



ALVECHURCH FOOTBALL CLUB

**COMMERCIAL
PARTNERSHIPS &
OPPORTUNITIES**



WE ARE THE CHURCH

The Alvechurch way champions positive values and behaviours, including fairness, integrity, inclusion & leadership.

Ambitious and forward-thinking, our dedicated committee are always looking for how we can continue to grow and develop as a club.

Everything we do comes down to one core belief.

***EVERYBODY SHOULD GET TO PLAY THE GAME,
HAVE FUN AND GROW THEIR LOVE FOR THE SPORT.***

CREATIVE HUMBLE UNITED RESPONSIBLE CONFIDENT HARDWORKING 2



A NOTE FROM OUR CHAIRMAN

I've been custodian of this wonderful football club for over a decade. We look back with pride at our back to back promotions and our treble winning season but I want more. I want to make a dent!

Instilling core values is a given. I want our first teams to be fiercely competitive on the field of play, but I also want to help develop fine young men and women be upstanding citizens with pride, honour and integrity.

I want to make a dent in the community where children of all ages, backgrounds and abilities have a safe environment to play football. I want Alvechurch FC to have the largest Youth and Junior section, a thriving female section and the largest disability section in the area.

I want our coaches to be working in the community delivering sessions in all local schools and I want our club to progress into the National League within 5 years.

It won't be easy, rewarding things rarely are, but with the help of good people and good partners, I'm confident we will make a dent.

Keep watching and get involved.

Up the Church!

Richard Thorndike

POTENTIAL ADVERTISING OPPORTUNITIES



18K

FOLLOWERS ACROSS
OUR CLUB SOCIALS



5-6K

WEEKLY FOOTFALL TO
THE HAYES & LYE MEADOW



1.2K

WEEKLY USERS OF THE
3G PITCH



210K

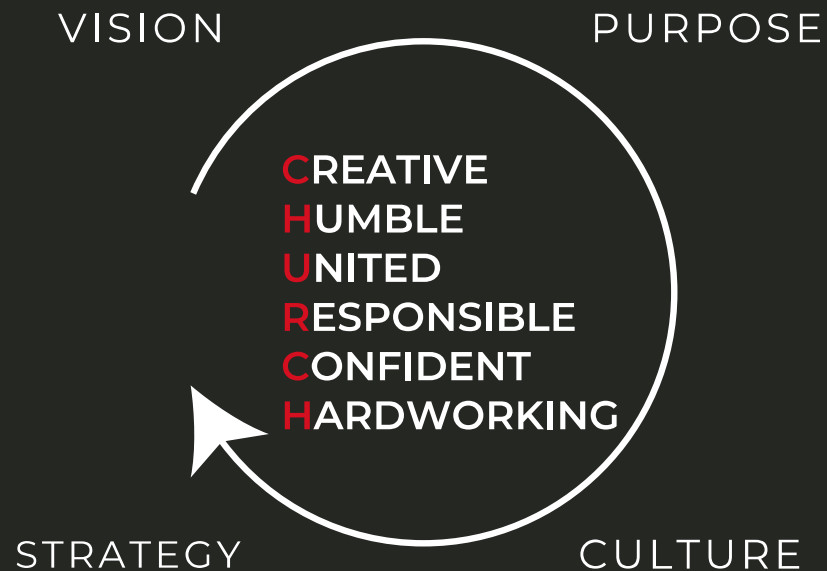
YEARLY WEBSITE
PAGEVIEWS



3+ MILLION

CAR JOURNEYS PAST PROMINENT
MEDIA SITES AT TWO ENTRANCES
PER ANNUM

THE CHURCH



01

VISION

A financially stable, people focused club, striving for excellence.

02

PURPOSE

We operate as a fully integrated, inclusive Community Football Club.

03

CULTURE

Competitive and strong performers both on and off the pitch.

04

STRATEGY

To introduce and collaborate with the local community, local businesses and stakeholders to implement our Vision.



1ST TEAM SPONSORSHIPS

We have a wealth of sponsorship opportunities at Alvechurch FC, with several options within our First Team to get your business noticed.



