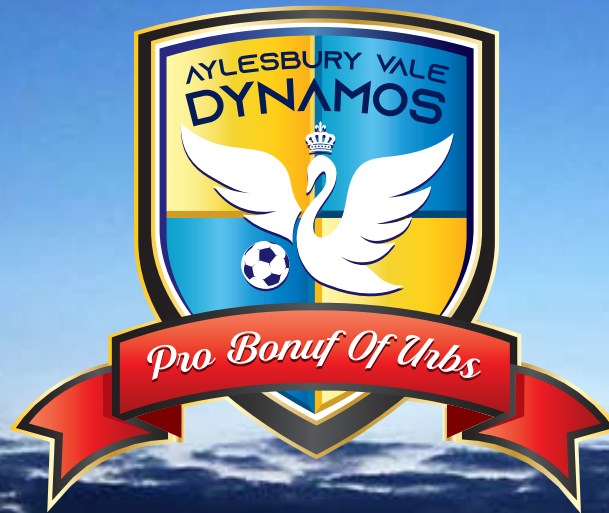


# AYLESBURY VALE DYNAMOS SPONSORSHIP PACK 2022/23

Football in the heart of the community





## A few words about us.

A football club can only be successful if all parts of the community gets behind and supports the club; Generally, the greater the community Involvement, the more successful the team. We at Aylesbury Vale Dynamos FC share the passion for this great sport and our community. From the children that take part in our youth leagues, through to those who make it for the senior teams, we pride ourselves in helping to develop football and giving people the opportunity to be recognised. Within the attached presentation you will find a range of partnership opportunities designed to enhance your business presence in the community and across the region as well as a variety of ways to entertain clients and reward staff.

The club management team will welcome and be happy to assist you with tailoring packages to best suit your business requirements.

In case you don't know anything about the club, We are a community football club, giving everyone locally from children to adults, the opportunity to play football.

Our first team are semi-professional and play in the Spartan league Premier division, Our Development Side plays in the Suburban League and our under 18's side play in the Southern Counties Floodlit League. We have 30+ youth teams, with ages ranging from Under 6 right through to our U18s as well as a growing number of girls teams. Our youth teams play in the Wycombe & South Bucks League.

Aylesbury Vale Dynamos is THE football club in Aylesbury. Playing at Haywood Way in the town, this exciting and successful football club are part of the non league pyramid playing at Step 5 and compete in the FA Cup and FA Vase and are just a few rungs below professional football. Crowds last season were up 13% on the previous year and next year is set to be the biggest in our history to date as we make a real play for promotion to the Southern League.

New Media – The Club has embraced social media with a vibrant website [www.aylesburyvaledynamos.co.uk](http://www.aylesburyvaledynamos.co.uk) which attracts 15000 hits a month. The club is also very active on Twitter @valedynamos and currently has around 6500 followers and where we do everything to promote the club and our partners.

Twitter is an invaluable social media tool for small clubs like The Dynamos. One study by CMB Consumer Pulse suggests that 79% of Twitter followers are more likely to recommend brands/companies that are associated with their Club/association since becoming a fan or follower and 67% of Twitter followers are more likely to buy or use those brands/companies associated with their club/association. The club is committed to growing our following on Twitter and using this medium in association with our Facebook page and official website to grow the support base for the club.

Old Media – The club has excellent relations with the local Press. The Bucks Herald run stories about the club each week in it's paper but more importantly regularly on their web site which attracts 25,000 hits per day. We are very active with the sports team at the Herald to ensure we get our fair share of coverage which is helping to drive increase in attendances, more season ticket sales and increased interest in the Football Club.



Volunteers – The club has an active band of willing volunteers promoting the club all around Aylesbury with regular leaflet drops, events in the town centre with players giving away discounted tickets for upcoming games and again generally raising the club's profile. The club was formed on the basis that once again there would be a top class football team in Aylesbury that the town could be proud of. The people behind The Dynamos are determined to succeed and have put together a strategy for success both on and off the pitch. The club has put together an enthusiastic, strong experienced management team to ensure long term financial stability and create a great platform for sustained success. The Club is a non profit making community club and as mentioned is forcing strong links with major youth teams in the area. The aim of the club is to produce local players that will play for our reserves and senior sides.

We also plan to hold a number of family events throughout the coming season as well as all under 16's being granted free access when accompanied by a paying adult.



The clubs' main objective is to create a football club for the town to be proud of.

