - £560
 - U11/12 - £580
 - U13+ - £650

Each kit sponsor will be provided with a special memento to thank them for their generosity towards Ashill Community Football Club.

Team and Coach Tracksuit Tops:

- Sponsorship of our team and coach tracksuits will reward your company with the same benefits as a kit sponsor as we will have your company logo printed onto the back of each tracksuit top. Please find the following prices below:
 - U7/8 - £380
 - U9/10 - £430
 - U11/12 - £460
 - U13+ - £520



HOW YOU CAN SUPPORT US (CONTINUED):

Coaching Staff Polo Shirt and Shorts x2 - £80

This package will allow for your company logo to be shown on the back of our coaching teams polo shirts. These shirts will be worn at every game, tournament and event that Ashill CFC attend or host,

As part of our short term aims, we are seeking the purchase of a ride on mower OR to work with a local company to ensure our pitches are kept in very good condition. If you feel that you may be able to support us with this then please do contact us via email.

Ashill Community Football Club is open to working with all local businesses, big or small, to help keep our club running, give children the best possible resources to enjoy their football and to help support businesses by publishing on our social media, website and around our club!

All club sponsors will be invited to attend club events, such as our presentation days and tournaments.