THE KIT



THE GROUND



THE PLAYERS

THE KIT

FIRST TEAM HOME SHIRT*

£7,500 **SOLD UNTIL 2024**

FIRST TEAM AWAY SHIRT*

£5,000 **SOLD UNTIL 2024**

BACK OF SHIRT*

£1,500 **SOLD UNTIL 2024**

SLEEVE & SHORTS*

£1,250 **SOLD UNTIL 2024**

**Kit sponsorships are for a 2-year period.*

TRACKSUITS

£2,000

Our squad of 30 will wear branded tracksuits to all home and away matches and to all training sessions up to 4 times per week. See the tracksuits [here](#).

THE GROUND

MAIN STAND*

£5,000

BIRMINGHAM ROAD STAND*

£2,500

**Stand sponsorships are price per year and are for a 2-year period. This includes social media posts, a programme article and website link.*

MATCHDAY SPONSORSHIP

£200

MATCHBALL SPONSORSHIP

£100

ADVERTISING BOARDS £500

Our boards are for 1 year and also include 2 posts on our social media, an advert in the programme and a link to your website.

VIP AREA £500

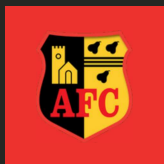
Our VIP package gives you access to 10 match tickets for a game plus food and drink. You'll also receive 2 social media posts and an advert in the programme.



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1ST TEAM PLAYERS

Our player sponsors will have the opportunity to have their business name advertised every time the player is mentioned on social media or at the stadium. For example, if they are a goal scorer.



MEN'S TEAM

£150

PER PLAYER / PER SEASON



WOMEN'S TEAM

£150

PER PLAYER / PER SEASON



CHARLIE FOGARTY MBE DISABILITY AMBASSADOR

ALVECHURCH IN THE COMMUNITY

The local community is a core focus for our club. From our ever expanding Girls teams to our passionate Disability section, we're eager to continue our work through the important help of sponsorships.

We'd like you to contact us to find out more about the sponsorships that are mentioned across our Community section. We will be happy to make these bespoke to your business and its needs. Contact details can be found [here](#).



DISABILITY

Our Disability section runs free of charge whilst still paying our coaches and the facility, as well as equipment purchase and marketing. For the first time ever we have entered an U12 team, playing in the Ability Counts League. This comes with affiliation costs, teamwear and league fees, all against no income. We're extremely dedicated to our Disability section, and would love to offer a sponsor:

- An exclusive package which carries the name of a business across our training and games programme
- Individual sponsorship of the coaches
- Individual sponsorship of equipment
- Ad-hoc sponsorship opportunities to cover players fees
- Sponsorship to cover facility fees

Click [here](#) to see our full sponsorship opportunities.

CREATIVE HUMBLE UNITED RESPONSIBLE CONFIDENT HARDWORKING ||



DISABILITY

It is our belief that the foundation for any successful Community football club is the 'Ability Counts' section. This area of the club is totally inclusive and caters for anyone from mild learning difficulties to those with severe learning or physical disabilities. As with many programmes such as ours, the driver or catalyst is a parent with a disabled member of their family, and this always brings a passionate yet personal touch from those involved.

MATT CLARSON



Our lead coach is parent Matt, whose son Jesse loves to play football and has a condition called Quadriplegic Cerebral Palsy. Over the last few months at Alvechurch we have developed our Disability offering from an initial group of 10 children boys and girls to 30 strong.

MARK FOGARTY



Mark's son Charlie was a keen footballer when at 15 he was hit by a car and suffered a severe brain injury. It was then he realised that there were so many children in similar circumstances that loved football, and yet there was nothing practical for them to get involved with. Mark has since developed two other sites at Solihull Moors and Leamington.

KEVIN REDMOND



Matt is assisted by Kevin who has just been recognised this year (2022) as a 'Homegrown Hero' and was a baton bearer for the Commonwealth Games. Kevin received this recognition due to his work with Disability and particularly Cerebral Palsy in the West Midlands.

