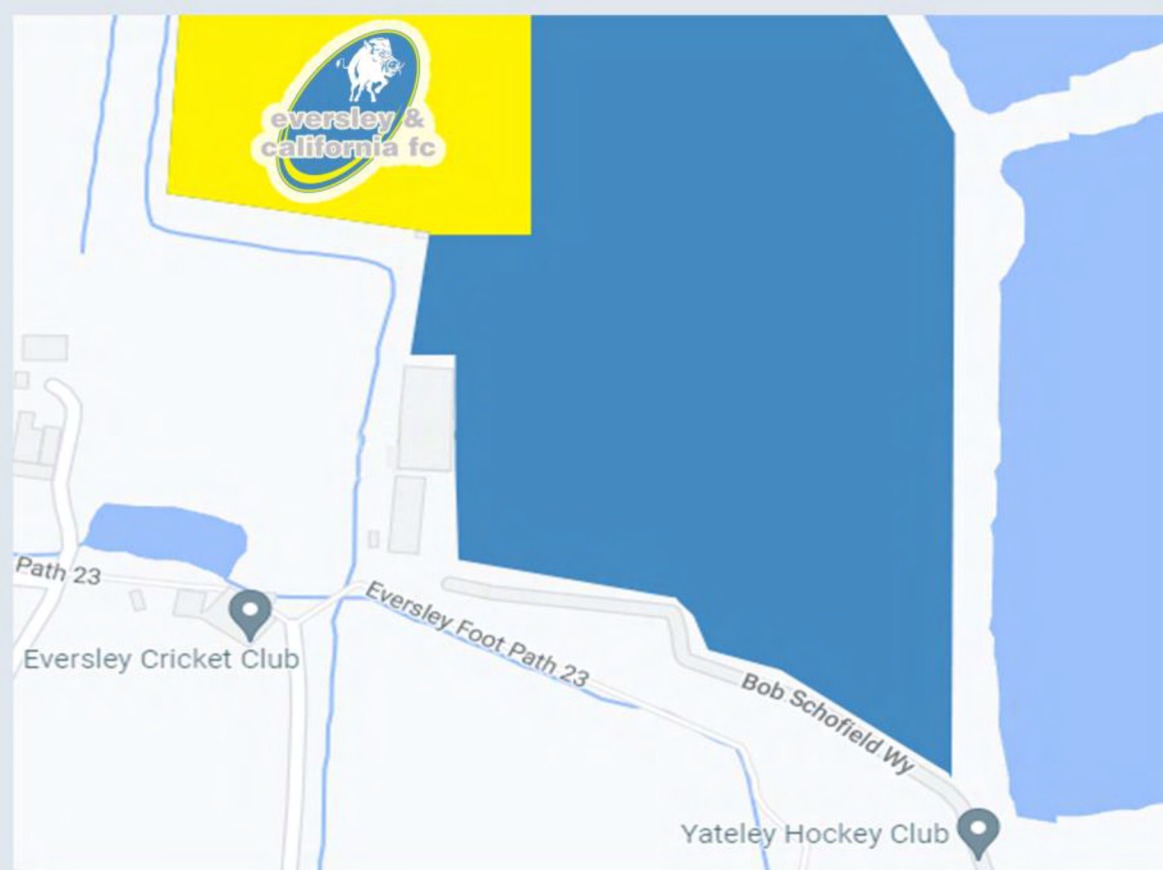




EVERSLEY & CALIFORNIA FC

PARTNERSHIP BROCHURE



If you wish to discuss
sponsorship with us further,
please contact:

Mr Martin Elcox, Chairman
chairman@eversleycaliforniafc.net
07802 982985

-  Eversley & California
Football Club
-  @eversleycalifc
-  @eversleyandcaliforniafc



WE VALUE THE SUPPORT OF OUR PARTNERS & SPONSORS

We promise and commit to being as proactive, creative and hard working in promoting your company or charity as we possibly can, in order to generate more customers and revenue for your business.



OUR HISTORY



Eversley FC was originally formed in 1910, but returned to play in Eversley Village in 2008. Eversley FC were a founder member of the Surrey Elite Intermediate League, with the Boars becoming Champions in Season 2008-9 (on goal difference). The following season Eversley joined the Combined Counties League in Division One finishing mid tab in their first season.

