

# Pride Park FC

[www.prideparkfc.com](http://www.prideparkfc.com)

## #ThePride

Sponsorship & Advertising Opportunities



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PART OF ENGLAND FOOTBALL

# Pride Park FC

## About us

**The club was formed in 2022 and is celebrating 20 years since affiliation in 2023**

The club offers football coaching and playing opportunities to girls and women aged 5 to 60, and currently has around 120 playing members.

All our teams train at Moorways Sports Village where our Ladies team play their home fixtures.

The club is run entirely by volunteers both on (coaching) and off (management, admin) the pitch.



- established 2002
- based at Moorways Sports Village
- England Football Accredited
- FA Charter Standard Club of the Year 2014
- all teams play in Derbyshire Girls & Ladies League
- 7 teams, 100+ players
- Community recreational sessions
- ages from 5 to 60
- Ladies team since 2014





# Pride Park FC

## 1st (Ladies) Team



Originally formed as the club's first girls team, as under 10s in 2005, the team played through the age groups to under 18, before making the switch to "open age" (adult) football in 2014. Several of the original and junior players are still with the team which is now in its 9th season in adult competition.

- Derbyshire Ladies League (Div 1 since 2015)
- Div 1 runners-up 2017/18, 2021/22
- Challenge Cup, League Cup Finalists 2017/18
- Plate Winners 2016/17
- DCFA County Cup semi-finalists 2014/15, 2015/16, 2019/20
- Women's FA Cup Preliminary Round 2019/20



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# Recreational Football

Bringing in people from the **community** to play sports and have fun.

Giving **women and girls** the chance to try football and play socially in a relaxed environment for recreation, fun and to meet people.



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# Sponsorship Opportunities

See how you can get your brand in front of hundreds of our followers while showing your support for Women's football in the local community



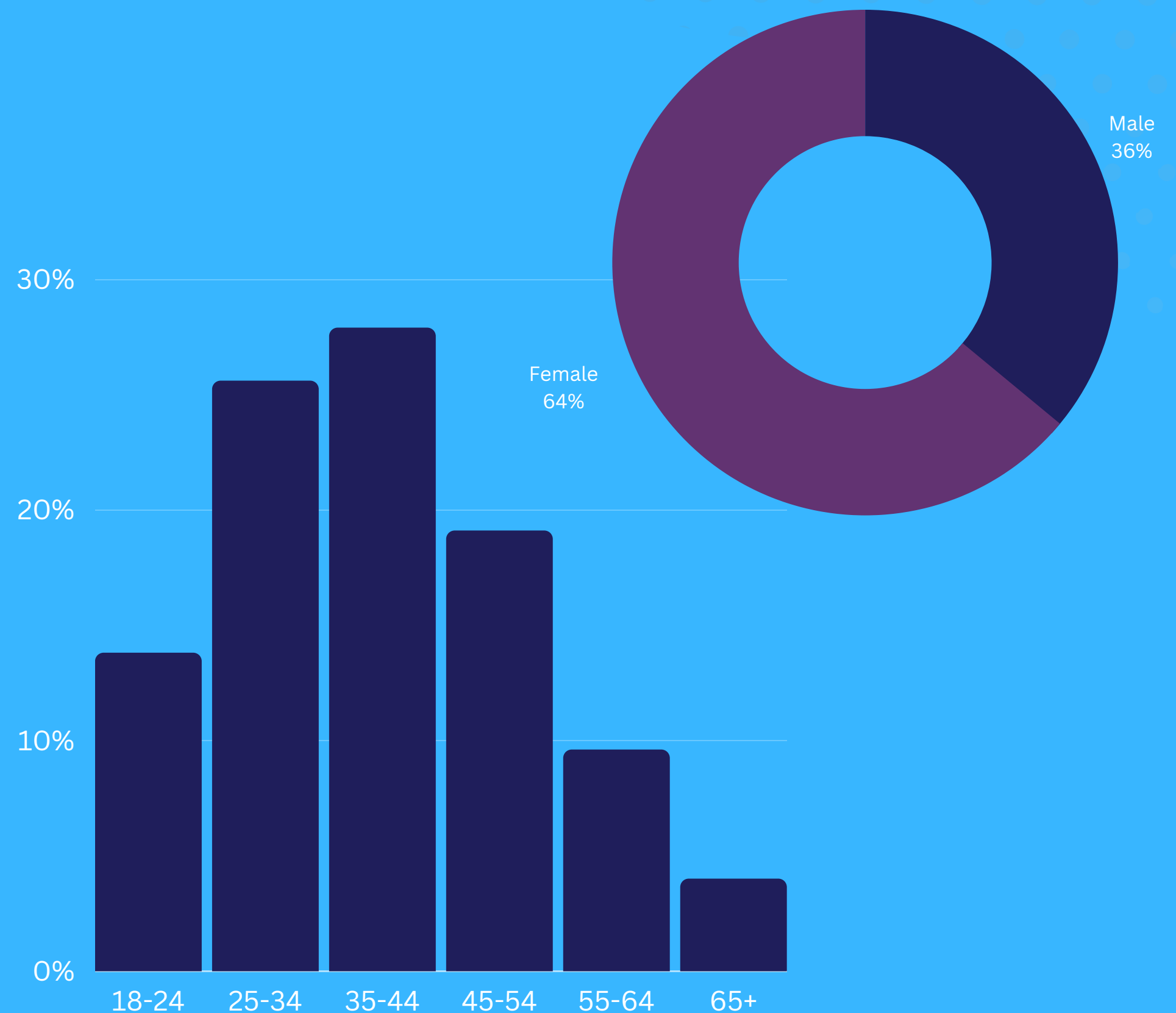
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# Our Target Audience