THE HAYES

7 YEARS IN THE MAKING

A unique sporting facility open for all to enjoy. The Hayes is set over 20 acres in the Worcestershire countryside, on the edge of Birmingham. It's currently home to over 50 Alvechurch FC Youth & Junior teams, and is the first team training venue.



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STATE-OF-THE-ART FLOODLIT 4G FOOTBALL PITCH

3 FULL SIZE SPORTS FIELDS

FIRST CLASS CHANGING FACILITIES

ONSITE SPORTS BAR AND GRILL

SEPARATE MARQUEE AREA FOR SPECIAL EVENTS

150 CAR PARK SPACES

EASILY ACCESSIBLE BY BUS AND TRAIN

PRIVATE AND SECURE

SPONSORSHIP OPPORTUNITIES

The Astro Advertising Boards

£500 • 1 year duration

Naming Rights

£10k +VAT • per year (2 year duration)

There are 3 million+ car journeys made past this location per year, and so the advertising and social media opportunities are massive.

YOUTH & JUNIOR



TRAINING & MATCHDAY EQUIPMENT ● MATCHDAY KITS ● TRAINING KITS ● WATERPROOFS ● WATER BOTTLES

Exclusivity is available to a person or business who would like to sponsor all training wear for players and coaches across this section, for a 2-year period at £5k per year. For all sponsorship opportunities across this section please see [here](#).

OUR PAST

- A grassroots youth setup built on the years of dedication of volunteers.
- Established a link between the main club and youth section to lay the foundations for our future vision.

OUR PRESENT

- 44 teams playing under Alvechurch FC, from 4-18 years.
- A strong philosophy in place led by our Head of Youth, Bryan Allcott with a clear vision of competitive and strong performers.
- A 3 year deal with Kappa for matchday kits & training wear.
- Our junior teams will compete in 6 Leagues over 22/23, travelling across the country.

OUR FUTURE

- 100 teams operating out of our new home, The Hayes.
- An academy style structure to our girls teams.
- The opportunity for male players to progress through to our F&E programme, Hybrid programme or First Team.



WOMEN & GIRLS

Since our first Girls team in 2018, their success has been exceptional, playing in the top tier of football for their age group. The team won the Open Cup in 2019/20 and were the youngest side to finish as runners up in 21/22 season County Open Age League. Many of our players have also been offered opportunities at Aston Villa, Wolves, Leicester City + Birmingham City.

Our Girls team began using The Hayes last season as a venue to call home, with the Women's 1st team playing at Lye Meadow. Equal opportunities are imperative to the success of the club, and after the recent achievements of the Lionesses, our dream can indeed become a reality.

Our intention is to commence with tournaments and sessions in Primary and Secondary Schools, so that by the start of the season 2023/24, we have a full set of Girls teams playing and training at The Hayes. Sponsorship opportunities can be found [here](#).



FOOTBALL & EDUCATION

Alvechurch FC offers a unique opportunity for 16 -18 year olds who are looking to take part in full time football whilst studying. Our partnership with Access Creative delivers a full time programme to talented footballers who would like to progress in their football careers whilst also gaining a Sports qualification to aid in employment or University.

It includes 10 hours a week of football coaching whilst studying for a BTEC qualification in Sports Science or Sports Coaching. Students are also given the opportunity for work experience at Alvechurch including within the media, analysis and sports therapy teams.

For players progressing well, they can also be promoted along the pathway towards our reserves, floodlit or 1st team.

We feel we have a massive part to play in our community and none more so than giving these young people aged 16-19 a purpose and a focus in life. This football and academic provision will also take youngsters off the streets and away from gangs.

Did you know that in the 12 months leading up to March 2022 there was a 10% increase in knife crime in England and Wales, totalling 49,027 Police recorded offences involving a knife or sharp instrument. This is the largest % increase in knife crime offences since March 2019. Finally, there has been a 46% increase in knife crime in England and Wales compared to March 2012.

Please help us to make a difference by helping us to give our young people a purpose and direction in their lives with projects such as this one.

