

#strongertogether



**ADVERTISING &
SPONSORSHIP
OPPORTUNITIES
2017/18**

Knaphill Football Club

“We are accomplished in the field and professionally organised behind the scenes, we are rightly proud of our highly regarded set up and football achievements down the years”

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ABOUT US...

The club was founded in 1924 and originally played its home games at Waterer's Park, Knaphill. Over the years the club have been one of the most successful sides in the Surrey and many players have gone onto to play at higher levels of football. In 2004 we moved to our present home of Redding Way, Knaphill and in 2007 we won promotion to the Combined Counties Football League. Our first team are members of the Combined Counties Football League playing in the Premier Division which is step 5 in the national non league pyramid ladder. Our reserves play in the Suburban League and our youth team compete in the Allied Counties Midweek Youth League. We are also a FA Standard Charter Club.

Accomplished on the field and professionally organised behind the scenes, we are rightly proud of our highly-regarded set-up and football achievements down the years. Our ambition to compete successfully at the highest levels of the amateur game is underpinned by a young and exciting squad, a talented and hard-working staff and the ceaseless efforts of our management committee through whose vision and dedicated service we are constantly striving to improve every aspect of the club's operations. While there is much that is both contemporary and progressive about our set-up, our fiercely competitive spirit on the pitch and the warm and friendly welcome extended to all in our ground are traditions which have been handed down from generation to generation through the best and worst of times since our earliest beginnings in 1924.

Today, we are proud to carry on these traditions and long may they continue to be the things by which we are known. Towards the end of the 2010/11 season the new floodlights and stand were installed which enabled us to continue in our leagues and to compete in the FA Cup, FA Vase, Surrey Senior Cup and FA Youth Cup. Since then we have added a further 50 seater stand as well as additional covered standing areas. For a small village club we will continue to grow from strength to strength with help from advertisers and sponsors like you.

THE KNAPPERS



The Benefits of Supporting Knaphill Football Club

Knaphill FC will enable you to reach your local market. The scope for potential business can be obtained by both on and off the pitch advertising. Our website continues to draw an incredible number of visitors and our advertising section can link to your own company website.

Our ground and clubhouse are visited by thousands of people each year and we produce over 1000 match programme's every season. Our programme has also won the Combined Counties League Programme of the Year twice with its superb mixture of features, photos, and adverts.

Our packages are designed to suit all budgets and to help you maximize your business potential. All sponsorship advertising is tax deductible. We are attracting more support for our on field and off field activities which means more potential customers for your company. We hope that you will be able to share the continued success of a football club that Knaphill can be proud of.



THE KNAPPERS

Pitchside Advertising Banner

- Thousands Of People Visit Our Ground Every Season.
4000mm x 900mm - £250 Per Season - £100 Renewal

'1924' Package

- 1 x Pitch Side Banner
- 1/4 Page Advert In The Matchday Programme
- Company Name On Our Website Sponsors Page
- £300 Per Season

'The Knappers' Package

- 1 x Pitch Side Banner
- 1/2 Page Advert In The Matchday Programme
- Company Name On Our Website Sponsors Page
- £350 Per Season



'Red And Black' Package

- 2 x Pitch Side Banners
- 1/2 Page Advert In The Matchday Programme.
- Company Name On Our Website Sponsors Page
- £400 Per Season

'Redding Way' Package

- 2 Pitch Side Banners
- Full Page Advert In The Matchday Programme
- Company Name On Our Website Sponsors Page
- Hospitality Access
- 2 x Complimentary League Matchday Tickets
- £450.00 Per Season

THE KNAPPERS

Website Advertising

- Our popular website receives around 300 visits every day, so sponsorship of the site will allow you to reach a large number of potential customers.
- £75.00 per season

Programme Advertising

- 1/4 Page - £50.00 per season
- 1/2 Page - £85.00 per season
- Full Page - £135.00 per season

Programme Sponsorship

- Full page advert in match day programme
- Website Advert
- 4 x pitchside banners
- £1800.00 per season

The screenshot shows the website's header with the club crest and the title 'THE KNAPPERS ONLINE THE OFFICIAL HOME OF KNAPHILL FOOTBALL CLUB'. A navigation menu includes 'Home', 'News & Coming Up Next', 'Teams', 'Videos & Photos', 'Club Shop', 'Contact', and 'Information'. The main content area features a 'Welcome' message, social media icons, and a list of sponsors including 'Polam' and 'miersportswear'. A 'LATEST' section displays a match report for 'First Team vs H Horley Town' with a score of '5-0'. A 'Charity Partner' section for 'WOKING & SAM BEARE HOSPICES' is also visible.

The matchday programme cover features the title 'RED & BLACK' and the subtitle 'The Official Matchday Programme of Knaphill Football Club | £1.50'. The central image shows a goalkeeper in a green kit. The cover includes logos for 'Belam' and 'Cherry' and the slogan 'STRONGER TOGETHER'. The match details are: 'SPELTHORNE SPORTS MONDAY 17TH APRIL 2017 | KICK OFF: 7.30PM | COMBINED COUNTIES PREMIER DIVISION'.

The 'MANAGERS NOTES' section features a photo of Keith Hills and the title 'Keith Hills'. The text reads: 'Our manager brings us the latest from inside the dressing room ahead of today's game.' It includes a welcome message to supporters and a detailed analysis of the team's performance, mentioning player injuries and the manager's strategy for the upcoming match.

