

# Sandbach Utd Football Club



## Sponsorship Opportunities

# Sandbach United

## FA Grassroots Club of the Year 2020!



- Sandbach United is a Registered Charity (CIO) so every penny we make goes back into the provision of football facilities for our local community.
- One of the largest Grassroots Football Clubs in the North of England with **65 teams** and over **1000 players**.
- Over **3000 visitors per week** to Sandbach Football Community Centre which includes 5x full size pitches, 9, 7 and 5 aside pitches and a brand-new full size 3G. This includes regular 1<sup>st</sup> team attendances of 250 (with a highest ever attendance of over 2000!)
- Competitive & ever improving 1<sup>st</sup> team playing at Step 5 of the football pyramid in the North West Counties League.
- Huge boys' section with multiple teams in each age group, from U8s to U18s.
- Large girls and Ladies section with the 1<sup>st</sup> team playing in the Premier Division of the Cheshire League, and multiple teams across all junior age groups
- Ever expanding Disability section with teams and training for PAN Disability & Cerebral Palsy
- Open age Reserve and Development Squads providing a route and pathway from our junior section through to competitive open age football.



# Social Media & Online Profile



5K Followers



5K Followers



1200 Followers  
(4 months old)



2700K Followers  
53k likes

And more – [www.sandbachunitedfc.co.uk](http://www.sandbachunitedfc.co.uk)

1000 website visits  
per week



## Our MEMBERSHIP database

- ✓ 2000 adult members
- ✓ 1200 unique email addresses
- ✓ Monthly newsletters
- ✓ Opportunity for regular marketing campaigns or promotional activities to our membership
- ✓ Your logo – on correspondence sent by the club.

# Sponsorship Opportunities

- ✓ Global Sponsorship
- ✓ Stadium naming rights
- ✓ 1<sup>st</sup> Team Pitch side signage
- ✓ 3G sponsorship
- ✓ Individual Team Sponsorship
- ✓ Soccer School Sponsorship
- ✓ Sandbach United Annual Tournament Sponsorship
- ✓ End of Season Awards



# Global Sponsorship

This is more than just your name on a shirt! Support your local community and grassroots club **AT ALL LEVELS!** Supporting participation in football within the community, from introducing boys and girls to the game at the age of 5, right through to helping our Mens and Womens 1<sup>st</sup> teams excel and reach their full potential!



- ✓ 1000+ Shirts with your business name.
- ✓ Games every week across Cheshire, Merseyside, Greater Manchester, Lancashire, Staffordshire
- ✓ Pitch side advertising as well as other areas of the ground
- ✓ Options for ground naming rights
- ✓ Advertising in all 1<sup>st</sup> team programmes
- ✓ Collaborative social media marketing for brand exposure or promotions
- ✓ Complementary attendance at all 1<sup>st</sup> team home game for 4 people.
- ✓ Costs are negotiable

This option is available from 2026/27 season. Please contact [simon.tillott@sandbachunitedfc.co.uk](mailto:simon.tillott@sandbachunitedfc.co.uk) to discuss specifics.



# Stadium & 3G Naming Rights

A more cost-effective opportunity to associate your business with our club

- ✓ Names on all Google location searches for Sandbach United Football Club (for stadium name rights)
- ✓ Signage at car park entrance and ground entrance.
- ✓ Includes pitch side signage/3G signage
- ✓ Social media campaigns
- ✓ Membership newsletter campaigns
- ✓ Advertising in all 1<sup>st</sup> team programmes
- ✓ Complementary attendance at all 1<sup>st</sup> team home games for 2 people
- ✓ Prices available on application





## 1<sup>st</sup> Team Match Day

- ✓ Player Sponsorships starts at £50 per player
- ✓ Tailored matchday sponsorships start at £100



**SANDBACH UNITED**  
SPONSORSHIP DEALS AVAILABLE



SIZE 1800MM X 960MM  
SMALL PITCH SIDE  
£550 FOR 12 MONTHS  
£450 ANNUALLY THEREAFTER  
OR  
£150 PAYMENT IN ADVANCE  
AND  
£37.50 PER MONTH UFN



