

# HORDEN COLLIERY WELFARE AFC



# SPONSORSHIP BROCHURE 2015/16

### The Proud History of Horden Colliery Welfare AFC

The club originated in 1908 and was known as Horden Athletic, competing in the Wearside League where success was plentiful – winning three consecutive league titles before the outbreak of the First World War.

With the opening of the local pit, the club changed its name to Horden Colliery Welfare in 1928 and played at newly constructed venue, the impressive Welfare Park (which remains the clubs home today).

Horden joined the prestigious North Eastern League in 1935 and were crowned champions some three years later. In late 1938, Horden hosted Newport County in the 2<sup>nd</sup> proper of the FA Cup and were narrowly beaten 3-2.

Horden CW were again crowned champions of the North Eastern League in 1964 though the league disbanded that summer and the Wearside League, at short notice agreed to take five clubs, with one being Horden CW. Another successful spell brought many honours including six league titles, with the most successful season being 1972/73 when the Sunderland Shipowners Cup and the Monkwearmouth Charity Cup were added to the league winners trophy.

The Northern League accepted Horden into the league in 1975 and they started with a 1-0 win at Whitley Bay thanks to a goal from the great Norman Corner. The Colliers were paired with Blackpool in a 1<sup>st</sup> round FA Cup tie, that was played at Victoria Park, Hartlepool.

Horden CW had its fair share of ups and downs in the Northern League winning promotion on a number of occasions as well as success in cup competitions however the 2012/13 season saw Horden relegated to the Wearside League after a couple of tough seasons.

Under the Chairmanship of Norman Stephens, Welfare Park has been transformed into one of the premier facilities in the area and is the envy of almost every team hosted. The 2013/14 season saw the club go through a period of transition – sadly losing Horden CW stalwart Mr Bob Wood. Midway through the season, the committee moved to appoint Keith Brown, a long serving player at the club as manager. The club managed to stabilise and finish in a respectable mid-table position, only losing a handful of league games. 2014/15 showed further improvement with the club finishing in 6<sup>th</sup>. The manager, along with his back room team of Robbie Ferguson and Jason Jones have said that the aim for the 2015/16 season is no less than promotion back to the Northern League and adding to the clubs proud history by claiming another Wearside League Title as well as success in the cup competitions.

As a club, Horden Colliery Welfare AFC are committed to engaging with the community and have shown this on the playing side by bringing in a lot of players from the East Durham Area, as well as promoting players from the successful Under 23 team ran by Graeme Wetherell. The committee at the football club are also working towards incorporating youth teams that have served the club so well in the past. Due to the influx of local players coming to the club, with a manager who is from the village and playing an attractive brand of football, attendances continue to rise at Welfare Park and slowly but surely local interest in the club is growing once again. The club also has a strong social media presence with thousands of followers on Facebook and Twitter while also appearing weekly in local media such as the Peterlee Star, Sunderland Echo, Hartlepool Mail, Northern Echo and Sunday Sun.

## SPONSORSHIP

Associate your company with the positive imagery of sport. Sport offers complementary ways to promote your business and achieve objectives, particularly in respect of Corporate Social Responsibility! Increase your visibility in local and regional media and your standing as a caring employer! Relatively low sums of money can make a big difference to a club such as Horden Colliery Welfare AFC.

### By Thinking Local

The byword in sports sponsorship today is 'grassroots', in more ways than one. Businesses such as yours are 'thinking globally and acting locally', in order to reach old and new customers. Whether your favoured game is football, rugby, cricket, or whether or not you are a sports fan at all, this is classic marketing. The association of your company with the positive imagery of Horden CWAFC; the visibility in local and national media; the gratitude of the fans, your customers, and your Employees, for the support you lend to their team; all add up to a large helping of exposure. Your business can achieve a boost for little cost. Your Brand can be seen by 1000's each week through games and media. Your sponsorship package will be designed to incorporate your logo and ensure it receives maximum exposure from all media especially the local press. Display of your business name on banners around the venue, advertisements in programmes and on other merchandise can be used. Use of the club in advertisements and other promotions undertaken by your company website links between you, Horden CWAFC and other company websites puts your business further into the spotlight. All this exposure indicates that your company cares about the local community and is prepared to invest in its future and the welfare of its residents

### Club Networking Membership

Horden CWAFC, through its business and community partnerships is creating a network of companies and community partners who are dealing with each other for a common purpose. Your business is ideally placed to take advantage of the unique opportunity Horden CWAFC is offering companies and community partners.