THE KNAPPERS

Match Day Sponsor

- Pre-Match Drink
- Four match day tickets for the game of your choice
- Half-time refreshments in the bar
- Full page advert in the match programme
- You or your business name announced over the P.A
- Nominate and present the Man of the Match Award
- £175.00

Match Ball Sponsor

- Two match day tickets for the game of your choice
- Advert in match programme
- You or your business name announced over the P.A
- Half-time refreshments in the bar
- £45.00





KIT SPONSORSHIP

Kit Sponsorship is a popular way to advertise your company name. Your company name will be seen throughout Surrey and the surrounding counties, at home and away games, but also seen in the local media through match reports and action photos. Your company name will appear on the front of the players match shirts or warm up kit.

- Club Homepage Advertising
- Full page advert in our award winning matchday programme
- Four Match day Tickets Every First Team Home Game or Team of Your Choice (Shirt Sponsor) 2 Tickets (Warm Up Kit Sponsor)
- Complimentary refreshments before, during and after matches
- Two x Pitch side Banner (Shirt Sponsor) 1 x Pitch Sponsor (Warm Up)

THE KNAPPERS

Match Kit Sponsorship

Home & Away Each Kit

First Team - £1000 Per Season

Reserve Team - £1000 Per Season

Youth Team - £1000 Per Season

Home & Away Match Kit Combined

First Team - £1800 Per Season

Reserve Team - £1800 Per Season

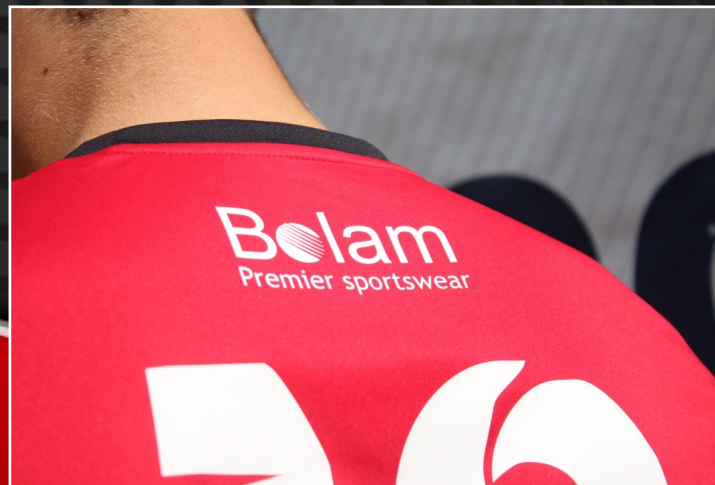
Youth Team - £1800 Per Season

Warm Up Match Kit Sponsorship

First Team - £600 Per Season

Reserve Team - £600 Per Season

Youth Team - £600 Per Season



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THE KNAPPERS

Player Tracksuit Sponsorship -

Your company name in the matchday programme and the website alongside your chosen player

- £65.00 Per Season

Player Training Kit Sponsorship -

Your company name in the matchday programme and the website alongside your chosen player

- £70.00 Per Season

Combined Tracksuit & Training Kit Sponsorship -

- £120.00 Per Season

Team Tracksuits Sponsorship

Your company name on the reverse of the players tracksuits

- £1600.00 per squad, per season (based on 20 players)



THE KNAPPERS

Manager/Coach Tracksuit Sponsorship

Your company name in the matchday programme and the website alongside your manager /coach

- £70.00 Per Season

Manager/Coach Training Kit Sponsorship

Your company name in the matchday programme and the website alongside your chosen manager/player

- £75.00 Per Season

Combined Tracksuit & Training Kit Sponsorship

- £135.00 Per Season

Team Management Tracksuit Sponsorship

Your company name on the reverse of the team management tracksuits

- £450.00 per management team, per season



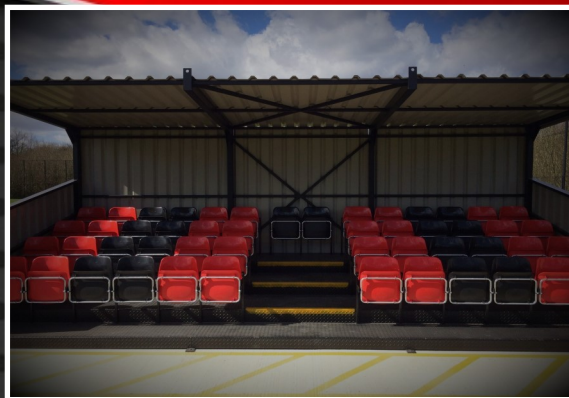
THE KNAPPERS

Stand Sponsorship

- You or your company name will be used as the name of the stand with a sign displaying the stand sponsor.
- £500 seated stands for two seasons
- £250 stand only stands for one season

Dug Outs Sponsorship

- You or your company name will be displayed with signage as the dug outs sponsor.
- £200.00 per season





Stand Sponsored By

T Automotive

03 771818 - 07880 61522

Units 1a...
Way West Industrial Estate
automotive.com

ES
LIMITED
YEARS
RASES
ROOF...
LIMITED
ESTABLISHED...
YEARS

141 / 474161
es@mac.com
d, Knaphill,
GU21 2PN

pizzas.co.uk

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THE NEXT STEP...

Many thanks for taking the time to read our proposal. If you wish to discuss sponsorship with us further, please contact our commercial team.



David Freeman 07717 307511 or Jim Ahmed 07972 729767



david.knaphillfc@gmail.com or jim.knaphillfc@gmail.com

For further information about our club, please visit our website
www.knaphillfootballclub.co.uk



www.knaphillfootballclub.co.uk



Official Knaphill FC



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