

2010/11

# Knaphill FC Sponsorship Opportunities



[www.knaphillfootballclub.co.uk](http://www.knaphillfootballclub.co.uk)



## About Us



This is exciting times for Knaphill Football Club. Our on field performances have propelled us into upper reaches of the Combined Counties League including some some superb cup runs and unprecedented local media exposure.

We have an army of admirers not only by doing well on the pitch but how well we are run professionally off it.

We are proud of our successful Ladies Team who have enjoyed great success by winning the Surrey County Women's League & Women's League Challenge Cup. Following promotion they will now be competing in the London & South East Regional Women's Football League.

2009/10 saw Knaphill achieve their highest ever position in the club's history with a last kick of the game goal in the final game of the season securing the point to clinch 3rd spot in the CCL Division 1 table.

A poor start to the season saw Knaphill languishing in mid table with excellent away form negated by a dire home record.

However a run of 12 wins on the trot after Christmas saw the Knappers close in on the top 3 and the final game draw against Cobham at Redding Way was the icing on the cake. Over the last 5 seasons Knaphill have set successive improvements in their league position, our attendances are up and for 2010/11 a Youth Team has been added to continue the development of the club for the future.

For the 2010/11 season we hope to have in place floodlights, an all seater stand and hard standing around the perimeter of the pitch with the project being jointly founded by Woking Borough Council and The Football Foundation.

## The Benefits of Supporting Your Local Team



Supporting Knaphill F.C 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 1500 match programmes every season. Our programme has also won the Combined Counties League Division One Programme of the Year twice in the last three years with its superb mixture of features, photos, adverts etc.

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.



**THOMAS STANFORD**

*Design & Print Management*

TEL 020 8844 0018

email [info@thomasstanford.co.uk](mailto:info@thomasstanford.co.uk) • [www.thomasstanford.co.uk](http://www.thomasstanford.co.uk)

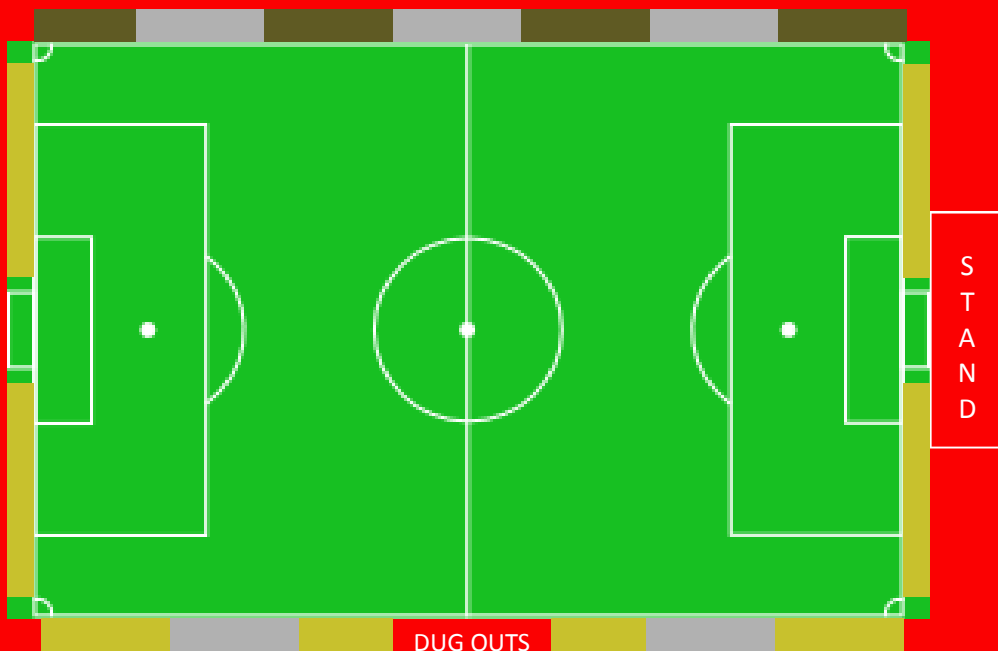
**DESIGN • PRINT  
MANAGEMENT • COPY  
DIGITAL ARTWORK**



# Pitchside Advertising



Pitch advertising is split into three sections, dependant upon the position of the advertising board. *All Boards are approx 2mtrs x 1mtr*



Gold Area Advertising Board: £160.00

Silver Area Advertising Board: £140.00

Bronze Area Advertising Board: £120.00



All pitch side advertisers receive two complimentary league match tickets per month.  
Prices are based on the advertiser supplying their own banner -  
*Alternatively we can supply a banner at a cost including artwork approx £80.00*

# Advertising Package Deals



Bronze - £180.00

Includes:

- 1 pitch side advert in the **Bronze Zone**.
- 1 x 1/4 page advert in the match day programme.
- 2 complimentary league match tickets per month.
- Company name on our website sponsors page.
- Clubhouse membership.