Kindest Regards, Mike Borrett – Chairman



# p semi-finals

as step up from Under 18s into first team



Jack Baldwin (top) who was opened to earn a penalty for Aylesbury Vale Dynamos first team against Sheffield Town & Campton on Saturday and the Under 14s, managed by Andy Collins, who are now top of the table

## Plenty of goals and good results for U11s.

**AVD youth section**  
The U11s Dynamos were unlucky to lose out 2-1 to a last-minute penalty against the Colts Athletic side. The U11s had a good game, with a goal from Jack Baldwin. The U11s have a tough weekend, losing three matches and a draw in the final game.



## Colts earn cup final place

The Colts earned a place in the cup final after a hard-fought victory over the opposition. The team showed great character and determination throughout the match.



## Training paying off for U13s

The U13s have shown significant improvement in their training sessions, leading to better performance on the pitch. They are now competing at a higher level than before.



## Sad week as teams pay tribute to Macca

Dynamos' vice-chairman will be missed by all who knew him



## Hat-trick of wins for Dynamos' Under 14s

Great return for Ringsall's team in mixed bag of youth results



## Under 13s fight back to win from 3-0 down

The Under 13s showed incredible resilience, fighting back from a 3-0 deficit to secure a victory. Their determination and teamwork were the key to their comeback.

**KICK IT OUT**  
**AYLESBURY VALE DYNAMOS FC**  
**GIRLS' FOOTBALL**  
SATURDAY MORNINGS  
5-11 YRS 9:00am-10:00am  
12-14 YRS 10:15am-11:15am  
BEDGROVE PARK, HP21 9TT  
07571 443152  
avfcgir@tiscali.co.uk  
aylesburyvaldynamos.co.uk  
@avfcgirls

## Colts keep up final ambition

The Colts are determined to reach the cup final and have set their sights on a high. They are working hard in training to prepare for the final challenge.





DYNAMOS BAR PRESENTS

**Fresh n Funky**

TICKETS £5

HOSTED BY DJ POPS

SATURDAY 2ND OCTOBER

18 AND OVER

AT AYLESBURY VALE DYNAMOS FC  
HAYWOOD WAY, AYLESBURY HP19 9WZ  
DOORS OPEN 7PM TILL LATE  
DRESS CODE CASUAL

FOR MORE INFO AND TICKETS PLEASE CONTACT MONIQUE  
ON 07837 692051 OR EMAIL AVDFCSOCIAL@GMAIL.COM

RNB/HIP  
GA  
AFRO  
OLD SKOOL  
DRUM N BASS  
DANCEHALL

ENJOY THE SECOND HALF.  
IN FACT ENJOY THE WHOLE PINT!

AVDFC 100's Club

A draw will be made every Saturday morning for a £10 monthly prize. The monthly prize pool will be the winning monthly income (after weekly draws).  
THE MORE PLAYERS, THE BIGGER THE PRIZE!

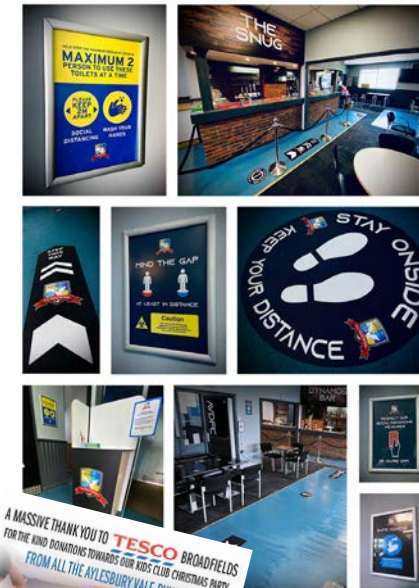
JOIN NOW!

AYLESBURY VALE DYNAMOS FC  
Pro Bonus Of This

EURO2020

**DYNAMOS BAR**

OPEN MON - THUR 7.00 PM - CLOSE  
FRI 5.00 PM - CLOSE  
SAT 12 PM - CLOSING MON 12.00 - CLOSE



WE MAY BE DYNAMOS  
BUT WHEN IT COMES TO  
**ANTI RACISM**  
WE ARE UNITED

**KICK IT OUT**  
25 YEARS OF CAMPAIGNING FOR EQUALITY IN FOOTBALL

Help us show racism the red card.  
Find out more at [www.theredcard.org](http://www.theredcard.org)

AYLESBURY VALE DYNAMOS FC  
Pro Bonus Of This  
AVDFC.CO.UK

A MASSIVE THANK YOU TO **TESCO** BROADFIELDS  
FOR THE KIND DONATIONS TOWARDS OUR KIDS CLUB CHRISTMAS PARTY.  
FROM ALL THE AYLESBURY VALE DYNAMOS

**DYNAMOS RISING STAR**  
MATCHDAY Q&A WITH ONE OF THE YOUNG DYNAMOS

## OUR IN HOUSE MARKETING TO PROMOTE YOUR BUSINESS

We have a dedicated in house marketing and design team who can cater for all your sponsorship and marketing needs. Our sponsorship packages offer a lot more than just standard ground and social media advertising. You can also sponsor special events throughout the season.



