

CAMBRIDGE CITY FOOTBALL CLUB 1908

Partnership Opportunities



CONTACT

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INTRODUCING CAMBRIDGE CITY FOOTBALL CLUB

Established in 1908, Cambridge City has been a big part of the City of Cambridge for over 100 years. While recent years has seen the club surviving in the lower leagues, homeless and without a significant income, the move to a new stadium will put this great club back on the map where we can start to rebuild and re-invent ourselves.

The investment that the board has put into the club with the building of a new stadium is resulting in a new increased fan base as well as an increased media interest. There is a groundswell of interest in the club right now meaning it's the perfect time to partner with us and promote your business at such an exciting time.

As a sponsor of Cambridge City Football club, your organisations exposure to a potential client base is significantly increased. In addition visibility at home and away matches, we have a social media reach that has been growing steadily for the last 2 years.

Our reach includes

Twitter 8000 + followers
Facebook 3000+ followers
Instagram 2000+ followers
Linked in 300+ Connections
Website 3,500 Unique vistors p/m

We have a number of sponsorship opportunities available to you with options to spread the costs if necessary.



MENS 1ST TEAM SPONSORS



ABOUT US

Cambridge City FC currently play in the Pitching In, Northern Premier League Midlands Division.

SHIRT SPONSOR(Front)

- Corporate name and logo on Home or Away shirts
- Home match programme advertising
- Website advertising
- Social media sponsors shout out
- 10 complimentary season tickets
- Pitch-side advertising
- 1 Matchday sponsorship

POA (Home)

POA (Away)



SHIRT SPONSOR (Reverse)

- Corporate name and logo on Home or Away Shirts
- Home match programme advertising
- Website advertising
- Social media sponsors shout out
- 5 complimentary season tickets
- 1 Home match ball sponsorship

POA (Home)

POA (Away)



TRACKSUIT SPONSOR

- Company logo on back of tracksuit jacket
- 2 Season tickets & home match programme advert
- Website Advertising
- Social media sponsors shout out
- 2 complimentary season tickets
- 1 Home match ball sponsorship

Price, £3000 +VAT

LADIES TEAM SPONSORS



SHIRT SPONSOR (Front)

- Corporate name and logo on Home or Away Shirts
- Home match programme advertising
- Website Advertising
- Social media sponsors shout out
- 10 complimentary season tickets
- Pitch-side advertising
- 1 Match day sponsorship

POA (Home)

POA (Away)

SHIRT SPONSOR (Reverse)

- Corporate name and logo on Home or Away Shirts
- Home match programme advertising
- Website advertising
- Social media sponsors shout out
- 5 complimentary season tickets

POA (Home)

POA (Away)



WHY SPONSOR US?

Ladies Football is on an upward spiral and now is a fantastic time to align your company with the values of a club like Cambridge City FC. We pride ourselves on the development of girls and ladies football from grassroots level up to our senior team, currently play at step 3 of the FA National Women's League.

TRACKSUIT SPONSOR

- Company logo on back of tracksuit jacket
- 2 Season tickets & home match programme advert
- Website advertising
- Social media sponsors shout out
- 2 complimentary season tickets
- 1 Home match ball sponsorship
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Price, £3000 +VAT (currently unavailable)



MATCH SPONSORS

MATCH DAY SPONSOR

Sponsoring a specific game is a great way to get your name recognised and also bring clients along for a day out with you. Match-ball sponsorship includes;

- Up to 4 matchday tickets
- Match day programme for each
- Welcome drinks
- Pre/post-match and half-time hospitality
- Advertisement in match day programme
- Social media shout out
- Tannoy announcement
- Vote for man of the match with meet & greet presentation, photo opportunity after the game

Price £250 +VAT (Mens) or £250+VAT (Ladies)

Optional Hospitality POA

MATCH BALL SPONSOR

Select the game of your choice and bring your friends, family or clients for a great day out watching the Lilywhites in action. Sponsorship includes;

- 2 Match day tickets
- Walkout
- Match day programme for each
- Welcome drinks
- Pre/post-match and half-time hospitality
- Advertisement in match day programme
- Social media shoutout
- Tannoy announcement

Price £125 +VAT (Mens) or £125 +VAT (Ladies)

Optional Hospitality POA

WHY SPONSOR US?

