

COMMERCIAL OPPORTUNITIES SOUTHAMPTON WOMEN'S FC



ABOUT SOUTHAMPTON WOMEN'S FC

Southampton Women's FC were first established in 1970 just prior to the FA ban on association women's football in 1971. The team of the '70s were dominate and went on to win the Women's FA Cup eight times including the very first in 1971 with the last in 1981.

The modern era of women's football has seen greater interest in the game and made it more competitive. Southampton won promotion to the FA Women's Premier League Division One South West (now National League) back in 2017 with the aim to continue pushing up the leagues as an independently run women's team. In 2023 Southampton entered into the start of a new era with Russ Kitching becoming Chairman and then the creation of the Sirens nickname and branding. The Sirens won the Southampton Division FA Cup in 2023 after being runners-up in 2022.

Over the years the club has utilised every resource to its fullest potential to give our players, staff and volunteers their best chance of success. Southampton Women's FC are solely funded through sponsorship, donations, membership fees and matchday income which ensures that the club maintains it's presence in the National League. It is an exciting time to become a sponsor of the Sirens and become apart of the family of this community club.

The club has developed managers, coaches and players who have progressed onto higher levels including the Scottish Women's Premier League and FA Women's Barclays Championship plus players who have entered on to the England Pathway.



2023 SDFA CUP WINNERS



SOCIAL MEDIA STATS

Facebook
27/03/22 - 07/06/23

Page Likes increased by 14.36%
Page Likes: 2,451
Page Followers: 2,970

Total reach: 160.2K

Engagement
25/12/22 - 07/06/23

Total Engagement: 12.9K

Instagram
27/03/22 - 07/06/23

Page Followers increased by 31.74%
Page Followers: 2,098

Total reach: 41.6K

Engagement
25/12/22 - 07/06/23

Total Engagement: 21.6K

Twitter
27/03/22 - 07/06/23

Page Followers increased by 9.27%
Page Followers: 4,918

Total impressions: 4.47million
Ave: 9,811.4 per day

Engagement - Best Days
1 - 30/11/22 9.5%
2 - 28/04/22 9%
3 - 21/05/22 7.9%

Total Link Clicks 13.3K



TEAM SPONSOR

Sponsor the Sirens and you will be the face of the club appearing on the club's website, social media, the kit and more! Your company's logo will be seen by thousands across the season as the First Team travel up and down the country competing in the League, Women's FA Cup and other competitions.

For the 2023/24 season we have four spots available to sponsor on the First Team and Reserves matchday kits. Your company logo could appear on the front, back or sleeve of the match kits or on the back of the playing shorts.

By sponsoring Southampton Women's FC you will be supporting an independently run women's team, while boosting your own profile to a whole new audience as we will provide regular links to your company and can work with your marketing department to push both brands. You will get a range of benefits that can be tailored to suit your business.





BENEFITS

LOGO ON HOME & AWAY KIT

REGULAR SOCIAL MEDIA LINKS FROM CLUB

USE OF THE SOUTHAMPTON WOMEN'S FC LOGO IN COMPANY'S OWN MARKETING

COMPANY LOGO PRESENT THROUGHOUT CLUB WEBSITE & MATCHDAY PROGRAMME

SEASON TICKETS FOR SOUTHAMPTON WOMEN'S FC HOME GAMES

TICKETS TO THE END OF SEASON PRESENTATION EVENING

INVITES TO SPONSOR ONLY EVENTS THROUGHOUT THE SEASON

ELECTRONIC VERSION OF EVERY MATCHDAY PROGRAMME

SIGNED FRAMED SHIRT OR PHOTO OF YOUR SPONSORED TEAM



PRICE RANGE
£1,000 - £12,000

YOUTH TEAM SPONSOR



Here at Southampton we have an ever-blossoming youth section. In 2022/23 we had five teams competing in the Hampshire Girls Youth Football League from under-10s to under-16s. We saw success with the u16s winning the League Plate and the u13 Reds were Champions of the HGFL under-13 Division Four while the u13 Yellows were runners-up in Division Two.

