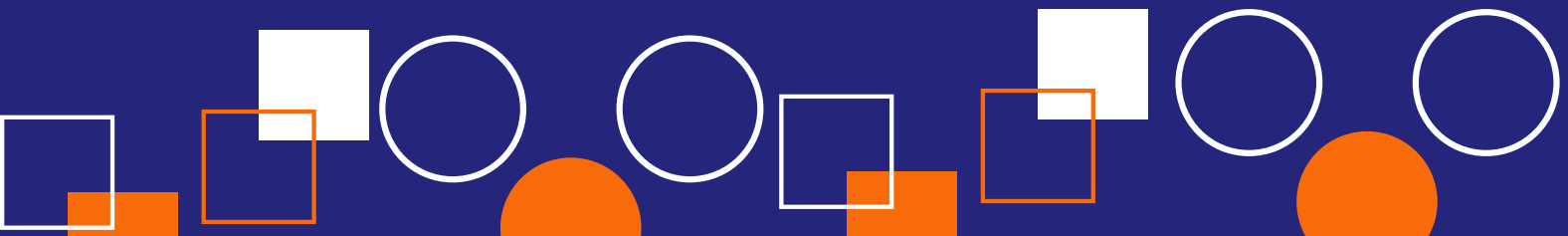




SPONSOR OPPORTUNITIES





WELCOME MESSAGE

As Chairman of Aylsham FC, it is my great pleasure to introduce you to our vibrant and dedicated community. Our club, nestled in the heart of Norfolk, has a rich history and a bright future, built on the passion and commitment of our players, coaches, supporters, and volunteers.

At Aylsham FC, we pride ourselves on being more than just a football club. We are a family that values the development of our players both on and off the pitch. Our philosophy is rooted in fostering a love for the game, promoting teamwork, and instilling the principles of fair play and respect. We are dedicated to nurturing talent from the grassroots level through to our senior teams, ensuring a seamless transition and lifelong connection to the sport.

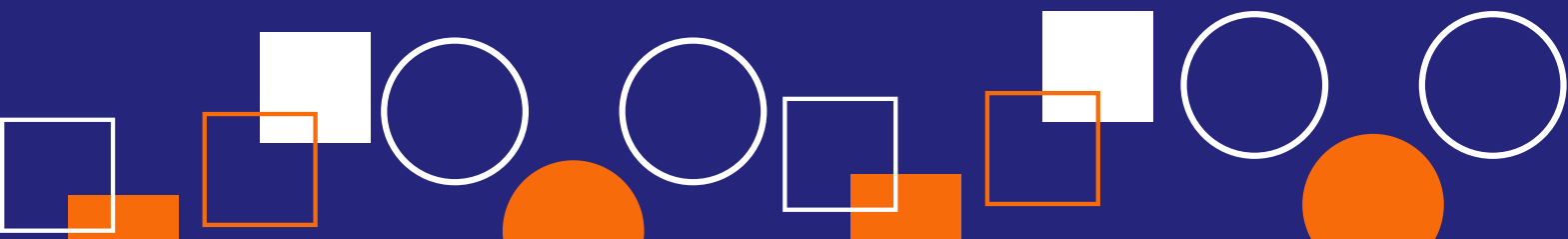
Our coaches are committed to supporting each player's growth, adhering to the FA's Long-Term Player Development model.

Our community spirit is unrivaled. We strive to include parents and supporters in all aspects of the club, fostering an environment of transparency and collaboration. The support from the local community is the backbone of our success, and we are immensely grateful for it.



Ian Potter
Club Chairman

Thank you for your interest in being a part of our journey. Hopefully together, we will continue to achieve great things.





OUR VISION

Our vision is to provide football for all!

We are a community-based club who are passionate about developing people as well as footballers. We support the welfare of our players, volunteers and those who join us on the journey.

We are ambitious and are always looking at way to improve our offering, the football club and its facility.

OUR CLUB

Aylsham Football Club based at Youngs Park, Aylsham in Norfolk. We are an ambitious club providing quality coaching, competitive teams and an environment to enjoy and develop, both on and off the field.

Our home is Youngs Park which is owned by the Charitable Trust, Youngs Community Sports. The Trust was formed to safeguard the football club and our ground to ensure it is effectively managed by local football people for as long as Aylsham wants to have a football club, essentially, a very long time. To continue to provide quality opportunities for the local community across all age groups, we need your support.

