



MAIN SPONSOR



22/23 SPONSORSHIP PACK
**FRAMLINGHAM
TOWN FC**
BADINGHAM ROAD, FRAMLINGHAM



#UpTheCastlemen



@TheCastlemen



@FramTown1887



thecastlemen.com

WHAT WE ARE ABOUT



Framlingham Town FC has been embedded in the local community for over 100 years and after recent growth, the club has its sights on progressing from the Thurlow Nunn First Division North to the Premier Division.

To qualify for the top tier, investment in the club is required and the campaign to find help from volunteers and sponsors is now underway.

In this pack, learn about our teams, our history and our facilities improvement programme, as well as discovering your own opportunities to supplement FA grants with our sponsorship packages.

Whether you're interested as a business or as an individual, here is a chance for you to support this journey with your time, skills or financial backing.

OUR TEAMS

There are still multiple ways to support even if your interest is specific to a team. Our sponsors help ensure we offer the best kit, equipment and facilities to our players - and in return, we want to champion our sponsors and continuously recognise their importance.

Anyone or any business can join the journey and support us at player, team and club level.

SENIOR



FRAMLINGHAM TOWN FC
1ST XI



FRAMLINGHAM TOWN FC
RESERVES



FRAMLINGHAM TOWN FC
A-TEAM



FRAMLINGHAM TOWN FC
VETERANS



FRAMLINGHAM TOWN FC
U18s (Thursdays)



FRAMLINGHAM TOWN FC
U18s (Sundays)



FRAMLINGHAM TOWN FC
U16s



FRAMLINGHAM TOWN FC
U16s (Girls)



FRAMLINGHAM TOWN FC
U15s



FRAMLINGHAM TOWN FC
U14s

YOUTH



FRAMLINGHAM TOWN FC
U13s



FRAMLINGHAM TOWN FC
U13s (Girls)



FRAMLINGHAM TOWN FC
U12s



FRAMLINGHAM TOWN FC
U11s



FRAMLINGHAM TOWN FC
U10s



FRAMLINGHAM TOWN FC
U9s



FRAMLINGHAM TOWN FC
U8s



FRAMLINGHAM TOWN FC
U6/7s

Opportunities for brand exposure at player-level, team-level or club-level



CLUB HONOURS

1980/81	Division 2 League Winners
1989/90	McNeil Knockout Cup Winners
1990/91	Senior Division Runners-Up
1991	Meritorious Service Award - Syd Vice
1991/92	Senior Division League Winners McNeil Knockout Cup Winners Senior Club of the Year Senior Secretary of the Year - Fiona Whatling
1993/94	Division 5 Winners
1995/96	Senior Cup Finalists McNeil Cup Finalists
1996/97	Senior Division Runners-Up Programme of the year - Editor Keith Mears Meritorious Service Award - Fiona Whatling
2002	FA Chartered Standard Club Award Suffolk Junior Cup Finalists
2003	Suffolk Junior Cup Finalists
2003/04	SIL Division 1 Runners-Up SIL Intermediate B' Promotion SIL Junior Secretary of the Year - Fiona Whatling
2004	FA Chartered Community Club Award
2004/05	SIL Senior Secretary of the Year - Fiona Whatling
2005	Regional Groundsman of the Year & 5th Place National Groundsman of the Year - Gordon Scotchmer
2005/06	Senior Sportsmanship Winners SIL Senior Secretary of the Year - Fiona Whatling
2008/09	Promotion to SIL Senior Division
2009	FA Award for 50 Yrs. Service to Football - Sid Vice
2010/11	Regional Groundsman of the Year & 3rd Place National Groundsman of the Year - Kevin Arbon
2011/12	SCFA Award-Outstanding Contribution to Community Football - Christine Abraham
2014/15	SIL Division 1 Runners-Up
2015/16	FA Award for 50 Yrs. Service to Football - Bryan Parker
2016/17	Promotion to Step 6 - Thurlow Nunn League Div 1
2017/18	Thurlow Nunn League Div 1 Runners-Up
2018/19	Promotion to Thurlow Nun Premier League
2019	FA Award for 50 Yrs. Service to Football - Keith Whatling
2022	FA Award for 50 Yrs. Service to Football - Fiona Whatling
2022	FA Award for 50 Yrs. Service to Football - Christine Vice

GROUND IMPROVEMENT PROGRAMME

Framlingham Town FC is committed to providing facilities that enable community-based footballers to participate at the best level they are capable of.

Our youngest members join the club at five years of age; enrolling into a football development programme that ensures we nurture and encourage players of all abilities both on the pitch and off it. We are looking to partner organisations that share our values and support our vision.

The key word is 'partner'- to develop long, meaningful relationships that benefit both parties.