Your company can help aid this progress even more by sponsoring one of our youth teams for the 2023/24 season as we expand to seven teams and become a part of the development of girls football in Southampton. Sponsoring one of our youth teams will see your company logo appear on their playing kit and will appear on our website and social media.

LOGO ON YOUR TEAM'S KIT

USE OF THE SOUTHAMPTON WOMEN'S FC LOGO IN COMPANY'S OWN MARKETING

COMPANY LOGO PRESENT THROUGHOUT CLUB WEBSITE

SEASON TICKETS FOR SOUTHAMPTON FIRST TEAM HOME GAMES

INVITE TO THE END OF SEASON PRESENTATION EVENING

INVITES TO SPONSOR ONLY EVENTS THROUGHOUT THE SEASON

ELECTRONIC VERSION OF EVERY MATCHDAY PROGRAMME

SIGNED FRAMED SHIRT AT END OF SEASON

PRICE £600 - £1000 PER TEAM



PLAYER/COACH SPONSOR



Sponsor one of our senior players or coaches for the 2023/24 season to help fund that individual's journey throughout the campaign.

Individual sponsors go a long way to helping players to be able to play the sport they love and cover costs for training, kit and more.

Your name or company name will appear on the club website and individual player's graphics throughout the season as well as visibility in our digital matchday programme. We have an array of other benefits and options with our player and coach sponsorship packages.

PRICE

£400 per player



TRAINING KIT SPONSOR

Every player is issued with kit for training and travelling to and from matches which is seen across the country so why not have your company logo appear on the front or back?

From the rain jackets (plenty of use with the British weather) to t-shirts your company will be highly visible as the Sirens compete next season. Last season the team travelled as far as Leeds and that could be done with your business on display.

Other benefits will include your company logo being present across the website, social media and matchday programme. Regular links and promotion of your company.

You can sponsor the training kit, warm-up jumpers or the rain jackets individually or combine it into one package for the ultimate exposure.

PRICE £1,000 - £3,000



MEDIA SPONSOR

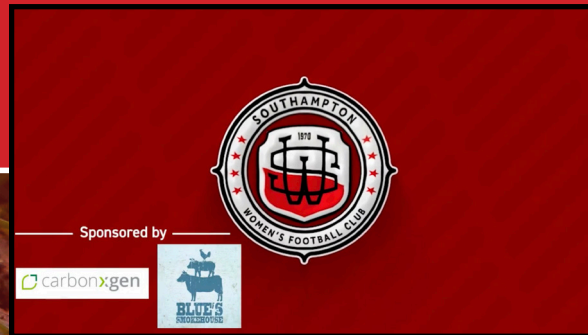


Southampton posts regular video content and it is only increasing year on year. Why not become a media sponsor where your logo or a short promotional video (5-10 seconds) can be added to the beginning of the video.

The content is viewed by hundreds across Facebook, Twitter, Instagram and YouTube with a national reach.

You will benefit with by your company logo appearing across our social media, website and programme as well as key links and promotion of your business plus much more.

PRICE £500 - £1000



MATCHDAY SPONSOR

Fancy a day out? Why not sponsor one of our 11 First Team home matches during the 2023/24 campaign where you and a group can enjoy hospitality during the game and are key sponsors on the day. As a company you can advertise your business on the day as well as have your brand on our social media in the build up to the game and in the programme.

We have two levels of sponsorship depending on the size of your party, but you will be treated to great hospitality as the matchday sponsor. You will be our guests for the day, where you will get to choose and present the player of the match award. After the game we will invite you to join the team in the clubhouse, where you can meet and chat with the players and staff.