California Youth Football Club was formed in 1975 when a group of parents brought together an Under 8's team based in the California area of Wokingham, Berkshire. The Club has grown, expanding to become one of the largest youth football clubs in the area and is now providing foundation and youth football for all age groups. In 2000 first Berks & Bucks FA affiliated club in the area to be awarded the FA Charter status, also winning the South of England FA Charter Merit Award in 2002; it is currently an FA Charter Development Club. California FC introduced girls' soccer to the area in 2000. California's Youth FC established strong links with Eversley FC with the 2 clubs merged in 2012 to form Eversley & California Football Club moving to the Boars Den, where we play our games today. The club is now providing football coaching and matches for all abilities and the Junior Section runs an annual tournament supported by teams from far afield, soccer schools for children aged 5 and under and runs holiday soccer camps.



Playing in the CCL in recent seasons, the 2012/13 season saw the Boars finish in second place, but due to ground grading requirements were prevented from moving up to the CCL Premier Division and since then have consistently finished in the top half of the division, only missing out on promotion by a narrow margin in 2015/16 and 2016/17 seasons.

A new Exec Committee was appointed in 2017, and the aperiod since has seen the adult section of the club grow, with the introduction for the 2017/18 season of a ee serves / Development side, playing in the highly rated Suburban League in 2017/2018. This has allowed us to implement a defined Player Development Pathway by creating a training program and squad structure that allows the youth team players from the Junior Section under 16's and upwards, to train together with Development and First Team players enabling a consistent style of coaching and play throughout the club. The benefit of this is huge and has seen players who have been with the club since they were 6 going on to play regular first team football.

2017/18 saw the first Ladies side at Eversley, playing in the Thames Valley Counties Women's Football League Division One, finishing 4th in their first season, a great achievement. The Ladies have continued their quest for success



and in the curtailed 19/20 season they reached the Hampshire County Intermediate Cup Final, with every chance of lifting their first piece of silverware. 2019/20 also the introduction of Veteran's Football, with many of the team who secured promotion to the Combined Counties League in 2009 returning to the club to play their football, albeit at a slower pace!

The extended ground improvements, which have been completed in the last 3 years, have given us the required ground grading to allow our First Team to be invited to enter the FA Cup for the 2017-18 season, for the first time in the club's history. Unfortunately falling at the first hurdle and going out at our first attempt. This game saw a player who started as an under 6 at the club's Soccer School play FA Cup football, exactly what football dreams are made of!

The 2018/19 season saw The Boars just miss out on qualification for the first round proper of the FA Vase, having won their first two pre-qualifying rounds, including tak ing the scalp of Lymington Town, the week before Lymington played in a televised FA Cup game. The club has now laid firm foundations which will allow a sustained period of development as we plan for the future....



Here at Eversley & California FC we pride ourselves on investing in our members to create an enjoyable and safe environment to play the game they love, where they can develop as individuals both on and off the field.

This approach we believe enables us to build a loyal and committed group of people who are then all passionately invested in giving back to the club with their time and energy to help us continue to build and grow a sustainable and successful future for everyone associated with the club for generations to come.

HOW JOINING IN PARTNERSHIP WITH US BENEFITS YOU...

You can be assured as a partner or sponsor of Eversley & California FC that any support you provide, no matter how big or small, will be appreciated, valued and invested sensibly back into the Club to help supports it's continued growth. We are committed to building strong foundations first, rather than a 'boom or bust' mentality. Therefore your support will not be put into player wages, instead we invest in Key People & projects that support the long term vision of developing the club, these include:

Continual upgrading of facilities and the infrastructure of the Club, so that we are always able to make the next step up the National Football pyramid when success is obtained on the pitch.

The club has invested in the use of VEO, which is a 180° camera with two 4K lenses recording with 30 frames per second. It uses AI technology and helps the coaching staff to evaluate and analyse our games and training

We invest in state of the art video technology so that we can use this to provide analysis for our players to challenge and support their development.