Norman Stephens, Chairman





## MAIN SHIRT SPONSORSHIP

- Company Logo or name on Horden CWAFC Home or Away kit
- 4 VIP tickets available to every home league game, including Press Box access on request
- Regular social network endorsements via Twitter and Facebook
- Website presence with web link
- Full page full colour advert in every league match day programme
- Advertising of your company in local press through photographs and match reports
- Networking opportunities with fellow sponsors
- Heightened community awareness of the company brand

## 2ND TIER SHIRT SPONSORSHIP

- Your company logo or name on rear or below neck of Horden CWAFC home or away kit
- Half page full colour advert in every match day programme
- Heightened community awareness of the company brand
- Website presence with web link
- Regular social network endorsements via Facebook and Twitter
- Networking opportunities with fellow sponsors





#### **TRACKSUIT SPONSORSHIP**

- Your company logo or name on the team tracksuits
- Heightened community awareness of the company brand
- Website presence with web link
- Social media advertising of your company on our club Facebook and Twitter accounts
- Networking opportunities with fellow sponsors

#### **POLO SHIRT SPONSORSHIP**

- Your company logo or name on the team polo shirts
- Heightened community awareness of the company brand
- Website presence with web link and Horden CWAFC social media
- Networking opportunities with fellow sponsors

#### **PLAYER SPONSORSHIP**

- Your company logo or name on the players profile page on the club website with direct web link
- Heightened community awareness of the company brand
- Social media advertising of your company on our club Facebook and Twitter accounts
- Networking opportunities with fellow sponsors

### WARM UP JACKETS

- Your company logo or name on the team tracksuits worn at home and away games
- Website presence with web link
- Social media advertising of your company on our club Facebook and Twitter accounts
- Networking opportunities with fellow sponsors

### WARM UP T-SHIRTS

Same as above with T-shirts also worn during training sessions and friendly matches.



### MATCHBALL SPONSORSHIP

- Website and Social Media endorsement
- Match programme endorsement
- Networking opportunities with fellow sponsors

### MATCHDAY PROGRAMME ADVERTISING

Horden Colliery Welfare AFC's Match day league programme will be seen by thousands of people throughout the course of a season - giving a company great brand exposure. Adverts are available in Full, Half or Quarter page spaces. The Programme's are also distributed to ground hoppers and collectors throughout the country at their request.

Companies purchasing a match day programme advert will also receive regular exposure on our club website as well as Twitter and Facebook.



## MATCH SPONSORSHIP

A match sponsorship is an ideal opportunity to meet customers or suppliers in an informal social environment. Or perhaps a company day out with a difference is on the cards. All too often the 'shop floor' misses out on a corporate away day. A match sponsorship at Horden Colliery Welfare AFC is an ideal way of saying a corporate thanks to your staff team. During the game there will also be the opportunity to access the Press-Box.

- 6 guests
- Meal provided pre-match
- Free match programmes
- Drinks provided pre-match
- Free hot drinks during the game
- Half Time refreshments
- Pre-match managers team talk
- PA & match programme endorsement
- Networking opportunities with fellow sponsors
- Meet the team's man of the match from that day's game
- Signed match ball from the players

## MATCH PROGRAMME MAIN SPONSORS

- Full page advert in programme for the season
- Banner on front page of the match day programme
- Website and full social media presence with hyperlink on the clubs Facebook and Twitter accounts
- Networking opportunities
- 2 season tickets



## GROUND BOARD ADVERTISING

Pitch perimeter and stadium advertising boards at Welfare Park are constantly proving to be a cost effective way of reaching over 100 supporters per week, within the stadium, for the entire season. As well as for the Horden Colliery Welfare First team the stadium is used for other local games that play under our club banner, most notable Horden CWAFC Under 23s. During the 2014/15 season, our under 23 team used Welfare Park as their home, while we have also had requests to host fixtures for the County Team. Our matches will attract people from North Yorkshire, Teesside, County Durham, Northumberland and Cumbria. While exposure in local and social media is growing rapidly at our club, including online video highlights of games and the local press, your company name can be associated with the success of Horden Colliery Welfare AFC. Ground advertising entitles you to two match tickets to all home league games throughout the 2015/16 season.

### Board Sizes Available

16ft x 2ft 6ins

8ft x 2ft 6ins

## ONLINE ADVERTISING

<http://www.pitchero.com/clubs/hordencollierywelfare/>

With more than 500 visitors per week the club website is proving to be an attractive way of reaching the local community and a good way of endorsing a business in the local community.

Regular emails to club members are also sponsored by business partners as an additional means of exposing the business to potential customers.

Packages include being the main advertiser for the full season, with your company on our home page or you can advertise with hyperlink to your site on the sponsors section of our website.





HORDEN C.W.A.F.C.

**ALL SPONSORSHIP PACKAGES ARE  
NEGOTIABLE WITH OUR FOOTBALL CLUB. FOR  
MORE INFORMATION OR IF YOU ARE  
INTERESTED IN ANY OF THE PACKAGES  
AVAILABLE PLEASE DO NOT HESITATE TO  
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W.C.F.C.  
EQUITUS SPIRITUS