WE ARE LOOKING FOR A SPONSOR TO HAVE EXCLUSIVITY IN OUR PROGRAMME AND WE ARE INVITING BUSINESSES TO CONTACT US TO DISCUSS THIS FURTHER. CONTACT DETAILS CAN BE FOUND [HERE](#).



SCHOOLS

It is known that 24.4% of Birmingham children are overweight or obese when they start school, rising to 40% by the time they leave Primary school. Current obesity prevalence is 12% at Reception (aged 4-5 years) and 24.4% by Year 6 (aged 10-11 years).

Our School coaching provision will more than play its part in reducing these figures and bringing fun, health and fitness into our children's lives.

Working with our partners in local schools is of paramount importance to our football club. We have so far developed links with 10 local schools, delivering a diverse range of sessions including PPA time, lunchtime and afterschool clubs and SEND specialised training. We also offer 10 hours of free coaching in the school before the partnership is made.

Over the next 12 months, we aim to reach as many children at local Primary and Secondary Schools as possible, building relationships with teachers and parents to make Alvechurch FC the club of choice and the hub for social inclusion, fitness and community activity.

We would love to engage with businesses who would like to join us on this exciting opportunity and be known as a community supporter with Alvechurch FC. In order to support with the outgoings of our important school partnerships, we're looking for:

- **A MAIN SPONSOR TO HAVE EXCLUSIVE NAMING RIGHTS ACROSS ALL OF OUR ACTIVITIES.**
- **SMALLER SPONSORSHIP ACTIVITIES ASSOCIATED WITH SCHOOLS ONLY, FOR EXAMPLE, EQUIPMENT, SPORTSWEAR AND COACH SPONSORS.**
- **AN ADVERTISING BOARD AT THE HAYES TRAINING FACILITY AND/OR THE MAIN GROUND AT LYE MEADOW.**

If you are interested in becoming a part of this amazing venture, please contact our Sporting Director, contact details can be found [here](#).



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ALL SPONSORSHIP OPPORTUNITIES

THE KIT

First Team Home Shirt
(Sold until 2024)

£7,500

First Team Away Shirt
(Sold until 2024)

£5,000

Back of Shirt
(Sold until 2024)

£1,500

Sleeve & Shorts
(Sold until 2024)

£1,250

Tracksuits
£2,000 per year
(2 year deal)

1ST TEAM PLAYERS

Men's Team Player

£150 per player / season

Women's Team Player

£150 per player / season

THE GROUND

Main Stand

£5,000 per year (2 year deal)

Birmingham Road Stand

£2,500

Matchday Sponsorship

£200

Matchball Sponsorship

£100

THE HAYES

Naming Rights

£10k +VAT per year (2 year deal)

The Astro Advertising Boards

£500

EDUCATION

Programme Exclusivity

The sponsor's brand will be carried on all of the coaches training wear + mentioned continually across social media.

£5,000 / season

Coach Sponsorship

£250 / year (per coach)

SCHOOLS

Community Officer

To work free of charge in all primary and secondary schools in the catchment.

This person would carry the brand of the sponsor into all areas of our work delivering to thousands of children each year.

£20k / 12 month period

Equipment

£1,000

Coaches Training Wear

£500 per coach / year

YOUTH & JUNIOR

All Player & Coaches Training Wear
(approx. 500 children + 100 coaches)

£5,000 / year (2 year period)

Training & Matchday Equipment

£250 / year (per team)

YOUTH & JUNIOR CONT.

Water Bottles

£50 / year (per team)

Coach Sponsorship

£250 / year (per coach)

DISABILITY

Programme Exclusivity

Your name is carried throughout the year via our teams, training, players and coaches, equipment, league fees, registration fees and travel, plus playing + training kit.

£5,000 / year (2 year period)

Coach Sponsorship

£250 / year (per coach)

Equipment

£500

Disability Players Fees

£5,000 (per season)

Facility Fees

£2,000 (per season)



FOR MORE INFORMATION CONTACT:

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