YEAR ONE



Upgrade Pitch Side Spectator Fencing

Budget £50,000
(£15,000 Club Requirement for FA Grant)

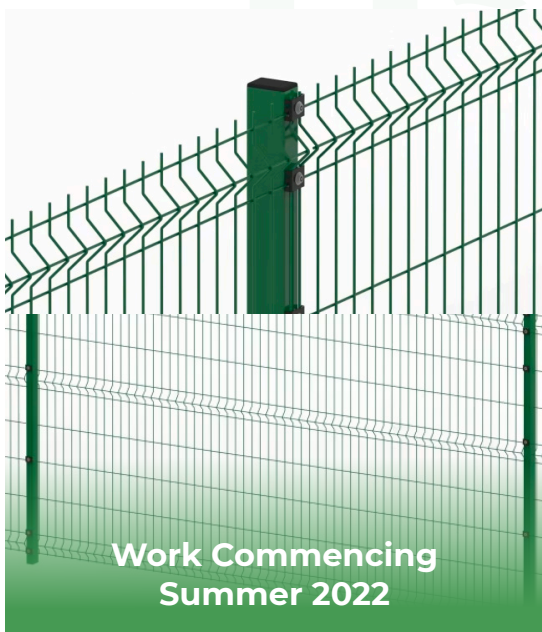
Our current pitch-side spectator fence has fallen to the elements.

Grant applications have been submitted for a more modern and durable spectator fencing system stretching 372m (linear) using galvanised posts and handrail.

This solution includes galvanised mesh panels to prevent ball run-off and aid installation of advertising, while double gates allow for vehicular access from the south with additional player gates by the main stand and dugouts.

- £39,000 Supply of full spectator fencing inclusive of gates, mesh panels etc
- £9,000 Cost of installation of 372 metres of fencing to pitch perimeter
- £2,000 Sundries including cement, sand, skips etc

YEAR ONE



Ground Security

Budget £19,000
(£9,500 Club Requirement for FA Grant)

The Thurlow Nunn League requires spectators to enter grounds through 'single entry point' turnstiles offering paid admission only.

Installing a boundary fence will offer increased security and revenue for home matches, accurate attendance figures and monitoring of a safe match-day environment for all our visitors, players and officials.

The plan includes the erection of 1.8m high 'v-mesh' security fencing - complete with pedestrian and vehicular gates to ensure suitable access when required.

- £14,000 Supply of 'V-mesh' fencing, 320 linear metres inc. gates etc.
- £3,500 Cost of installation to all three sides of boundary fence
- £1,500 Sundries - sand, cement, skip for waste material



**Work Commencing
Summer 2023**

- £42,000 Spectators stand quote
- £5,000 Installation of concrete slab

Premier League Standard Stand

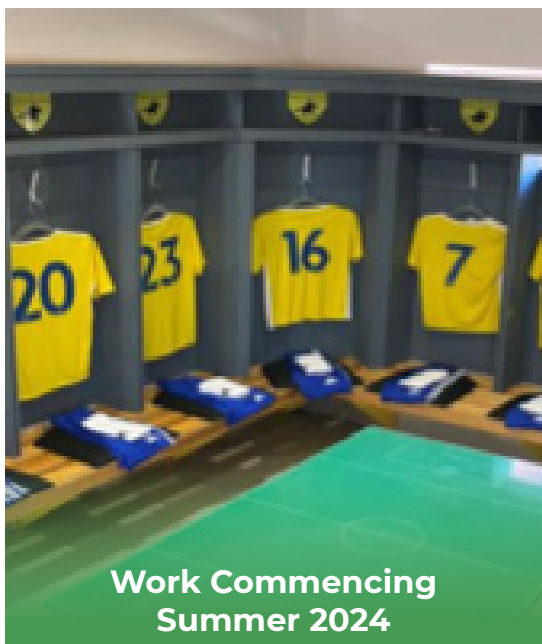
Budget £47,000
(£14,100 Club Requirement for FA Grant)

Thurlow Nunn Premier Division requirements stipulate grounds must offer covered standing area for 100 spectators and covered seating for a further 100.

With that in mind, we are planning for a pre-manufactured, state-of-the-art spectator stand as pictured below. The stands are section-built for assembly on site, where they are bolted down onto a concrete foundation pad.

These stands also incorporate wheelchair accessible bays and have a raised 'banked seating' setup to ensure all spectators have the best possible view of the game.

'Stadium Solutions' and 'Number 17' have both provided quotes for contemporary stands inclusive of all materials and assembly. The stand (resplendent in green and white club colours, of course) would provide a unique opportunity for a sponsor's name.