Our members regularly volunteer and meet up to conduct various maintenance work and other tasks around the ground using the various skills and trades we have amongst our members. This means that valuable funding is not used on works that we can do ourselves, ensuring that every penny of funding is put back into the key areas that we need assistance with so that we can continue to grow and provide a positive footballing experience for everyone associated with the club.

Finally, we invest our 'time' and 'passion' in to working hard for you, in return for your invaluable support for us. We are all volunteers, with our own day jobs but we are driven and committed to our Club and

fully understand the vital role our Partners and Sponsors play in making sure our Club can operate. As a result, we are proud and driven to undertake our responsibility to YOU, to generate as many customers through promotion of your company as we possibly can with the resources we have. But, we don't stop there! We are always looking for creative and innovative ways to promote our partners so that we can maximize the opportunities to showcase your company to potential customers. We want to make sure you feel valued and appreciated and that your investment has given you value for money so that we can build a successful long lasting partnership that is beneficial to both our organisations for years to come!

We invest into providing our players and staff with kit and equipment so that they feel valued & prepared. This supports the club in providing a professional image when representing the club and all those associated with us.

We also invest in our coaching staff so that they can progress with their FA Qualifications which provides the players with quality coaching .

We continually invest funding into the maintenance and improvement of our pitch by seeking professional advice and support on the latest and most cost-effective methods used by professional clubs to produce a quality playing surface every year.

MATCH DAY PROGRAMME SPONSORSHIP OPPORTUNITIES

Our excellent full colour Match day programme is packed with interesting content and in 2019/20 season before the pandemic broke was ranked 20th out of 1,500 programmes by an independent Football groundhopper who travels the length and breadth of the country following Non-League and professional football.

What's even more incredible about this ranking is that we were above many Professional Football Clubs and that has been achieved by dedicated volunteer staff within the club.

Not only do we produce a paper copy at the games for supporters but we distribute the Match day programme on-line via our social media platforms. We have a number of offers available to advertise within this Match day programme that your company would benefit from such as:

MATCH DAY PROGRAMME ADVERTISING	OFFICIAL MATCH DAY PROGRAMME SPONSOR	OFFICIAL MATCH DAY SPONSOR
OTHER SPONSORSHIP OPPORTUNITIES		
PITCHSIDE BANNER SPONSORSHIP	PLAYER & MANAGEMENT TEAM SPONSORSHIP	KIT SPONSORSHIP
MATCH DAY WARM UP KIT	TRAINING KIT	INCLEMENT WEATHER & WINTER CLOTHING PLAYER WATERPROOF JACKETS & SUBSTITUTE SUITS
WEBSITE ADVERTISING	STAND ADVERTISING	MEDIA SPONSOR
HOME PITCH GROUND NAMING RIGHTS	DUGOUT ADVERTISING	



MATCH DAY PROGRAMME ADVERTISING OPTIONS

An opportunity to place either a 1/4 page, 1/2 page or Full page advert of your company within our excellent Match day Programme.

You can do this for either a single game, Half Season (10 games) or for the Full Season which is 20+ games.



65x92mm



92x131mm



184x131mm

	1 GAME	HALF SEASON	FULL SEASON
1/4 PAGE ADVERT	£20	£65	£100
1/2 PAGE ADVERT	£25	£75	£125
FULL PAGE ADVERT	£35	£90	£150

OFFICIAL MATCHDAY PROGRAMME SPONSOR OPTIONS

An opportunity to become the Official Matchday Programme sponsor. You can either do this for a single game, half the season (10 Games) or for the Full Season (20+ Games). Sponsors snapped all these up very quickly last season so be quick to get on board!
What you will receive:

Thanked post game on social media as we release the On-Line Match-day programme version. This will include a picture of your company Logo, Your social media Tag and Picture of the Front cover of the Match day programme.

Company Logo on the Chairman's Message page & Meet the 1st Team Manager's page within the programme.


Announced on Social media as the Official Match Day Programme Sponsor for the Match in the days leading up to the game which will include a picture of your company Logo, Your Social media Tag and Picture of the Front cover of the programme.

Company Logo on Front & Rear cover of matchday programme

Thanked for your support within the Editors Notes page

	1 GAME	HALF SEASON	FULL SEASON
OFFICIAL MATCH PROGRAMME SPONSOR	£40	£300	£500





We are proud and driven to undertake our responsibility to YOU, to generate as many customers through promotion of your company as we possibly can.