SIZE 1800MM X 1500MM  
FENCE PANEL SIZE  
£675 FOR 12 MONTHS  
£540 ANNUALLY THEREAFTER  
OR  
£175 PAYMENT IN ADVANCE  
AND  
£45 PER MONTH UFN



SIZE 3600MM X 960MM  
MEDIUM PITCH SIDE  
£800 FOR 12 MONTHS  
£660 ANNUALLY THEREAFTER  
OR  
£300 PAYMENT IN ADVANCE  
AND  
£55 PER MONTH UFN



£900 FOR 12 MONTHS  
£660 ANNUALLY THEREAFTER  
OR  
£400 PAYMENT IN ADVANCE  
AND  
£55 PER MONTH UFN



SIZE 4880MM X 1220MM  
EXTRA LARGE PITCH SIDE

SIZE 5400MM X 960MM  
EXTRA LARGE PITCH SIDE

FOR MORE DETAILS CONTACT US VIA DIRECT MESSAGE ON FACEBOOK – SANDBACH UNITED – 1ST TEAM NWCFL

OR EMAIL [SANDBACHUNITEDSPONSORSHIP@HOTMAIL.COM](mailto:SANDBACHUNITEDSPONSORSHIP@HOTMAIL.COM)

OTHER SIZES AVAILABLE ON REQUEST

ADDITIONAL CHARGES MAY APPLY IF ARTWORK IS REQUIRED

SUBJECT TO AVAILABILITY

# 1<sup>st</sup> Team Pitch & Entrance Advertising

- ✓ Various locations available around pitch side.
- ✓ Includes advertising in match day programme.
- ✓ Collaborative social media marketing for brand exposure or promotional activity.
- ✓ Opportunity for match day activations.

# Other Pitch Side Signage

1800mm x 960mm – Small pitch side	£300 per year
3600mm x 960mm – Medium pitch side	£400 per year
5400mm x 960mm – Large pitch side	£500 per year

## Availability

3G

Pitch 3 fence

Car park/entrance

Please note – there is an initial fee for creating the advertising board. To be agreed prior to board(s) being ordered.



# Individual Team Sponsorship

As a club we provide all our teams with a full home kit which is sponsored via our Global deal

Each individual team then works hard with the support of parents to raise funds to purchase away kits, training kits and equipment, extra funds for entering tournaments and even continental tours!

Team sponsors here will appear on the away strip shirts and training kit.

Social media promotions and campaigns can also be included alongside promotional activity to our membership more widely.

Typical investment is around £1k



# Soccer School

- Our soccer school provides the starting point of their football career for hundreds of children every year!
- Sessions running through the season every Sunday morning via our relationship with the Conor Thomas Academy.
- Sponsor the player training kit for the new players – their 1<sup>st</sup> ever Sandbach United kit!
- Social Media & Membership Marketing campaigns to promote your business to our wider membership.
- Annual investment of £2k per year



# SUFC Tournaments

- Our annual tournament is one of the largest in the northwest, welcoming 100s of teams, and thousands of players and parents over 4 weekends every May & June.
- This is promoted extensively over Social Media and Online
- Excellent opportunity for business exposure face to face over the 4 weekends with an onsite activation.
- Feature front and centre on all tournament communications, via our Tournify App, used by all teams and parents taking part
- Sponsor all tournament trophies and medals
- Social Media & Membership Marketing campaigns to promote your business to our wider membership.
- Annual investment of £3k per year



# End of Season Awards

- Each year we host annual awards for all 65 teams across the club. This is via team presentation evenings at the club.
- Well attended by hundreds of players and thousands of family members
- Opportunity for all trophies and awards to be sponsored & feature the awards sponsor as well as on all communication
- Social Media & Membership Marketing campaigns to promote your business to our wider membership.
- Annual investment £1k per year.



## Contacts

[sandbachunitedsponsorship@hotmail.com](mailto:sandbachunitedsponsorship@hotmail.com)

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Chairman - Simon Tillott

[simon.tillott@sandbachunitedfc.co.uk](mailto:simon.tillott@sandbachunitedfc.co.uk)