**Work Commencing
Summer 2024**

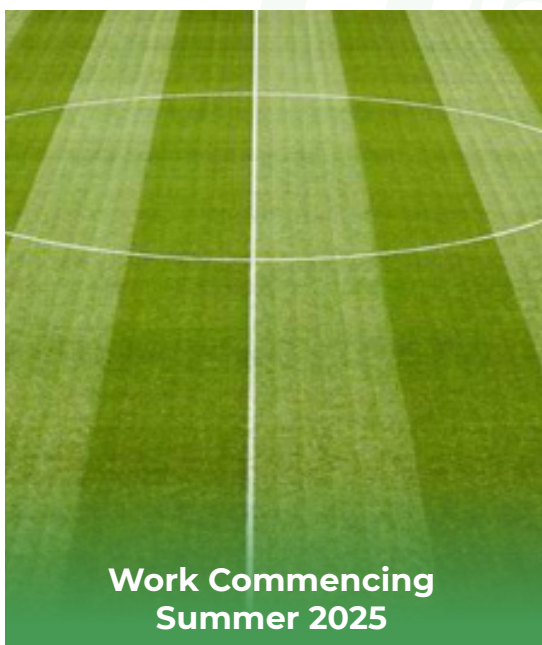
Upgrade Changing Facilities at Badingham Rd

Budget £30,000
(£9,000 Club Requirement for FA Grant)

Our changing facilities have steadily become outdated.

Proposed work includes installing an anti-slip floor throughout, upgrading showering and toilet areas, improving lighting and enhancing ventilation. Players will enjoy cubicle-style changing bays, oak benching with storage beneath and a central tactics table.

Entrance doors and windows into the changing rooms would be enhanced with new UPVC frames and both home and away dressing rooms would be fully decorated to add the finishing touch to a high-quality match-day experience.



**Work Commencing
Summer 2025**

Borehole/Irrigation System

Budget £40,000
(TBC- Club Requirement for FA Grant)

The focal point of all good grass-roots football clubs is a sound playing surface. Groundskeepers dedicate hours to the craft and pride themselves on producing a good pitch. Installing a borehole would enable a modern irrigation system to provide ample water to a pitch that's great all year round.

Regular watering combined with modern machinery will reduce working hours while vastly improving the surface at Badingham Road. Upgrading to gang mowers, rollers and drainage programmes will provide further encouragement for young, talented footballers to represent our club.

- £30,000 Investment to install borehole on site with irrigation system
- £10,000 Investment towards upgrading ground staff machinery



Catering and Bar Upgrade

Budget - To be Assessed

Spectators at Badingham Road currently enjoy match-day refreshments from a burger hut and stand bar. Both facilities are cramped and there is plenty of space available to create a permanent solution to ensure supporters can make the most of games we host.

The plan is to construct a purpose-built catering facility by the turnstile that would enable our incredible volunteers to provide a variety of refreshments from under one roof. A single storey brick structure laid over concrete slab would utilise power and water from nearby infrastructures.

Our Ground Improvement Programme relies on community sponsors and support

Ground Improvements Site Map

Aerial overview of proposed works for required investment to progress to premier division



SPONSORING OUR YOUTH SECTION

The kind generosity of our sponsors means we are able to provide the best kit and equipment for our players.

What do you get out of it?

As well as giving to the community, you will also have invaluable promotion of your business.

- Logo printed on any such kit.
- Logo displayed on any social media and website activity.
- Word of mouth that you're a generous company supporting youth football.



Team Jackets
approx. £25-40 each



Training Top
approx. £24 each



Team Jackets
approx. £25-40 each



Training Jacket
approx. £25 each



Team Shirts
approx. £25 each



ADULT Hoodie
approx. £20 each



Team Shirts
approx. £25 each



CHILD Hoodie
approx. £22 each

Enquire about youth sponsorship to **Caroline Berkley**
on **07392 144 545** or **carolineberkley74@gmail.com**

Ask about 'Castlemen Annual packages to support facilities improvements

BRONZE PACKAGE

£500

SILVER PACKAGE

£1,000

GOLD PACKAGE

£2,500

PLATINUM PACKAGE

£7,500

SPONSORSHIP PACKAGES



Pitchside Advertising (Annual)

from £200

Promote your business on a pitchside advert for the entire season

Includes:

- Manufacturing cost of a board with a personalised design to your design spec (2440mm x 762mm)



Matchday Sponsorship

£120

Sponsor a home game

Includes:

- Hospitality for up to 4 people before the game and during half-time
- You decide Man of the Match
- Photographed presenting MOTM pitch-side or in clubhouse.
- Recognised as matchday sponsor over the PA system



Player Sponsorship

£120

A preferred sponsorship option. Sponsor any unsponsored player

Includes:

- Your name and/or company name under the player's profile picture in the matchday programmes.