COMPANY NAME ON MATCH DAY PROGRAMME AND INFORMATION INSIDE

COMPANY LOGO ON KEY MATCH DAY GRAPHICS

CHOOSE THE WOMAN OF THE MATCH

PRESENT THE WOMAN OF THE MATCH AWARD

PHOTOGRAPH WITH THE TEAM

PRICE £75 for a party of 5 **£125** for a party of 10



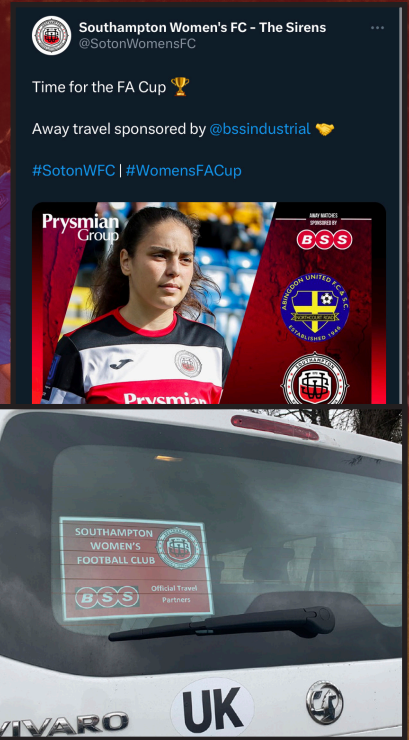
TRAVEL SPONSOR

Back the First Team in the new season by sponsoring their away day travel. Last year the team racked up the miles as they travelled a total of 3,248 miles in all competitions which saw them reach the Semi-Finals of the FA Women's National League Plate Competition for the first time in the club's history.

Your company could be the face of that travel as we make similar journeys next season and looking to go further than we have before. Social media coverage as well as your company logo in the windows of the club transport used on the day plus a lot more. This could be the ideal package for your business that will support the team on their journey starting in August.

PRICE

£1,500





PROGRAMME ADVERTS

OFFICIAL MATCHDAY PROGRAMME | ISSUE 2

THE ORIGINAL

FA WOMEN'S NATIONAL LEAGUE (EVS) ONE SOUTH WEST
SOUTHAMPTON WOMEN'S FC
vs
SWINDON TOWN

Prysmian Group
EXCLUSIVE NETWORKS

WNL Women's National League

Prysmian Group UK

Dear Reader,

You might have seen us on the front of the kit and you're probably wondering who Prysmian Group are (it's pronounced Pric-one-by-the-way).

Prysmian Group is the global leader in the Energy and Telecom Cable Systems Industry. We manufacture cable right here at our headquarters in Eastleigh, Southampton, where we have over 100 years of history. We also have three further sites in Wiltshire, Gloucestershire and Warrington to help serve our UK and export markets.

Whether you want work experience, to launch your career or take the next steps in your career, Prysmian Group offers several opportunities for anyone aged 16 and up. It's not just engineers we're looking for, we have roles in Finance, Sales, Purchasing, and marketing.

To find out more about Prysmian Group and the opportunities we offer, please visit uk.prysmiangroup.com.

We are proud to be sponsoring SWFC this season and we wish them the best of luck.

Prysmian Group UK

To find out more, please visit our website: uk.prysmiangroup.com

Linking the Future

Launch Your Career At Prysmian Group

Join Our Graduate Programme

Be part of a global team of Innovators and change-makers that are striving for a more sustainable future.

To find out more, please visit our website: uk.prysmiangroup.com

Join the **BUILD**

For the last three years we have opted for a digital matchday programme which is regularly packed with great content from around the club and has reached hundreds of people. Going digital has meant we can put more into each issue while also being eco-friendly.

Advertise within our programme for the 2023/24 season to support the club as well as reach a new audience for your business.

PRICE £80 for a page AD **£45** for a half page AD

PITCHSIDE ADVERTISING

The Sirens have pushed the boundaries this season to secure Test Park as the new home ground for the First Team as part of an ever developing partnership with Solent University which has opened up a new avenue of pitchside advertising.

With hundreds of spectators watching the Sirens in the FA Women's National League, Hampshire Women's Senior Cup, Southampton Divisional Cup and Women's FA Cup game side advertising is a great opportunity for your company to reach a whole new audience.

Manufacturing of the board is included but artwork is to be supplied by the company. £250 for the first year, £200 to renew.

PRICE £450 for 2 years



FOLLOW THE SIRENS



If you are interested in any of our commercial opportunities here at Southampton Women's FC or if you would like more information please feel free to contact us.

Contact The Sirens via email: sotonwomenssec@gmail.com

www.southamptonwomensfc.co.uk | [@SotonWomensFC](https://twitter.com/SotonWomensFC) | Southampton Women's FC

Photos courtesy of Dave Bodymore and Tom McKenzie