We would like to take your business with us on this exciting journey! As we strive for progression, your business will benefit from the increased exposure of our fantastic partnership.





OUR HISTORY

Aylsham FC, originally known as Aylsham Boys Club, has a storied history that dates back to 1946. The club was founded by local businessman William Holman and Jimmy Williamson. A group of enthusiastic local boys, who met weekly at the scout hut to play snooker and darts, formed the initial team, playing their home games on a pitch on Cromer Road. By 1947, the club had renamed itself Aylsham Wanderers, embarking on a journey that would see it grow and evolve over the decades.



Over the past five years, we have experienced significant growth and development, both on and off the pitch. The club has focused on enhancing its facilities and infrastructure to support the growing number of players and teams. In 2024, the club will celebrate the opening of a new state-of-the-art 3G pitch at Youngs Park, a project that will be instrumental in allowing year-round training and matches, and give our players the best opportunities available. This investment has not only improved the quality of play but also increased community engagement, with more local residents participating in club activities.



WHY BECOME A SPONSOR

Sponsoring Aylsham Football Club offers a unique opportunity to invest in the future of our community. By supporting our teams, local businesses can make a significant positive impact on our players, the club, and their own brand.

For the Players



Sponsorship funds are vital in providing essential equipment, training facilities, and development programs. These resources help our players to thrive both on and off the pitch, fostering their skills, confidence, and teamwork. Your support enables us to create an environment where young athletes can pursue their passion for football while developing into well-rounded individuals.

For the Club



Sponsorship is the lifeblood of our operations, allowing us to maintain and improve our facilities, organize events, and expand our programs. With your backing, we can continue to offer football for all, ensuring that everyone in our community has access to the beautiful game. Your contribution helps sustain our club's growth and success, reinforcing our commitment to excellence.

For your business



Partnering with Aylsham FC enhances your brand visibility and reputation within the local community. It demonstrates your commitment to supporting local initiatives and contributes to a positive corporate image. Sponsorship offers a platform for businesses to engage with a loyal and passionate audience, creating lasting connections and driving customer loyalty.

Join us in making a difference. Sponsor Aylsham FC and be part of a winning team, both on and off the field.





BENEFITS TO YOU



Exposure to the Local Community

Youngs park is attended by over one thousand local spectators every weekend. By partnering with us your brand will be placed in front of the local community every weekend, both at Youngs Park and across the wider Norfolk area.



Online Reach

Our social media platforms have over four thousand followers and have a reach across over a million people every year. A partnership with us puts your business in front of local potential customers across the Norfolk area.



Brand Trust

Sponsoring Aylsham Football Club significantly enhances your brand trust, demonstrating your commitment to local community initiatives and fostering loyalty and goodwill among local customers.



Corporate Social Responsibility

Sponsoring Aylsham Football Club enhances your Corporate Social Responsibility profile, showcasing your commitment to supporting local community initiatives and promoting social good.





SPONSOR OPPORTUNITIES










MATCH DAY KITS

By sponsoring our match day kits, your company logo will be prominently displayed front and center on our shirts, ensuring maximum visibility and brand recognition every time our teams take the field. This high-profile exposure not only enhances your brand's presence within the local community but also demonstrates your support for grassroots sports, fostering goodwill and loyalty among our dedicated fans and their families.



Benefits:

-  Logo Printed on the front of match kits
-  Social Media announcement to over 4k Followers
-  Logo, blog post and photo on the club website
-  Inclusion in our email newsletter to over 1k local individuals
-  Two Year Sponsorship agreement

Mini-Soccer U6s - U11s

from
£530

Junior Teams U12s - U16s

from
£850

Senior Teams U18 +

from
£1000

Cost:










MATCH DAY ATTIRE



Benefits:

-  Logo Printed on the back of match day attire
-  Social Media announcement to over 4k Followers
-  Logo, blog post and photo on the club website
-  Inclusion in our email newsletter to over 1k local individuals
-  Two Year Sponsorship agreement

Mini-Soccer

U6s - U11s

from

£420

Junior Teams

U12s - U16s

from

£670

Senior Teams

U18 +

from

£700

Tracksuits:

Zippered Tops:

£320

£512




£550



MATCH DAY RAINWEAR



Benefits:

-  Logo Printed on the back of match day rainwear
-  Social Media announcement to over 4k Followers
-  Logo, blog post and photo on the club website
-  Inclusion in our email newsletter to over 1k local individuals
-  Two Year Sponsorship agreement

Mini-Soccer

U6s - U11s

from

£220

£420

Junior Teams

U12s - U16s

from

£350

£670

Senior Teams

U18 +

from

£380

£850

Rain Jacket:

Lined Anorak:










TRAINING KIT



Benefits:

-  Logo Printed on team Training Kit
-  Social Media announcement to over 4k Followers
-  Logo, blog post and photo on the club website
-  Inclusion in our email newsletter to over 1k local individuals
-  Two Year Sponsorship agreement

Mini-Soccer

U6s - U11s

from

£185

£340

Junior Teams

U12s - U16s

from

£292

£550

Senior Teams

U18 +

from

£340

£600

**Jumpers
Training Kit**



PITCHSIDE HOARDING

Sponsoring a pitchside board at Aylsham FC offers local businesses exceptional visibility and brand exposure. With hundreds of spectators attending matches and events, your business will be front and center, reaching a wide and engaged audience. Additionally, pitchside boards often appear in photos and videos shared on social media, extending your brand's reach even further.



Benefits:

-  Logo and Design Printed on a pitchside board
-  Social Media announcement to over 4k Followers
-  Logo, blog post and photo on the club website
-  Inclusion in our email newsletter to over 1k local individuals
-  Exposure to over match day 500 spectators per week

	1 Year	2 Years	3 Years
Cost:	£300	£400	£500









PLAYER SPONSORS

(ADULT ONLY)

Player sponsorship is more than just a marketing opportunity. By sponsoring a player at Aylsham FC, you are investing in the future of local football and helping us nurture the next generation. Your sponsorship directly benefits the player, helping cover costs such as training, equipment, travel, and medical expenses. This support enables our players to focus on their development and performance, contributing to the overall success of Aylsham FC.



Benefits:

-  Company Name and Logo added to all mentions of your player across social media, written media and any correspondence.
-  Social Media announcement to over 4k Followers
-  Logo, blog post and photo on the club website
-  Inclusion in our email newsletter to over 1k local individuals

Cost: **1 Season**
£120








TOURNAMENT SPONSORS

Our summer tournament is attended by over 100 teams, 700 players, and more than 1000 spectators. This annual event is a cornerstone of our club's calendar, drawing families, friends, and football enthusiasts from across the region. By sponsoring this event, your company can take the opportunity to highlight its brand in front of a large local audience, not only boosting your visibility but also demonstrating your commitment to supporting community sports.



Benefits:

-  Company Name and Logo added to all mentions of our across social media, written media and any correspondence.
-  Social Media announcement to over 4k Followers
-  Logo, blog post and photo on the club website
-  Inclusion in our email newsletter to over 1k local individuals

Cost: **1 Year**
Ad-Hoc






WEBSITE SPONSOR

The Aylsham FC website is one of a kind in the country and is the central hub for all club activities, attracting a diverse audience of players, parents, supporters, and local residents. By placing your brand prominently on our site, you gain continuous exposure to a dedicated and engaged audience. This visibility can drive traffic to your own business website, increasing potential customer interactions and sales.



Benefits:

-  Company Name and Logo highlighted across club website
-  Social Media announcement to over 4k Followers
-  Blog post and photo on the club website
-  Inclusion in our email newsletter to over 1k local individuals

Cost: **1 Year**
£1,200





NEWSLETTER SPONSOR

Sponsoring Aylsham FC's monthly newsletter provides an exceptional opportunity to enhance your business's visibility and community presence. Our newsletter reaches a wide and dedicated audience, including players, parents, supporters, and local residents who are passionate about our club and its activities. Featuring your business in our newsletter ensures that your brand is seen by a targeted group of engaged readers who appreciate local support.



Benefits:

-  Company Name, Logo & editorial feature in our newsletter
-  Sent to over 1k local individuals

Cost:	1 Month £120	2 Months £200
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WHY NOT **JOIN** IN THE FUN



COMMUNITY ENGAGEMENT

Sponsoring Aylsham FC shows your commitment to local sports and youth development. It enhances your brand's reputation by associating with community support and promoting healthy lifestyles.