Programme Advertising

Back Cover	£250
Full Page	£200
1/2 Page	£100
1/4 Page	£50
1/8 Page	£25

Included in our printed and electronic programme. Prices based on season's advertising.



Match Ball Sponsorship

£60

Sponsor the match ball

- x2 Hospitality at 'Sid's Place' during half-time
- Photographed with Captain & officials before match
- Name-check in the matchday programme and socials
- Recognised as match ball sponsor over PA system



Audience approx. 12,000 – 15,000 visitors attend Badingham Road to spectate or participate each year, through the junior and senior sections.

SPONSORSHIP PACKAGES 22/23

Our 'Castlemen' sponsorship packages contain all-in-one options to suit most budgets.

Proceeds from the bronze, silver, gold & platinum packages are the main source of funds towards our **ground improvement programme**.

BRONZE PACKAGE	£500	
Large Advertising Board	1	200
Player Sponsor	1	120
Season Ticket	1	75
Match Ball sponsor	1	60
Club draw entry	1	60
1/8 Page programme sponsor	1	25
Package Value (% saving)	£540 (8%)	

SILVER PACKAGE	£1,000	
Large Advertising Board	2	400
Player Sponsor	2	240
Season Ticket	2	150
Match Day Main sponsor	1	120
Match Ball sponsor	1	60
Club draw entry	1	60
1/2 Page programme sponsor	1	100
Package Value (% saving)	£1,130 (13%)	

GOLD PACKAGE	£2,500	
Large Advertising Board	5	1,000
Player Sponsor	4	480
Season Ticket	4	300
Match Day Main sponsor	3	360
Match Ball sponsor	3	180
Club draw entry	5	300
Full Page programme sponsor	1	200
1/2 Page programme sponsor	1	100
Package Value (% saving)	£2920 (17%)	

PLATINUM PACKAGE	£7,500	
Kit sponsor (1 team)	1	2,000
Warm Up Kit sponsor (1 team)	1	1,500
Large Advertising Board	5	1,000
Player Sponsor	4	480
Season Ticket	4	300
Match Day Main sponsor	3	360
Match Ball sponsor	3	180
Club draw entry	5	300
Full Page programme sponsor	1	200
1/2 Page programme sponsor	1	100
Package Value (% saving)	£8,990 (20%)	

Enquire about sponsorship to
Tom Palmer (Head of Commercial Sub Committee)
 on **07917 097 279** or **tom@tmpcarpentry.co.uk**

or **Dean Warner** (Chairman) on **07969 734 821** or **dwproservices@btinternet.com**
 All 'Castlemen' packages can be tailored to your requirements.



Kit Sponsorship Package (Annual)

from £1,500

This sponsorship pack offers impact at home and away as teams play across Suffolk.

Includes:

- x2 Season Tickets for Home Games
- Recognised in all matchday programmes
- Promotion via club's social media platforms

THANK YOU TO ALL OUR SPONSORS



CLUB SPONSORS

Thank you to all our existing sponsors who have supported us this year.



OXLADE & BOND LIMITED
CHARTERED CERTIFIED ACCOUNTANTS



David Friend
Heating



Fram DIY



FRAMLINGHAM
VETS

Geoff Mayhew
Plumbing & Heating



HUDSONS LIMITED



Keith Whatling
Painting & Decorating



Peter Mayhew
Carpentry



COACHING OPPORTUNITIES GROUNDSMEN PHYSIO BAR STAFF

COMMITTEE MEMBER

MAINTENANCE TEAM



TREASURER MATCH DAY STAFF SOCIAL MEDIA MANAGER

VOLUNTEERS WANTED

Lots of opportunities & no experience needed



**“YOUR CLUB NEEDS
YOU”**

CLUB OFFICIALS

Life Vice Presidents

Mr S C Vice - Mr K Whatling - Mr B Parker

President

Iain Smith

Chairman

Dean Warner

Vice Chair Ed Parker

Hon Secretary

Fiona Whatling

Treasurers Fiona Whatling

Team Managers

First Team

Liam Abraham - Ed Parker

Reserve Team

Luke Fox - Justin Wilson

U18's Team

Peter Borg - Kevin Rose

A' Team

Peter Borg - Andy Mayhew

U18's (Sunday)

Tim Oxlade - Justin Wilson

Veterans Team

Karl Legg

Child Welfare Officer

Carly Holland

Child Welfare Officer (Asst)

TBC

Youth Section

Youth Chairman

Mark Dyer

Head of Youth Football

Ross Simarro

Secretary

Caroline Berkley

Treasurer

Michaela Boardley



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