



Aldershot & Farnham Hockey Club: Sponsorship & Partner Opportunities 2022/23

Aldershot & Farnham is a thriving community hockey club, located on the Hampshire / Surrey border. We are sociable but competitive club catering for all levels of experience, offering high quality and fun hockey.

Over the last 6 years AFHC have run a very successful sponsorship programme which brings in much needed funds to the club for all to enjoy. We are continually thinking of ways to make it more attractive for club members and businesses to get involved, therefore, this year we excited to announce a new partnership with *Galvanised Media* offering incredible packages for businesses to generate exciting business opportunities and promotional material.

The Club:

Our club is recognised by England Hockey as a 'Big Club' and we have been awarded England Hockey's ClubMark for our high standards of delivery, welfare and programmes. We have over 800 members with 200 playing adults & 300 juniors, fielding almost 30 teams playing across the South-East.

Our aim in 2022/23 is to continue to make steps forward as a club. Our Ladies 1st XI and Men's 1st XI are both playing South-East Premier Division for the first time in the club's history after a successful promotion campaign by the Men.

Alongside this, we continue to deliver our very successful Junior Academy programme which provides an enhanced learning and performance environment, nurturing our talent and pushing professional standards throughout the club.

We also believe it is important to undertake outreach to local schools and promote social responsibility amongst our members. We deliver free coaching sessions, to not only promote hockey but give children the skills needed to achieve in life by developing teamwork, communication and positive attitudes.

This season, following a huge improvement in our social media and online presence we plan to continue to increase our public profile and shout about what we do. Our aim is to be one club with one voice, with a clear brand and identity.

Galvanised Media:

Established in 2008 with a background in broadcast television, Galavanised Media expanded its vision branching out into Sports coverage and online marketing. Offering everything from single camera live streams to multi camera broadcast productions the team cover it all – promotional video production, post production and social media management. The team have worked with a huge variety of clients from around the world, from sporting federations (FIH, Euro Hockey League, World Bowling), to engineering companies, software developers and schools.

Sponsorship and Partnering:

To maintain our high level of performance and outreach we need partners to sponsor our club. Our successful programme provides the club with invaluable exposure to local businesses, whilst allowing the businesses to promote themselves through the club. Our extended community of sponsors and partners is growing year on year with many organisations, schools and businesses benefitting from increased publicity to our ever-growing membership and visiting teams.

Our costs can include a new "sponsored" match strip for our 1st XIs, travelling expenses, pitch hire, developing and training our members through accredited training courses, accelerated coaching opportunities for the Junior section, goalkeeper kit, protective equipment and other various tools to enhance our learning. Sponsorship is vital to the continued success of the club and is hugely valued by all members.



Community Sponsor & Partner packages

We offer different levels of sponsorship package depending on the financial contribution a business or partner may wish to offer. We offer two types of sponsor package, club and premium level. All premium sponsors will have their name printed on our 'after-match shirt'.

All packages include:

- Company name and logo on our club website www.afhockey.com, with link to own sites.
- Promoted and highlighted as a partner through our social media platforms.
- Opportunity to network with other sponsors, dissemination of contact details and invitation to our sponsors' lunch.
- Full-page advert in the AFHC Newsletter produced 6 times per season.
- Opportunity to display your company banner around our 'home' pitch at Heath End School.
- An entry into the 'main shirt sponsor' draw for the Men & Ladies 1st XIs.

Filming and Promotional Videos with Galvanised Media:

- Filming and promotional video opportunities including:
 - Filming slot and editing – time varies depending on financial contribution.
 - A&F Social content, a 30-40sec video to be used across our social media.
 - Additional promotional content solely for your business use, specific to your requirements and wishes. Length of video and editing time depends on financial contribution.
- More detail on the offer and differing levels of sponsorship can be found in **Annex A**.

Next steps:

1. Confirm you wish to become a sponsor to either the club member who has approached you, our Club Chairman or our Performance Coach & Sponsorship Co-ordinator.
2. Provide your logo or company name in JPEG or PDF format, to be collated for placement in the programme and announcement of partnership on social media.
3. Pay the relevant amount to Aldershot & Farnham Hockey Club
 - We are able to issue invoices with bank information and online payment details.
 - Payment can be made in full on 1 September or split across the season.
 - It is the responsibility of your club contact to manage your payment and liaise with the club.
4. The draw for the 'main shirt sponsor' will be on 10th September. You will receive notification of who the 'main shirt sponsor' winner is and of the other draw winners.
5. Follow our Facebook, Twitter and Instagram to engage with our members and posts.

As a club we would like to thank you for your valued support, our aim is for you to want to remain one of our sponsors for many years to come.

Any questions please feel free to contact us.

Chris Edwards
AFHC Chairman

07779 995479

Chris.eds@btinternet.com

Ian Jennings MBE

Performance Coach & Sponsorship Co-Ordinator

07802 886000

ianjennings62@hotmail.com



Annex A

Premium Sponsor: £2,500

- 3 hour filming slot – Broadcast HD camera, radio mic & basic lighting.
- 5 hour editing – to include overlay of graphics, royalty free music, colour grading and download link delivery.
- Creation of a variety of videos, as below. Please note these will be unique to the sponsor, so will be discussed in advance of filming.

A&F Social Content:

- 30-45 sec video.
- Can be talking head in front of camera, shots of premises with royalty free music, text and/or voice over or a combination.
- Basic introduction to the business, what it does, where it is etc.
- Co-branded with sponsor logo and A&F logo.
- To be used across A&F social media to promote sponsor to club members and wider public.

Additional Content:

- Specific to the sponsor's business, requirements and wishes.
- Could be a combination of: 2-3 minute video/s, a number of 60 second videos or a single 5 minute video.
- Give a more detailed insight into the business. Perhaps use the shorter videos to detail different areas of the business or products on offer. Variety of speakers would help keep pace and interest up.
- Branded solely with sponsor logo.
- To be delivered via email download link as high quality mp4 to be used wherever sponsor would like.

Club Sponsor: £500

- 30 minute filming slot – Broadcast HD camera, radio mic & basic lighting.
- 1 hour editing – to include overlay of graphics, royalty free music, colour grading and download link delivery.
- Creation of 2 videos, as below.

A&F Social Content:

- 30-45 sec video.
- Can be talking head in front of camera, shots of premises with royalty free music, text and/or voice over or a combination.
- Basic introduction to the business, what it does, where it is etc.
- Co-branded with sponsor logo and A&F logo.
- To be used across A&F social media to promote sponsor to club members and wider public.

Additional Content:

- 2-3 minute video.
- Similar content as short video, but it is suggested to have more talking heads to keep interest and pace of the video.
- Give a more detailed insight into the business.
- Branded solely with sponsor logo.
- To be delivered via email download link as high quality mp4 to be used wherever sponsor would like.



Filming Tips:

- Prepare scripts in advance. Whilst they don't have to be recorded in a single take, the fewer takes, the better! If you have a printout of the script or some notes, we can hold or tape it close to the camera lens.
- Whilst we will be able to help choose a location, please have a think about a good one in advance. Ideally somewhere relatively quiet, but with some interest and depth in the background. We don't necessarily need logos in the shot as we can add this in during the edit.
- If you have any high-quality photos of things we won't be able to film, such as meeting clients, events, offsite installs etc. These can be included during the edit as overlays as well.
- We are planning to record a number of locations in a single day, so we will not be able to overrun. If we need or are asked to come back at a later date, this will be charged at £100/hour.
- If you need to cancel your timeslot, we will do our best to rearrange, but this may not always be possible, or at least in a short timeframe.