Cambridge City Football Club offers a unique way to promote your brand and build on corporate relationships. By sponsoring the match or match ball you can bring your clients along for a memorable day out.



PLAYER SPONSORS

MEN'S & LADIES 1ST TEAM PLAYER SPONSORSHIP

Individuals and businesses can sponsor one of our players for the season. The package includes:

- Name/Logo on the website
- 10% Merchandise Discount
- 1 Free Match Ticket, Meet and Greet with your sponsored player on a match day
- 1x Invitation to attend a training session
- 1x welcome video message

Price £120 +VAT

Price £120 +VAT

WHY SPONSOR US?

We pride ourselves on the development of our Youth Players and often see them progress through to the senior set-up and sometimes beyond.



YOUTH, DEVELOPMENT & PARABILITY TEAM PLAYER SPONSORSHIP

Youth and Development players have costs involved in playing for the club. Travel Expenses, subscriptions and personal kit to name a few. We invite Individuals and businesses to support grassroots football with player sponsorships to support their progress. The package includes;

- Name/Logo on the Team website page
- Social Media Shout out
- 2 x Ladies or Men's 1st team match tickets

Price £50 1 x player sponsorship

YOUTH TEAM SPONSORS (GIRLS OR BOYS)



WHY SPONSOR US?

Supporting our youth set-up is vital to ensure all children get the opportunity to play football. General sponsors play a vital role in making sure our volunteers can supply the right equipment and kit.

Kit Sponsor

- Corporate name and logo on Home or Away Shirts
- Website advertising
- Social media sponsors shout out
- 2 complimentary season tickets to either the mens or ladies first team home matches

£1500 +VAT (per team)

General Sponsor

General sponsorship helps towards running the club, equipment, training pitch hire, player subs travel etc.

- Website advertising
- Social media Sponsors shout out

£150 (recommended donation)

Training Kit

General sponsorship helps towards running the club, equipment, player subs travel etc.

- Branded training kit
- Website advertising
- Social media sponsors shout out

£1200



VENUE NAMING RIGHTS

STADIUM - Your brand will form part of our official address meaning your brand will be at the forefront of everything we do. In addition you will receive;

- Bespoke stadium signage
- Access to sponsors lounge on match days
- Discounted meeting room price on non-matchdays
- 10 complimentary season tickets

£POA (Currently Unavailable)

EXECUTIVE LOUNGE - Every corporate sponsorship partner is invited to use the Executive Lounge for every home game. Therefore your brand will be promoted to all our matchday sponsors as well as our private hire clients using the space 365 days a year

- Bespoke room signage
- Your brand on our website, social media and printed marketing collateral
- Your marketing or promotional material in the lounge at all times
- Access to Executive Lounge on match days
- Discounted meeting room price on non-matchdays
- 5 complimentary season tickets

Price £3000 +VAT Main Function Suite

Price £1500 +VAT Secondary Function suite

WHY SPONSOR US?

Venue naming puts your brand in front of every fan, player and corporate visitor to the stadium. We have multiple options available from the stadium naming rights to pitch-side advertising.



VENUE NAMING RIGHTS

TERRACE STAND NAMING

- Bespoke signage on your chosen stand
- Access to Executive Lounge on match days
- Discounted meeting room price on non-match days
- 5 complimentary season tickets

Price £5000 each or £12000 for all three +VAT

PITCH SIDE ADVERTISING

- Bespoke pitchside hoarding
- Access to Executive Lounge on match days
- Discounted meeting room price on non-matchdays
- 1 complimentary season ticket (1st year only)

Price £350+VAT (year 1, £250 subsequent years)

DUGOUT SPONSOR

- Bespoke advertising banner
- Access to Executive Lounge on match days
- Discounted meeting room price on non-matchdays
- 1 complimentary season ticket (1st year only)

Price £1000+VAT (year 1, £750 subsequent years)

SUPPORTERS BAR

- Exclusive room naming rights
- Access to Executive Lounge on match days
- Discounted meeting room price on non-matchdays
- 1 complimentary season ticket (1st year only)

Price £2000 +VAT

WHY SPONSOR US?