Silver - £200.00

Includes:

- 1 pitch side advert in the **Silver Zone**.
- 1 x 1/2 page advert in the match day programme.
- 2 complimentary league match tickets per month.
- Company name on our website sponsors page.
- Clubhouse membership.

Gold - £240.00

Includes:

- 2 pitch side adverts in the **Gold Zone**.
- 1 x 1/2 page advert in the match day programme.
- 4 complimentary league match tickets per month.
- Company name on our website sponsors page.
- Clubhouse membership.

Platinum - £280.00

Includes:

- 1 full match day sponsor package.**
- 2 pitch side advert in the **Bronze Zone**.
- 1 x full page advert in the match day programme.
- 4 complimentary league match tickets per month.
- Company name on our website sponsors page.

# Website Advertising Options



Our popular website receives around 200 visits every day, so sponsorship of the site will allow you to reach a large number of potential customers.

## Page/Price Breakdown:

**Tertiary:** A tertiary sponsor will only appear within the sponsors page.  
£35.00 per annum

**Secondary:** Rotating secondary sponsors will appear within the right hand margin of all non-team pages. All secondary sponsors will appear within the sponsors page.  
£65.00 per annum

**Primary:** Primary sponsors are rotated on the club homepage. Each primary sponsor will get an equal number of impressions on the front page.  
£95.00 per annum

## Programme Advertising (per season)

1/4 Page - £25.00

1/2 Page - £50.00

Full Page - £100.00

*(Prices based on artwork provided.*

*For an additional fee of £15.00 we can design your advert for you).*





*Affordable  
Rentals*

*Affordable Rentals based in Bisley & Kingston have been the Main Kit Sponsors for the last two seasons as pictured above.*



## 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 shirts and there warm up kit (optional). In addition you will receive the following:

- Club Homepage Advertising.
- 2 Pitchside Advertising Boards.
- Full page advert in our award winning matchday programme.
- Reserved Seats.
- Complimentary refreshments before, during and after matches.

### **Kits available to sponsor** *(subject to availability)*

**First Team** - Full Kit £2500.00

**Reserve Team** - Full Kit £2500.00

**Youth Team** - Full Kit £2500.00

**Ladies Team** - Full Kit £2500.00

*(Saving available if you sponsor more than one team, please contact the club for more details)*

### **Individual Player Kit Sponsorship** - £100.00

including, shirt, shorts, socks, warm up kit and players tracksuit.

In return the sponsor will have there name mentioned under there chosen players photo in the matchday programme, please contact the club for more details.



AUTO SERVICE CENTRE  
Established 1979

# Harding Auto Services



inc.  
Diesels & Catalysts

**Book On Line - [www.hardingautos.co.uk](http://www.hardingautos.co.uk)**

**GUARANTEED SERVICING & REPAIRS** to All Makes by  
**FULLY SKILLED TECHNICIANS** using the **LATEST DIAGNOSTIC EQUIPMENT**

**AIR CONDITIONING** Serviced and Maintained

Competitive Prices • **FREE** Courtesy Car for Full and Major Services

*"We respect and value our Customers and their Cars, We guarantee a Personal, Friendly Service"*

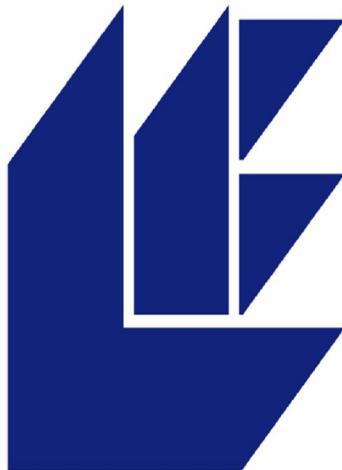


Bosch Car Service Centre



## 01483 487626

Robin Hood Works, Robin Hood Road,  
Knaphill, Woking, Surrey GU21 2LX



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

## Office Space & Industrial Units

**TO LET**

Lansbury Estate  
Knaphill

01483 472 571

# Matchday Sponsorship Packages



With matchday sponsorship, your company will:

- Be advertised as match sponsors in the matchday programme.
- Receive complimentary match tickets and match programmes.
- Complimentary drinks and snacks in the clubroom, before, during and after the game.
- Nominate and present the man of the match award.

Matchday Sponsorship on a per match basis: £150.00



## The Next Step...

Firstly, many thanks for taking the time to read our proposal.  
A member of our Commercial team will contact you shortly but if you wish to discuss sponsorship with us further, please contact our club chairman.

Terry Chapman - 01483 771175 or 07912 341288

- email: [terrychapman@trailside.co.uk](mailto:terrychapman@trailside.co.uk)

For further information about the our club, please visit our website  
[www.knaphillfootballclub.co.uk](http://www.knaphillfootballclub.co.uk)



Knaphill Football Club  
Brookwood Country Park Sports Ground  
Redding Way  
Knaphill  
Woking, Surrey  
GU21 2AY Tel No: 01483 475150