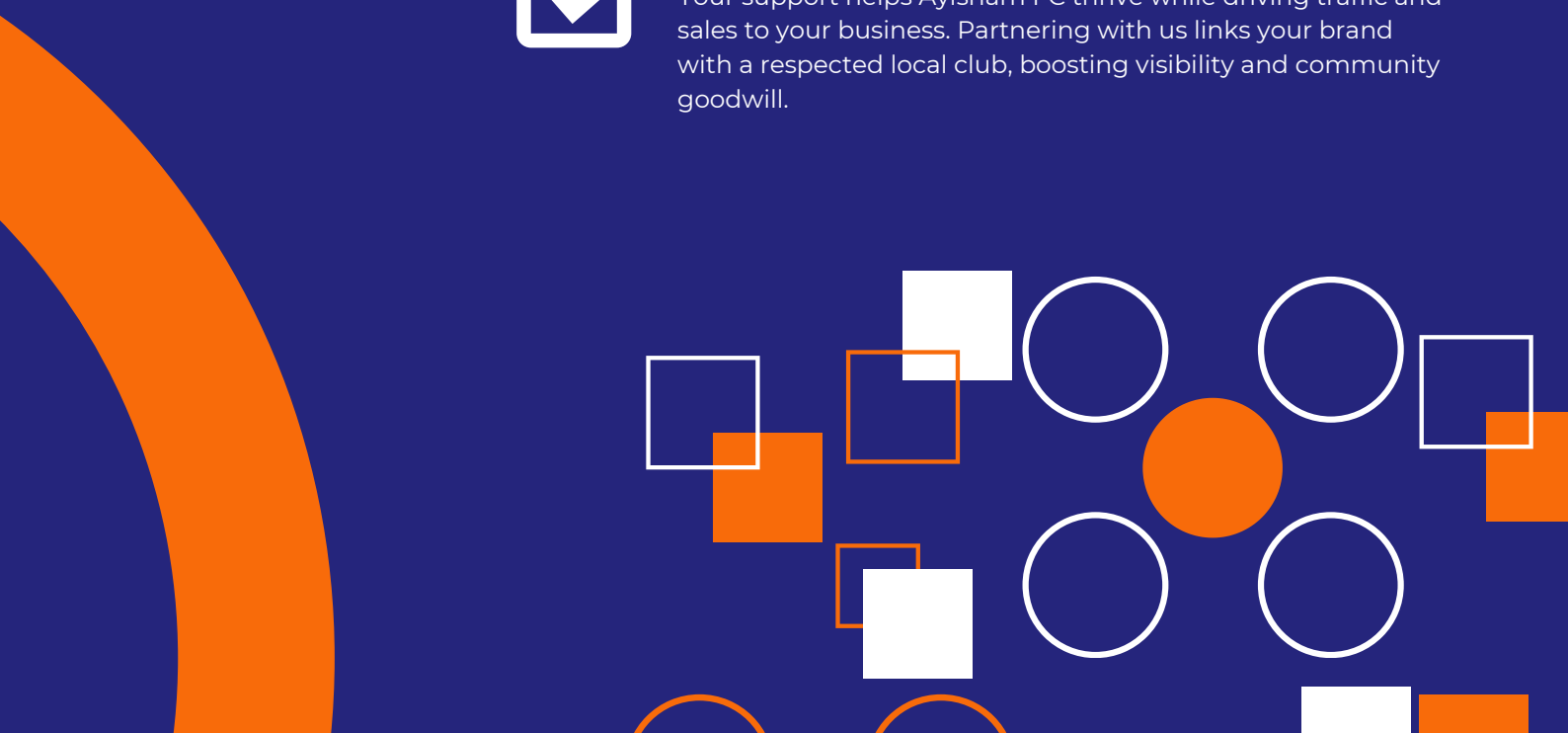
TARGETED EXPOSURE

Our platforms, including the website, newsletter, and social media, provide consistent exposure to a dedicated local audience. This ensures your brand is recognized by those who value community involvement.



MUTUAL SUCCESS

Your support helps Aylsham FC thrive while driving traffic and sales to your business. Partnering with us links your brand with a respected local club, boosting visibility and community goodwill.