But, we don't stop there!

We are always looking for creative and innovative ways to promote our partners so that we can maximise the opportunities to showcase your company to potential customers.

OFFICIAL MATCH DAY SPONSOR

This is a great way to come and watch the game with family or friends whilst also promoting your company.

What you will receive:

Announced on Social media as the Official Match Day Sponsor for the Match in the days leading up to the game which will include a picture of your company Logo, Your Social media Tag and Picture of the Front cover of the programme.

Thanked on social media as our Official Match day sponsor accompanied by the Half-time score. Also includes picture of your company Logo, & social media tag.

Company Logo on Front & Rear cover of Matchday programme plus 4 Tickets to watch the game & 4 Match Day programmes

Every GOAL scored by Eversley & California (in the games you are matchday ball sponsor) will be announced on Twitter as they happen accompanied by your company Tag/name & logo, plus Player picture (and his player sponsor logo & Tag/ name)

Company Logo upon the Chairman's Message page & Meet the 1st Team Manager's page within the programme.

Thanked for your support within the Editors Notes page

Thanked again on social media as our Official Match day sponsor accompanied by the Full-time result. Also includes picture of your company Logo, & social media tag.

Announced on Social media as the Official Match Day Sponsor for the Match on the day of the game which will include a picture of your company Logo, Your Social media Tag and Picture of the Front cover of the programme.

	1 FULL SEASON	2 FULL SEASONS (2nd season renewal)	3 FULL SEASONS (3rd season renewal)
1/4 PAGE ADVERT	£100	£175 (£85)	£240 (£60)
1/2 PAGE ADVERT	£125	£200 (£90)	£300 (£75)
FULL PAGE ADVERT	£150	£250 (£120)	£350 (£100)



PITCHSIDE BANNER SPONSORSHIP

Join the many other companies who get to place their company banner around the pitch here at 'The Den', Home of the mighty Boars.

The following options are available and all include...

- Your company Logo and details published on our Club Website
- Your company Logo within every Match day Programme placed on the Club Sponsors page
- Advert in our Match day Programme



	1 FULL SEASON	2 FULL SEASONS (2nd season renewal)	3 FULL SEASONS (3rd season renewal)
BANNER & 1/4 PAGE ADVERT	£325	£575	£725
BANNER & 1/2 PAGE ADVERT	£340	£599	£750
BANNER & FULL PAGE ADVERT	£350	£625	£799

NOTE:
The price in BOLD is the cost for the Banner & Matchday programme advert for 1, 2 or 3 seasons. The price in (Brackets) is the 'renewal price for an additional season, should you for example purchase a banner for only 1 season, but decide at the end of that season you would like to 'renew' your banner for another year.

PLAYER & MANAGEMENT TEAM SPONSORSHIP

Player and Staff sponsors are always in demand and get snapped up quickly so don't delay if you are interested. Your sponsorship goes towards providing uniformed Match day wear which enables our players to look and feel professional when they represent the club.

For sponsoring a player or member of the management teams you will receive:

A welcoming message on social media announcing your company sponsoring the player accompanied with your company Tag & Logo and player picture.

Your Company Name & Logo next to the player/Management Team in the Match day programme

Your Company Name & Logo next to the player/Management Team member upon our Club website

Every time your player or Management Team member is mentioned on a social media post your company Logo and Tag will accompany it. (So the more mentions your player gets, the more bonus promotion your company receives. An added incentive for our players and staff to do the very best they can on the field so that your company benefits)

A Thank you message on social media to our company for sponsoring the player at the end of the season accompanied with your company Tag & Logo and players picture.

£100 Per Player/Management Member per season





We want to make sure you feel valued and appreciated and that your investment has given you value for money so that we can build a successful long lasting partnership that is beneficial to both our organisations for years to come!

KIT SPONSORSHIP

Kit Sponsorship is one of the most popular and visual ways to advertise your company name when partnering with any football or sports team. The Combined Counties League is played across Berkshire/Hampshire/Surrey/Middlesex and the South Western Corner of Greater London and not too mention as of last Season, Jersey! And that’s just in our League games.