## SPONSORSHIP IN & AROUND THE CLUB

We can also offer alternate advertising. We don't limit what we can offer, and we are always looking at new and innovative ways to promote local businesses from bespoke banners to video content running across our clubhouse screens and our social media channels.

You can sponsor the Clubhouse and bar that attracts up to 1500 visitors every weekend with various events and functions taking place.





## 1ST TEAM SHIRT SPONSORSHIP

Sponsor the front of the first team Home & Away Shirt

- Have your businesses logo on the front of the home or away shirts
- Your logo will also be on the front of all replica shirts sold
- Your logo will appear on the website with a 'one click' link direct to your very own website
- Two pitch side advertising boards
- Full page advert in the match day programme
- You'll be a two time match day sponsor and receive match day hospitality
- You'll be the match day ball sponsor for two games
- You'll receive four complimentary season tickets
- Price on request
- Home available 2022/23 Season. Away available 2022/23



## SPONSOR THE FIRST TEAM TRAINING SHIRTS

- Have your businesses logo on the training shirts
  - Your logo will appear on the website with a 'one click' link direct to your very own website
  - One pitch side advertising board
  - Full page advert in the match day programme
  - You'll be a match day sponsor and receive match day hospitality
  - You'll be the match day ball sponsor for a game
  - You'll receive two complimentary season tickets
- 
- Price on request
  - Available 2022/23 Season



## SPONSOR THE FIRST TEAM TRACKSUIT

- Have your businesses logo on the first team Tracksuits
  - Your logo will appear on the website with a 'one click' link direct to your very own website
  - Two pitch side advertising boards
  - Full page advert in the match day programme
  - You'll be a two time match day sponsor and receive match day hospitality
  - You'll be the match day ball sponsor for two games
  - You'll receive two complimentary season tickets
- 
- Price on request
  - Available 2022/23 Season



## UNDER 18'S TEAM SHIRT SPONSORSHIP SPONSOR THE FRONT OF THE UNDER 18'S TEAM SHIRT

- Have your businesses logo on the front of the under 18's team shirts
- Your logo will appear on the front of warm up tops
- Your logo will appear on the website with a 'one click' link direct to your very own website
- One pitch side advertising board
- Half page advert in the match day programme
- Price on request
- Avail Available 2022/23 Season



## SPONSOR THE UNDER 18'S TRACKSUIT

- Have your businesses logo on the back of Under Tracksuits
- Your logo will appear on the website with a 'one click' link direct to your very own website
- Two pitch side advertising boards
- Full page advert in the match day programme
- You'll be a two time match day sponsor and receive match day hospitality
- You'll be the match day ball sponsor for two games
- You'll receive two complimentary season tickets
- Price on request
- Avail Available 2022/23 Season





## DEVELOPMENT TEAM SHIRT SPONSORSHIP SPONSOR THE FRONT OF THE TEAM SHIRT

- Have your businesses logo on the front of the team shirts
- Your logo will appear on the front of warm up tops
- Your logo will appear on the website with a 'one click' link direct to your very own website
- One pitch side advertising board
- Half page advert in the match day programme
- Price on request
- Avail 2022/23 Season



## SPONSOR THE DEVELOPMENT TEAM TRACKSUIT

- Have your businesses logo on the back of Tracksuits
- Your logo will appear on the website with a 'one click' link direct to your very own website
- Two pitch side advertising boards
- Full page advert in the match day programme
- You'll be a two time match day sponsor and receive match day hospitality
- You'll be the match day ball sponsor for two games
- You'll receive two complimentary season tickets
- Price on request
- Avail 2022/23 Season





We have VEO Sports recording Giving our sponsors much wider exposure across our dedicated YouTube channel as well as our social media platforms. Our U18, Development and First team game footage will all be available to view by our thousands of online followers.