Meet the people that show interest in our social media

## Predominantly local, female, young

The people that show interest in our social media are predominantly female, young and based in Derby and Derbyshire



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# How Our Sponsors Benefit

## Highly visible marketing your brand in front

Women's football is growing fast and attracting lots of attention nationally and locally - our website now attracts 20,000+ page views a year. Pride Park is an established local community club with an increasingly diverse membership.

Sponsorship is a great way to show your support for women's football in the local community

subscribers/followers per channel



400+



550+



1,200+



250+



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# SPONSORSHIP PACKAGES\*

\*if you'd like something a little different, let us know!



## Matchday Sponsorship

choice of packages related to matchday



## Player Sponsorship

sponsor an individual player or staff member for the season



## Kit Sponsorship

Your logo displayed on match kit, rainjackets, warm up tops etc





example extract (abbreviated) of video on [www.prideparkfc.com](http://www.prideparkfc.com)  
- add your logo/name at the beginning and end!



# Package Benefits and Pricing

What's in each sponsorship package



Plan Options	Matchday*	Player	Kit
Logo on kit	✗	✗	✓
Logo on Match Graphics	✓	✗	✓
Logo on Match Report Graphics	✓	✗	✓
Logo on Match Highlights	✓	✗	✓
Logo and Bio on Sponsors Page	✓	✓	✓
Announcement on web and social media	✓	✓	✓
Photo with team/player	✓	✓	✓
Logo on Individual player graphics & Player Profile	✗	✓	✗
Guaranteed seat (home matches)	✓	✓	✓
Invitation to End of Season Awards	✓	✓	✓

\*3 options

# Package Specifications and Pricing



## match sponsor

announcement (news item) on website, shared on social media  
photo opportunity with team on a matchday (by arrangement)  
logo and bio on sponsors page on website with click through to your website

sponsor logo on:

social media post graphics: next fixture, matchday, squad announcement

match report graphic: accompanies match report on website, shared on social media

match highlights opening sequence, closing sequence (published on You Tube, website, and social media)

Guaranteed seat at sponsored home matches

Invitation to end-of-season awards



**BRONZE PACKAGE** - 1 match - £25



**SILVER PACKAGE** - 7\* matches - £165

also included in Silver package:

- Goal of the Month, Player of the Month



**GOLD PACKAGE** - 14\* matches - £300

also included in Gold package:

- Goal of the Month, Goal of the Season, Player of the Month
- 1 player/staff member sponsorship
- 1 game as mascot for your son/daughter



**GOLD PLUS PACKAGE** - remaining games of 2022/23 season and 14\* matches of 2023/24 season

@ £20/game combined

also included in Gold PLUS package:

- 2 games as mascot for your son/daughter
- 2 player/staff sponsorships for remainder of this season and all of next season

## player sponsor

announcement (news item) on website, shared on social media  
photo opportunity with sponsored player on a matchday (by arrangement)  
logo and bio on sponsors page on website with click through to your website

sponsor logo on:

social media post graphics and mention featuring sponsored player - Player of the Month, Birthday,

Anniversary of Debut, and mention in any individual highlight clips featuring player

Guaranteed seat at home matches

Invitation to end-of-season awards



ONE player/staff member - £25

THREE players/staff members for £60



### EARLY BIRD OFFER

sponsorship taken before end of  
22/23 season will get remainder of  
season included (March-May) with 2023/24

## kit sponsor

please contact us to discuss the options available

\*subject to league constitution



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# Meet the Squad



Jade Howell



Beth Jones



Izzy  
Wilsoncroft



Ella Kew



Tash Allderidge



Beth Thompson



Hannah Kwiatek



Summer Evans



Hannah Roberts



Maja  
Znamirska



Otty Baker



Eliot Sayavong



Rachel Weaver



Lizzie Pacey



Millie Holmes



Bleu Lewis-Wilson



Sophie Ayton



Fran  
Critchley-Watson



Sophie Roberts



Vicky Wilsoncroft



Janine Wardman



Jess Page



Steph Eadon



David Kwiatek  
Manager



Jamie Robinson  
Asst Manager



Ross Haig  
GK Coach



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*20 years*



**Pride Park FC**  
**Moorways Sports Village**  
**Moor Lane, Derby DE24 9HY**

## **Contact**

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07905 719505

## **Website**

[www.prideparkfc.com](http://www.prideparkfc.com)

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