



## Dear Club Members & Potential Sponsors,

It's that time of year again where we kick-off our sponsorship and partner outreach to local community businesses!

As you are all aware we have successfully run our sponsorship initiative for the last 5 years and once again need your support in maximizing our outreach and opportunities.

Sponsorship and partners are vital in gaining funding for the club, not only for team kit, pitch hire and training equipment, but in facilitating outreach to our local communities. Although driven by the Men's and Ladies' 1<sup>st</sup> Teams in the past, all income has been used to fund the club as a whole and help to fund activities/purchases such as goalkeeper kit and equipment.

To deliver a successful season for our members across the club, both adult and junior, we need investment and sponsorship. Covid-19 has demonstrated the importance of team and community sport for mental health, fitness and wellbeing. Therefore, alongside running our existing teams and training, we want to continue to make hockey available to all in our local area.

If you know or would like to reach out to any businesses, we are able to provide the attached letter (next 2 pages) explaining our sponsorship or provide support crafting emails. The draw for the main shirt sponsor will be on Saturday 18<sup>th</sup> September.

As you know we are boosting our social media presence this season and to compliment this we are looking to launch a new aspect to sponsorship. At each home game, a post-match interview will be held with the Player of the Match. This will be very short, with one or two questions (provided), and the player will be presented with a bottle of Champagne or equivalent edible prize for U18s! To close the interview, the player will thank a sponsor and this video will be shared with that sponsor across our social media platforms. To be eligible to receive the prize, each team will need to attempt to bring in either 4 sponsors or £2,000 worth of funding. We are still finalising details but wanted to share this exciting development with you.

We believe that you, our members, are fundamental to the success of the club and we need your support to gain this integral funding that will support the club to grow and thrive.

Any questions, please do get in touch.

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## **Aldershot & Farnham Hockey Club: Sponsorship & Partner Opportunities 2021/22**

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.

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, 300 adults & 500 juniors, fielding almost 30 teams playing across the South-East.

### **This season:**

Our aim in 2021/22 is to continue to make steps forward as a club. Following the implementation of the new England Hockey league structure, our Ladies 1<sup>st</sup> XI are playing in the South-East Premier Division, one league away from National League, and the Men's 1<sup>st</sup> XI South East Division 1 (West). Both our top teams are excited for the challenges ahead this season and are preparing to perform at this high level with our performance coach Ian Jennings (Jenno), who has experience playing and coaching internationally.

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, as a community hockey club, 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.

Across the club our teams are eager to get back into hockey following a disrupted season last year. Covid-19 demonstrated the importance of team and community sport for mental health, fitness and wellbeing. We are an exciting and vibrant club, who have built a supportive and inclusive community, from elite hockey through to our U8s.

This season we have a newly appointed Social Media officer who will be managing our Facebook, Instagram and Twitter 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.

### **Sponsorship and Partnering:**

To maintain our high level of performance and outreach to the community we need partners to sponsor our club. Over the last 5 seasons we have run a very successful "sponsors" programme giving the club 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 and promotion to our ever-growing membership and visiting teams.

Our costs include a new "sponsored" match strip for our 1<sup>st</sup> 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.



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## Community Sponsor & Partner packages:

### Silver: £500

- Company name and logo on our club website [www.afhockey.com](http://www.afhockey.com), with link to your own sites.
- Opportunity to network with other sponsors, dissemination of contact details and invitation to our sponsors' lunch.
- Full-page advert in the match day programme which will be produced 6 times per season and be provided free for spectators and members on match days, in pdf.
- Promoted and highlighted as a partner through our social media platforms.
- Display your company banner around our 'home' pitch at Heath End School.
- 1 x entry into the 'main shirt sponsor' draw for the Men & Ladies 1<sup>st</sup> XIs.

### Gold: £1,000

- Company name and logo on our club website [www.afhockey.com](http://www.afhockey.com), with link to your own sites.
- Opportunity to network with other sponsors, dissemination of contact details and invitation to our sponsors' lunch.
- Full-page advert in the match day programme which will be produced 6 times per season and be provided free for spectators and members on match days, in pdf.
- Promoted and highlighted as a partner through our social media platforms.
- Display your company banner around our 'home' pitch at Heath End School.
- Ability to advertise extra events and opportunities with your company through our website, programme and social media.
- 5 x entries into the 'main shirt sponsor' draw for the Men & Ladies 1<sup>st</sup> XIs.

### Bespoke

We are always open to discussing unique and bespoke partnership opportunities with potential sponsors. For example, there are opportunities to make a financial bid to have your name on any of our 1<sup>st</sup> XI team kit e.g. sleeve of our warmup shirt, after match shirt and sweatshirt. This is likely to be sold for a minimum of £2000.

### **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, £300 on the 1 September 2021 and £200 on the 1 February 2021.
  - 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 18<sup>th</sup> 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.



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