

Knaphill Football Club

EST **KNAPHILL** FOOTBALL CLUB 1924



**Advertising & Sponsorship Opportunities
2012-2013**

'THE KNAPPERS'



“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”

**'FROM POSSIBILITY
TO ACTUALITY'**

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 on to play in the professional 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 and reserves are members of the Combined Counties Football League which is step 6 in the national non league pyramid ladder while our Youth Team will be competing in the Southern Youth League for season 2012-2013.

We also operate two Ladies teams. The Ladies First Team play in the Greater London Women's League whilst the Ladies Reserves play in the Surrey Women's & Girls League Premier Division.

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. 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 campaign the new floodlights and stand were installed which will enable us to continue in the Combined Counties Football League and to compete in the FA Vase and FA Cup.

For a small village club we will continue to grow from strength to strength with help from advertisers and sponsors like you.



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 programme's 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.

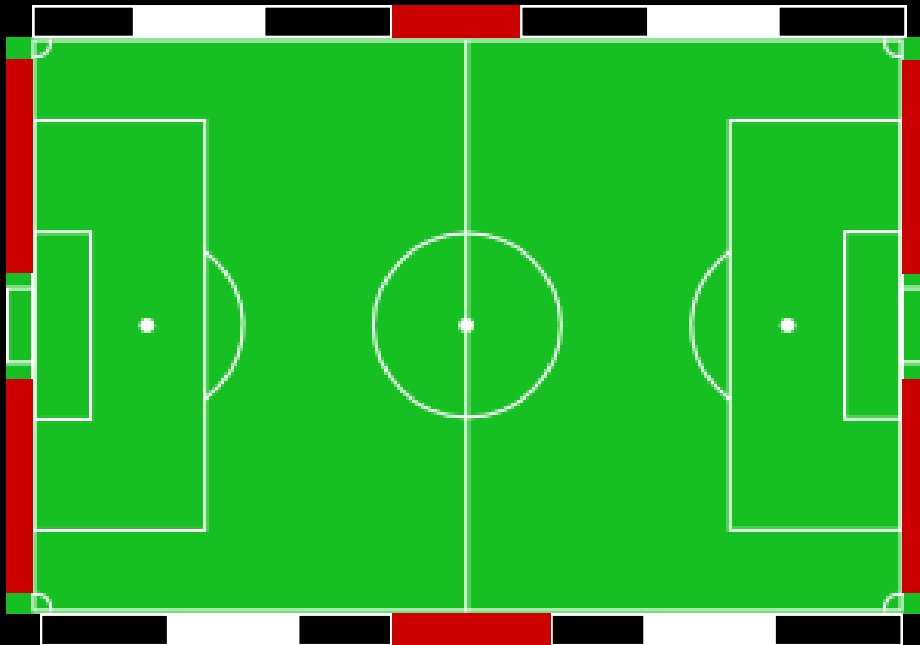


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Pitchside Advertising

Pitch advertising is split into three sections, dependant upon the position of the advertising board. *All Boards are 3.5mtr x 900mm.*



Red Area Advertising Banner: £175.00

Black Area Advertising Banner: £165.00

White Area Advertising Banner: £155.00

Annual Renewal: £125.00

If you need us to design your banner there will be an additional charge of £25.00





Advertising Package Deals

*Prices are based on the advertiser supplying their own banner.
Alternatively we can supply a banner at a cost including artwork: £95.00*

White - £200.00

Includes:

- 1 pitch side advert in the White 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.

Black - £225.00

Includes:

- 1 pitch side advert in the Black 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.

Red - £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 - £45.00
1/2 Page - £95.00
Full Page - £135.00

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

Programme Sponsorship

£1200.00 per season
Full advertising in programme, website and 4 x pitchside banners







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

Full Kit £50.00, Shirt £30.00, Shorts £20.00, Socks £10.00,
Players Tracksuit & Polo Shirt £70.00

Your name will appear against your sponsored player in every matchday programme and also on the official Knaphill website for the whole season. Sponsors will also feature on the new Kit Sponsorship noticeboard in the clubhouse.



Seat Sponsorship

Pay £50.00 you get

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

Pay £100.00 you get

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

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

Renewal Fee: £200.00





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 programme's.
- 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: £180.00

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.

David Freeman - 01932 345967 or 07717 307511
- email: knaphillfc.chairman@gmail.com

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



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