Venue naming put's your brand in front of every fan, player and corporate visitor to the stadium. We have multiple options available from the stadium naming rights to pitch-side advertising.



COMMUNITY PITCH NAMING RIGHTS

The "Your Brand" 3G ARENA - Sponsoring the 3G community pitch will put your brand at the forefront of the community.

- Bespoke signage at entrance to the stadium and 3G pitch entrance gate
- 6 x pitchside advertising boards
- Your brand used in our advertising of the facility
- Access to sponsors lounge on match days
- Discounted meeting room price on non-match days
- 5 complimentary season tickets
- Social Media shout outs
- Website Advertising
- Booking portal advertising

Price, £8,000

3G PITCHSIDE HOARDINGS

- Bespoke signage
- Discounted meeting room price on non-match days
- Social media shoutouts
- Website advertising

Price £250 +VAT

WHY SPONSOR US?

Our state of the art 3G facility will be used regularly by members of the local community as well as the parents of our 18 teams who train there weekly.



SOCIAL IMPACT GRANTS



SOCIAL RESPONSIBILITY GRANTS

Business success goes beyond profitability, growth rate and brand recognition. In today's world, customers, employees and other stakeholders often look at how a your brand activity impacts the community, economy, environment and society at large.

At Cambridge City FC we are delighted to partner with organisations who want to support grassroots football for boy, girls and also dis-advantaged individuals.

Our teams range from Under 12 - Under 18 and we also have a successful ParAbility team who require the generous support that corporate organisations can offer.

We also support children where their backgrounds don't allow for them to find the funds that enable them to get involved in playing football.

If your organisation is able to provide a grant, we can help give access for all, to grassroots football.

We are open to any options that you feel are appropriate and would love to hear from you. Please contact our Media and Communications Director, Sean Coxon for more information.

e-mail: alice.dewey@cambridgecityfc.com
Tel: 07703558161



WHY SUPPORT US?

There should be no boundary to being able to get involved in grassroots football. Our mission is to make football accessible to all.

OTHER SPONSORSHIP OPPORTUNITIES



WHY SPONSOR US?

Both Player and programme sponsorship means your name or brand will be on display at every home game

PLAYER SPONSOR

- Name or logo in the programme every home game.
- Website advertising
- Social media sponsors shout out
- 2 complimentary tickets to any 1st team home match (Men's or Ladies)

£120 +VAT (per season)

PROGRAMME SPONSOR

- Name or logo in the programme every home game.
- Website advertising
- Social media sponsors shout out
- 2 complimentary tickets to any 1st team home match (Men's or Ladies)

FROM £125 +VAT (per sseason renewal)

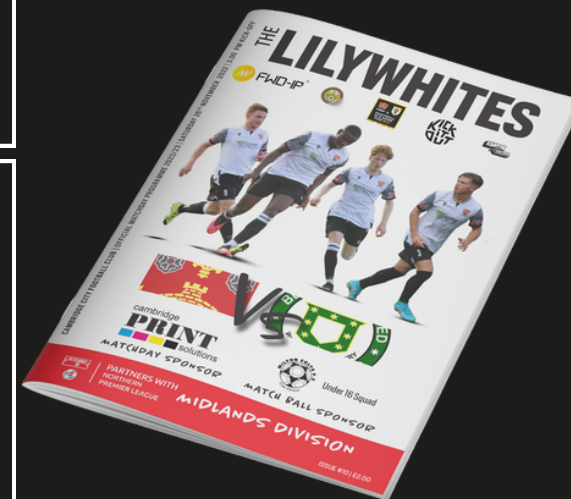
YOUTH EDUCATION ROOM

We would like to partner with a local business to help develop an education room for youth teams and under priveledged members of the community. The room needs kitting out with laptops, printers etc. and our unique sensory designs to include astro turf carpets and iconic football imagery. The room will be offered to youth groups, community group initiatives and individuals who need access to IT systems for school or college.

We are looking for a local business to fund this and in return we can offer;

- Branded room with naming rights for 5 years
- Website & Social Media recognition
- 5 Complimentary Season Tickets
- Discounted meeting room hire

£POA





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