Depending on our success in various Cup competitions which include the FA Vase and potentially the FA Cup, we could be travelling to various other counties around the UK. So your company will be seen far and wide on our shirts as well as through various local media who publish pictures on various media platforms.

All kits will be worn by our 1st Team, Development Team, Ladies Team, Vet’s Team & U18’s Team. As a kit sponsor your company logo will be on the front of the shirt & you’ll also receive the following:

Club website Homepage advertising
Full page advert in every 1st Team Match Day Programme
4 Matchday tickets to every Eversley & California FC Home game (Includes 1st Team Development Team, Ladies Team, Vet’s & U18’s)
4 Match Day Programmes for every Home 1st Team game.
Social media announcement of your company being a kit sponsor at the start of the season and a thankyou announcement at the end of the season
Social media announcement for every game the kit is worn in the build up to that fixture.



	HOME KIT	AWAY KIT	ALTERNATIVE KIT	ALL : KITS
1ST TEAM	£1,000	£1,000	£800	£2,700
LADIES TEAM	£1,000	£1,000	£800	£2,700
DEVELOPMENT TEAM	£900	£900	£700	£2,400
VET’S TEAM	£900	£900	£700	£2,400
SUNDAY TEAM	£900	£900	£700	£2,400
18’S	£900	£900	£700	£2,400
ALL SIX KITS	£5,400	£5.400	£4,200	£15,000

KIT SPONSORSHIP



MATCH DAY WARM UP KIT

The Match Day Warm Up Kit is another essential piece of kit for the teams to look and feel professional when they represent the club.



TRAINING KIT

Training is a key aspect for all teams not only do we want to create a professional feel on match days but it's important that we set the same standards when training.

As a sponsor your company name/Logo would be upon the front of our training shirts.

You would also receive:

Club website homepage advertising

1/2 Page advert in Match day Programme

2 Tickets to any HOME game

2 Match Day Programmes for every Home 1st Team game.

Social media announcement of being warm up kit sponsor and thankyou at the end of the season

Social media announcement every time the Team goes out to warm up before kick off with your company tag & logo pictured.

	WARM UP KIT	TRAINING KIT	BOTH KITS
1ST TEAM	£350	£475	£750
LADIES TEAM	£325	£450	£675
DEVELOPMENT TEAM	£300	£425	£650
VET'S TEAM	£300	£425	£650
SUNDAY TEAM	£300	£425	£650
18'S	£300	£425	£650
ALL SIX KITS	£1,800	£2,500	£4,200

KIT SPONSORSHIP

INCLEMENT WEATHER & WINTER CLOTHING PLAYER WATERPROOF JACKETS & SUBSTITUTE SUITS

There is nothing more frustrating than the British weather which is made even more unbearable when you don't have the correct teamwear to help you prepare properly for a game or training. We want to maintain our professional image whilst al so providing our players with the essential teamwear so that they can perform to their maximum in all weathers. If you choose to become a sponsor of a teams winter jackets Or substitute your company name/logo will appear on the back.

You will also receive.

Website advertising
Social media announcement on becoming a sponsor and thankyou at the end of the season. All include your company Logo & tag.
Full page advert in matchday programme (Waterproof jackets), 1/2 page advert for (Substitute suits)
4 Tickets for any HOME game (Waterproof jackets), 2 Tickets (Substitute suits)
4 Match day programmes (Waterproof jackets), 2 match day programmes (substitute jackets)
Social media announcement every time the team wear the jackets for games or training (Waterproof jackets) and also every time the substitutes wear the suits an announcement pre game of the named substitutes and whenever a substitute is made during the game. (substitute suits) All include your company logo & tag.



	RAIN JACKETS	SUBSTITUTE SUITS
1ST TEAM	£850	£750
LADIES TEAM	£750	£650
DEVELOPMENT TEAM	£700	£600
VET'S TEAM	£700	£600
SUNDAY TEAM	£700	£600
18'S	£725	£625
All Six Sets	£4,000	£3,600



We invest our 'time' and 'passion' in to working hard for you, in return for your invaluable support for us.

