

Knaphill Football Club

Sponsorship Opportunities



EST **KNAPHILL** FOOTBALL CLUB 1924



2011-2012



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 Womens League & Womens League Challenge Cup. The ladies now compete in the London & South East Regional Women's Football League and will have the support of a new reserve side for season 2011/12

Over the last 5 seasons Knaphill have set successive improvements in their league position, our attendances are up and for 2010/11 saw the eagerly anticipated launch of a our Under 18's team who competed for the first time in the Allied Counties League and in their first year reached the Grant McCellen Youth Cup Final. These teams will continue the development of the club for the future.

Towards the end of the 2011/12 campaign the new floodlights and stand were installed which we enable us to continue in the Combined Counties Football League and to gain entry into the FA Vase and FA Cup.

SPONSORSHIP OPPORTUNITIES

- **Shirt sponsorship**
- **Matchday sponsorship**
- **Match ball sponsorship**
- **Perimeter advertising boards**
- **Stand advertising**
- **Seat sponsorship**
- **Matchday programme adverts**
- **Club website advertising**
- **Sponsor a player**

MEDIA COVERAGE

- **Non League Paper**
- **Surrey Advertiser**
- **Woking News & Mail**
- **Woking Informer**
- **96.4 Eagle Radio**



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

Proud sponsors of Knaphill Football Club

- 1 Design & Artwork
- 2 Logos & Branding
- 3 Photo manipulation
- 4 Litho Printing
- 5 Digital Printing
- 6 Screen Printing
- 7 Brochures
- 8 Leaflets
- 9 Stationary
- 10 Flyers
- 11 NCR sets

- 12 Signs & Banners
- 13 Fulfillment & Mailing
- 14 Exhibition & Displays

01483 770674

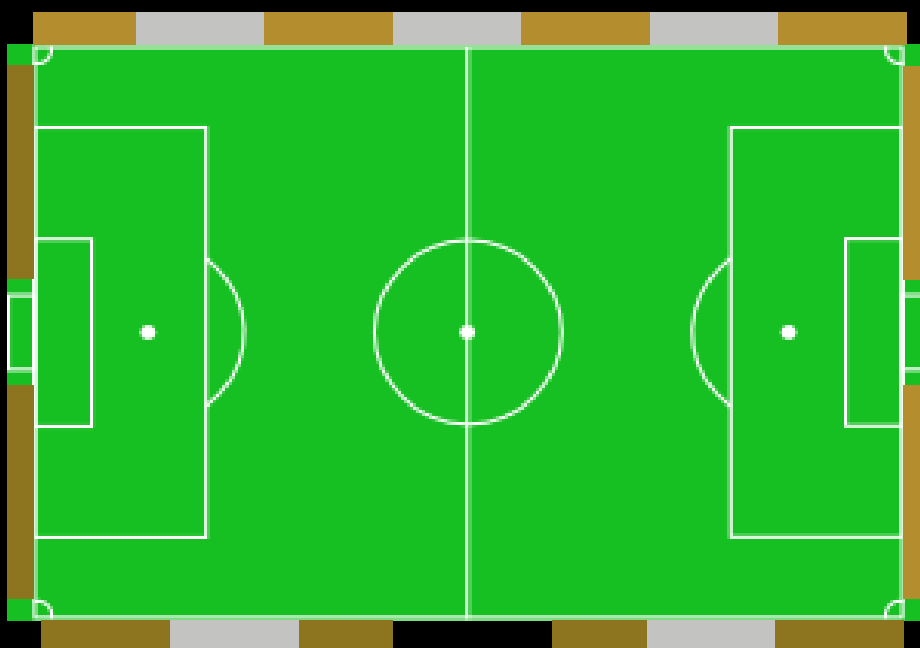
Thomas Stanford & Co. Limited
The Print Works • St. Johns Lye
St. Johns • Woking • Surrey GU21 7RS
info@thomasstanford.co.uk





Pitchside Advertising

Pitch advertising is split into three sections, dependant upon the position of the advertising board. *All Boards are 3.5mtr x 900mm*. All pitch side advertisers receive two complimentary match tickets per month.



- Gold Area Advertising Board: £175.00
- Silver Area Advertising Board: £155.00
- Bronze Area Advertising Board: £135.00
- Annual Renewal: £125.00

Prices are based on the advertiser supplying their own banner.

Alternatively we can supply a banner at a cost including artwork: £95.00





Advertising Package Deals

Bronze - £200.00

Includes:

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

Silver - £225.00

Includes:

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

Gold - £250.00

Includes:

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

Platinum - £300.00

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 match tickets per month.
- Company name on our website sponsors page.
- Clubhouse membership

Website Advertising Options



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.

Page/Price Breakdown:

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

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

Tertiary: A tertiary sponsor will only appear within the sponsors page.
£45.00 per annum

Programme Advertising (per season)

1/4 Page - £35.00
1/2 Page - £75.00
Full Page - £125.00

Prices are based on artwork provided.
For an additional fee of £20.00 we can design your advert for you.



KNAPHILL FC - 7



8 - KNAPHILL FC



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.

4 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 Home & Away - Full Kit £1500.00

Reserve Team Home & Away - Full Kit £1500.00

Youth Team Home & Away - Full Kit £1500.00

Ladies Team Home & Away - Full Kit £ 1500.00

Ladies Reserve Team Home & Away - Full Kit £1500.00

First Team Warm Up Kit £500.00

Reserve Team Warm Up Kit £500.00

Youth Team Warm Up Kit £500.00

Ladies Team Warm Up Kit £500.00

Individual Player Kit Sponsorship - £150.00

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

In return the sponsor will have there mentioned under their chosen players photo in the matchday programme and on the players section on the website.



Seat Sponsorship

Pay £50.00 you get

Name in lights. (meaning full promotion at the ground)
10 x 2 Tickets free 1st Team matches and all Reserve Team matches.
Free Club Membership
Free Programme
Free Teas and Coffees at the 10, 1st Team fixtures you attend.
Programme mention
Entry into draw for Naming the Stand for season 2011/2012.

Pay £100.00 you get

Name in Lights (meaning full promotion at the ground).
Free season ticket x 2 for all 1st Team, Reserves and Youth Games.
Free Club Membership
Free Programme
Free Teas and Coffee at all games you attend.
Programme mention
Entry into draw for Naming the Stand for season 2011/2012.

Stand Sponsorship

You or your company name will be used as the name of the stand with a sign displaying the stand sponsor.

Cost per annum:£500.00





Matchday Sponsorship Packages

With matchday sponsorship, you or your company will:

- Be advertised as match sponsors in the matchday programme.
- Announcement over the P.A.
- 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.
- Photo of the presentation on the club's website and the next matchday programme.

Matchday Sponsorship on a per match basis: £200.00

Matchball Sponsor

With matchday sponsorship, you or your company will:

- Be advertised as match sponsors in the matchday programme.
- Announcement over the P.A.
- Receive complimentary match tickets and match programmes.

Matchball Sponsorship on a per match basis: £50.00



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

For further information about the our club, please visit our website
www.pitchero.com/clubs/knaphillfootballclub/



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