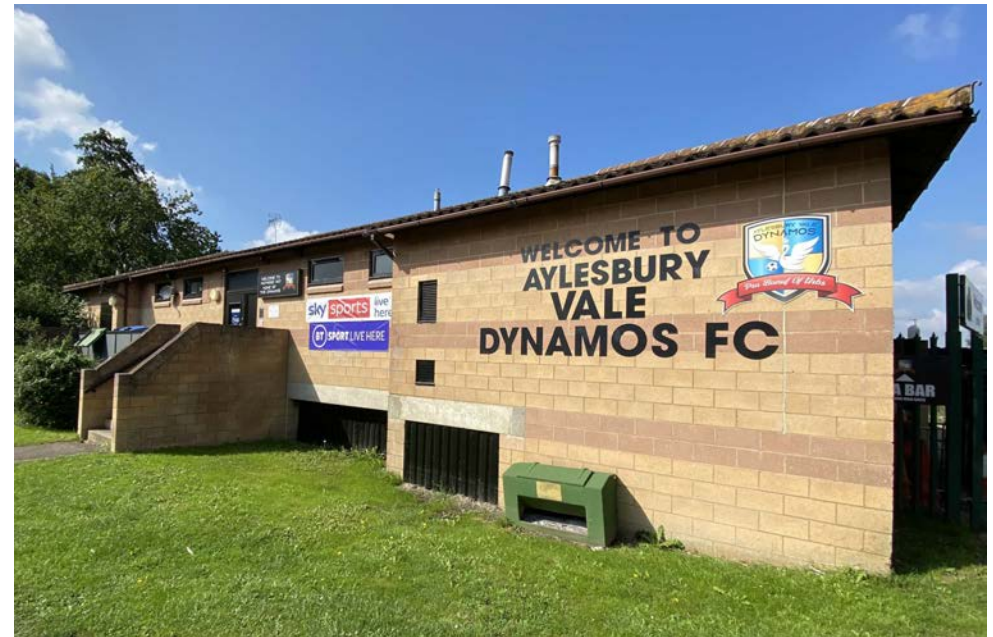


# SPONSOR THE STADIUM



## STADIUM SPONSORSHIP SPONSOR THE STADIUM

- Your company logo will have prime position advertising over the front gates
- Your logo will be displayed along the length of the east stand
- Two pitch side advertising boards
- Full Page colour advert in the match day programme
- Company logo on website with hyperlink
- Four complimentary match day tickets with hospitality
- Match Day Announcement of the “Sponsor Name Stadium”
- Regular mentions and promotion on the AVDFC Website and on Twitter
- Website gets 25,000 hits a month
- Twitter feed currently followed by 6700 people/companies
- National recognition in all Non League Directories/Publications
- All for £ Negotiable
- Avail 2022/23 Season





## GOLD SPONSORSHIP

### Become a Gold Member

Our GOLD sponsorship brings together a range of our single advertising options into a FULL VIP package for your company.

- Four complimentary season tickets
- One pitch side advertising board (Normally £250)
- Match day hospitality
- Season long advert in the match day programme
- Your company logo displayed on our website hyperlinked to your website (Normally £250)
- Website gets 25,000 unique hits per month
- Company logo displayed on all clubhouse media screens

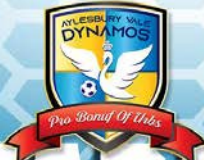
GOLD PACKAGE just £500 per season











# THE DYNABROS

AVDFC MENTAL HEALTH AWARENESS AND SUPPORT

**WE CARE    DON'T BE AFRAID TO TALK**

**WE ARE CONSTANTLY LEARNING**

**YOU ARE NOT ALONE    NO PROBLEM IS TOO BIG**


**WE ARE ALWAYS HERE TO LISTEN**

We want our players, coaches, staff, families and supporters to feel like they can discuss mental health, depression, anxiety and any issues that may be causing them problems.

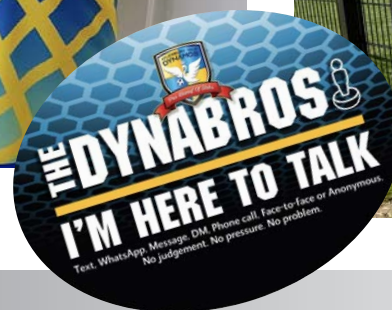
We will educate ourselves and encourage our coaches to participate in online mental health support courses to better understand the subject and to be a hub of support for anyone who may feel the need to talk.

For more info please contact  
[mikebozzborrett@gmail.com](mailto:mikebozzborrett@gmail.com)

[aylesburyvaledynamos.co.uk](http://aylesburyvaledynamos.co.uk)



**MOVEMBER**



## MORE THAN JUST A FOOTBALL CLUB

As well as offering football to the Aylesbury community, we hold numerous charity events throughout the year, but one thing we are particularly proud of is our DynaBros campaign. Lockdown was particularly tough for a club full of youngsters who just want to play football. Off the back of a sad event during lockdown we decided to launch a campaign for young boys to talk to each other, coaches, parents etc, to make them aware that there are people who will listen to them and there's no shame in talking about mental health and feelings. The campaign was a huge success and continues to grow within the club.







FOR MORE INFORMATION PLEASE CONTACT  
[INFOAVDFC@GMAIL.COM](mailto:INFOAVDFC@GMAIL.COM)