You can be assured as a partner or sponsor of Eversley & California FC that any support you provide, no matter how big or small, will be appreciated, valued and invested sensibly back into the Club to help supports its continued growth.

Other Advertising Opportunities

WEBSITE—£100 per season

Our website receives hundreds of visits every day, so sponsorship on our site will allow your business to reach out to a large number of potential new customers. The site contains regular updates on all our squads, including results and league tables as well as our excellent Match day programme which is downloadable.

For website advertising your company will receive:

Social media announcement on becoming a sponsor and a thank you announcement at the end of the season

News article on the website announcing your partnership with the club and thank you news article at the end of the season

Your company Logo on every page of the website

Full details of your company on the Sponsors page which includes a quick link to your website

DUGOUT ADVERTISING - £250 per season

New for this season the opportunity to have advertising within the ground is to sponsor our Dugouts. With one or more games every weekend of the season whether it be our Mens or Womens 1st Teams, our Development or U18's it's a great new opportunity to promote your company. These can be vinyl wrapped on both exterior and interior or hung with banners. This price includes both home and away dugouts.



STAND ADVERTISING

Your Company banner will be displayed within the seated stand on the rear wall facing the pitch.

Your company Logo and details upon our Club Website

Your company Logo within every match day programme within the Club Sponsors page

Advert in our Matchday programme

	1 FULL SEASON	2 FULL SEASONS (2nd season renewal)	3 FULL SEASONS (3rd season renewal)
STAND ADVERTISING + 1/4 PAGE ADVERT	£600	£1,000 (£450)	£1,300 (£350)
STAND ADVERTISING + 1/2 PAGE ADVERT	£650	£1,075 (£475)	£1,350 (£375)
STAND ADVERTISING + FULL PAGE ADVERT	£700	£1,150 (£500)	£1,500 (£400)

NOTE: The price is the cost for the banner & Match day programme advert for 1, 2 or 3 seasons. The price in (Brackets) is the 'renewal price for an additional season, should you for example purchase a banner for only 1 season, but decide at the end of that season you would like to 'renew' your banner for another year.

Other Advertising Opportunities

MEDIA SPONSOR—£1,500 per season

Our website and Social Media channels (Facebook, Instagram & Twitter) receive hundreds of visits every day, so sponsorship on our sites will allow your business to reach out to a large number of potential new customers. The sites contain regular updates on all our squads, including results and league tables, as well as our excellent Match Day Programme which is also downloadable.

For website advertising your company will receive:

Full page advert in Match Day Programme

Every time a NEW feature is promoted upon our social media of a NEW Feature or highlight that is going to be added to our Boars Tv channel. Your company will be promoted as the sponsor.

Advertising of your Company Logo with every feature or highlight that is on our soon to be launched 'Boars TV' YouTube channel

One Pitchside Banner

Advertising upon our Club website

If you wish to discuss sponsorship with us further, please contact:

Mr Martin Elcox, Chairman

chairman@eversleycaliforniafc.net

07802 982985



HOME PITCH NAMING RIGHTS – POA

E&C FC have one of the best pitches in the local area, with the facilities forming part of the Eversley Sports Association, the original combination of California Youth Football Club, Eversley Cricket Club and Eversley Football Club. The two football clubs have now merged, becoming Eversley & California FC, recently Yateley Hockey Club also joined the ESA, meaning the facility is in constant use and not only by those who attend to play and watch football. Home facilities are probably best in the south of England and have been used by both the Reading FC Academy and The FA.

Originally based in Finchampstead, within the Wokingham Unitary Authority, the club moved to our current and purpose built sports complex just two miles away in Eversley Cross, Hampshire, under the umbrella of the Eversley Sports Association, which has seen investment totalling nearly £2m including a grant of £660k from the Football Foundation, at the time the largest grant that the Football Foundation had made. This land was an area of gravel extraction re turned to community use by the prime user CEMEX.

The club now draws junior and youth players from the Wokingham, North Hampshire and North West Surrey areas in the South of England. The main towns in the area are Wokingham, Reading, Camberley, Fleet and Aldershot. Adult players come from a more diverse geographical area and are attracted to the playing level, the structure, the ethos and ambitions of the club.