



Sponsorship Opportunities



Why us?

With a projected 400 plus girls playing across all of our teams in the 2019/20 season, the target audience we provide is a minimum of 800 parents. When you add extended family, word of mouth and friends of the players, this exposure continues to grow. Our youth home playing facility of King George Playing Fields in Bar End is also the home of the Hampshire Girls Youth Football league, which will have over 200 teams playing next season. This is in addition to the Ladies First Team playing at the SimplyHealth Stadium, which has a club house and seating capacity for further viewers. In the online space we have 3 highly active social media channels, with a direct following of 1,600 people, you add this to the capacity for sharing information online and our reach is considerable. Over and above the numbers, it is about being linked to a sport and a club that is forever growing and centered around the positive movement of empowering women to achieve more through the vehicle of football.

Our sponsorship opportunities are divided into two sections:

Club Sponsorship or Player Sponsorship within our Ladies First Team.



Club Sponsorship

1. Headline Sponsor of Winchester City Flyers.

- This would involve being referenced to as 'Winchester City Flyers as sponsored by ...' in **all** our online and offline branding communications.
- This would include; permanently being in the biographies of our 3 social media channels, which have a direct total following of 1,600 people.
- Being tagged across Facebook, Twitter and Instagram when we post, of which we do on average 3 times a week.
- Having prominent placement on our club website, which attracts 500 viewers a month.
- Having free advertising within our annual tournament program, which has over 90 teams with 1000 players in attendance, as well as spectators and family members.
- Having the company logo on any one of our 23 teams playing or training kits.
- Having venue sponsorship at our two central hubs of King George Playing Fields and the SimplyHealth Stadium.
- Having logos on our club merchandise of mugs, boots bags, scarfs and hats. All of which are sold every Sunday at our hugely successful Wildcat centers.
- Being included in any of our press releases to the Hampshire Chronicle, this includes match reports, venue announcements and upcoming fixtures.
- Being able to sponsor our annual club awards night, which sees all 380+ players attend with family and friends to celebrate the achievements of the club. This includes the chance to be involved with our raffle event to promote any of your products/ services.

Cost: £6,000 + VAT. This would be for one year as the club's headline sponsor. Furthermore, we would envisage this being the start of a continuing strategic partnership which can be extended beyond the initial year.



2. Wildcats Sponsor

- This would involve being part of our massively successful Wildcats program, which over the last two seasons has attracted 90 players from the ages of 5 -11.
- This initiative is one that was set up by the FA, so is recognised nationally as a positive movement towards increasing female participation in the sport and allowing access at a much younger age than was previously possible for girls.
- Our Wildcats centers have been so successful that this year we were the first recipients of the Wildcats Centre of the Year Award from Hampshire FA.
- Sponsorship for the Wildcats would allow for; club logos on the Wildcats kit, which we hand out to all players in our centers.
- Venue sponsorship at our youth hub of King George Playing Fields where we carry out the sessions. Due to the young age of players, parents very often stay for the duration of the session, meaning exposure time at the venue is maximized.
- Logos on our club merchandise of mugs, boots bags, scarfs and hats. All of which are sold every Sunday at our sessions.
- Inclusion and tagging in all our online communications around Wildcats across our social media and website platforms. As this is such a positive aspect to our club, our Wildcats receive a lot of coverage on our social media. This would mean continual links with a positive movement both internally at Winchester City Flyers and externally to our followers.
- Equipment sponsorship to allow us to provide the best for our coaches in their sessions.

Cost: £3,000 + VAT. This would be for a yearlong sponsorship of our Wildcats set up.



3. Kit Sponsor

- With 23 teams (without including Wildcats) within our club, with each age yearly age group from Under 8 to Ladies represented, the opportunity to sponsor one of our teams is vast.
- Depending on your target market we have parents involved and present at all our youth team matches, especially in the capacity of kit washers! Then for our Ladies we have 16-35 year old's playing for us across 3 teams who are in a range of industries and within education across Winchester.
- In some age groups we have as many as 3 teams available, if you are keen to target a specific segment within our club.
- In order to help you decide which team kit to sponsor we can offer you the chance to meet the team managers and our kit secretary to discuss the use of your logo on our kits.
- As a kit sponsor, your companies' logo would be on all the players match shirts, meaning they will not only be seen by our players, but also by opposition players, coaches and parents who compete in the Hampshire Girls Youth Football League and Southern Ladies Divisions.
- We also offer the ability to sponsor a training kit for a team. This allows for further reach, as players will not only wear this at club training nights, of which there are 4 every week, but also at other sporting events they attend, within schools and extra-curricular activities.

Cost: £1,000 + VAT. This would be for one match-day and one training kit for one team.



Ladies Player Sponsorship

At the top end of our club we have 3 ladies teams competing in 3 separate leagues. This includes 60 players as part of our Ladies set up, all of whom are given the opportunity to play at the level they wish to. It is here that our philosophy of participation and performance is most clearly demonstrated, as we have 3 teams to cater for all abilities, whilst having a First Team who strive to perform to the highest level.

The First Team compete in Tier 5 of the Women's Football Pyramid in the Southern Region Premier Division and it is within this team that we can offer the opportunity for you to sponsor a player! We are proud of the talent and local notoriety of our players within the First Team, as they have developed as a senior side over the past 7 years. If you would like to see a selection of our signings and re-signings for the upcoming season, then head over to our Twitter page.

What this would include:

- Continual connection to the player through our social media channels. Much of our Ladies content is centered around Twitter, as this is a hub for the senior women's game. This is also where we have the most followers as a club, with 700 active accounts following our page. Whenever this player is then mentioned, photographed or retweeted, they will be connected with your company.
- Further online presence will be available through our website, as we have the facility to place your company's logo on our home page as well as the Ladies First Team page in connection to the player you sponsor.
- Your company will have a reach not only within our Ladies set up but also the wider club as our Ladies players are involved as coaches and role models to the younger age groups.
- As part of this sponsorship you will receive free entry to our Ladies end of season awards night, where you can meet all the players and managers within the Ladies set up.
- You will also obtain free entry to all Ladies first team matches at home at the SimplyHealth stadium.

Cost: £100 + VAT per season (September-June).



Examples of players to sponsor

- Kirsty Bell. Kirsty is a local hero of the game having competed for a number of years at a very high



level. She has also been part of the development of many of our players, having been a TA and sports teacher at a local primary school where she ran girls football teams. She has a personal Twitter following of 251 and continually receives high levels of engagement due to her popularity. She is a central midfielder who is highly respected amongst the team, and her eye for goal means regular Twitter mentions!

- Hollie Agombar. Hollie was part of our youth set up for a number of years before challenging herself



in a higher division. Now back at Flyers Hollie is well known within the Ladies game having been playing since she was 16. She is very active on Twitter with a following of 3,308 and a strong focus on football, meaning a massive reach when added to our Twitter following. Hollie is a quick and agile winger who always finds a way into the action.

- Charlotte Warhurst. Charlotte is our First Team captain and the embodiment of commitment and



ability. Charlotte is hugely respected within our team and by all opposition for her sporting behavior and dynamic defensive capabilities. Another player who is active on Twitter and with a well-known name having been a consistent member of the team for all 7 years that they have played in the Ladies senior leagues.