GET IN CONTACT



01263 674008



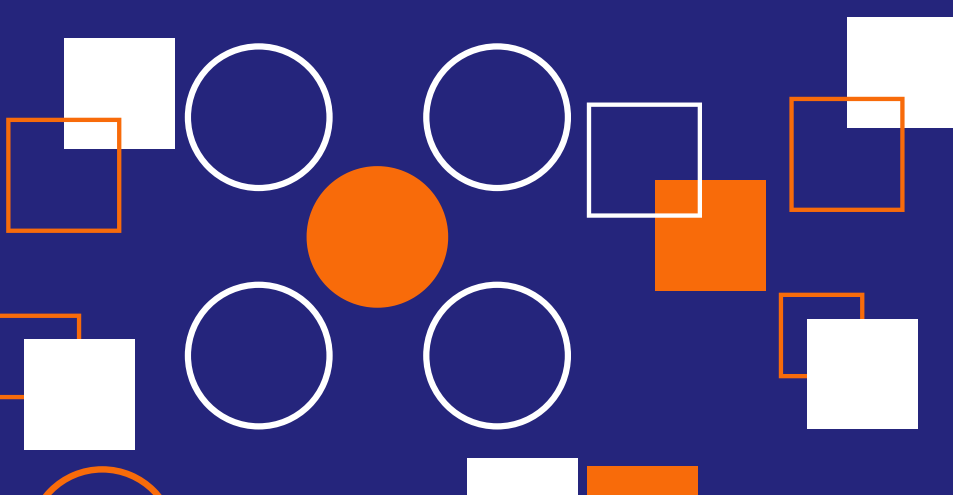
sponsorship@aylshamfc.co.uk

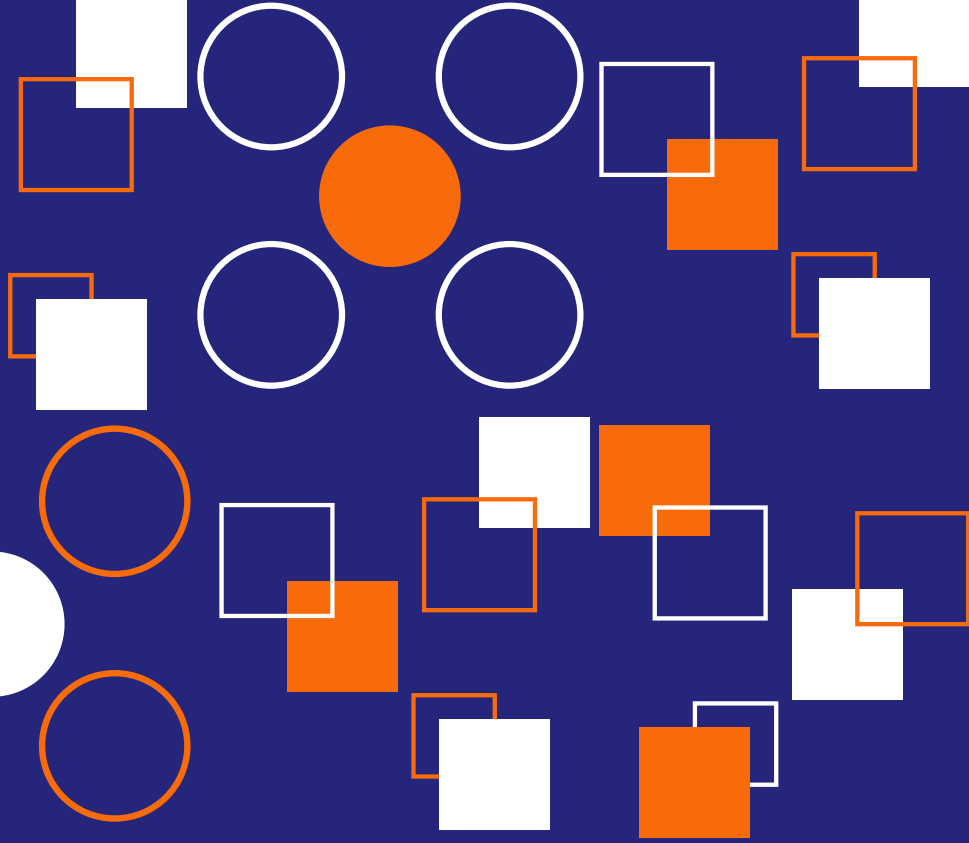


Youngs Park, Aylsham, NR11 6FJ



www.aylshamfc.co.uk





LET'S GROW
TOGETHER