



Berkhamsted Raiders CFC



Girls Tournament Sponsorship 2018



1 About the Club

Berkhamsted Raiders Community Football Club is a registered charity and an FA Charter Community Standard Club. The aims of the Charity are:

- To promote community participation in healthy recreation by providing facilities for playing football.
- To advance the education of children and young people whether or not undergoing formal education



**CHARTER STANDARD
COMMUNITY CLUB**

As an FA Charter Community Club, we operate to the highest standards set by the FA for junior football clubs. We encourage fair play, and sportsmanship, and we praise involvement, effort and performance more than results. Our recent awards include:

- Herts and Greater London FA Charter Standard Community Club of the Year 2016
- UEFA European Grassroots Club of the Year - Silver Award 2015
- National FA Charter Standard Community Club of the Year 2014

Membership

In 2017/18, we will provide sport for a record number of members – over 1,000 boys and girls playing football in 80 teams from U7 to U18, plus a Ladies team, a Veterans team, Senior team, and initiatives for Walking Football and Inclusive Football. Our fastest growing section is Girls Football – our priority in terms of the club's development.

Management

The Club is run by volunteers – a Board of Trustees, and a Committee of eighteen people, plus fifteen Age Group Coordinators. Each of the teams has a Manager and Assistant Manager. All Managers are FA Level 1 qualified, have been through DBS checks and are First Aid trained.

Facilities

The Club does not have a home ground or club house. We play at many venues around the Berkhamsted area, creating football facilities for U7 & U8 (5v5); U9 & U10 (7v7); U11 & U12 (9v9) and 11v11 from U13 upwards, and funding pitches, goals and nets for the use of Raiders and our local schools.

BerkoAstro

In 2010, we succeeded in our bid for funding from the Football Foundation for BerkoAstro, a floodlit 3G pitch at Ashlyns School. The development cost £600,000 in total. An additional £150,000 was raised in 2012 to create the Paul Beard Centre alongside BerkoAstro. The Centre provides much needed facilities to support the use of the 3G pitch and is also used for FA training courses for players, coaches and referees.

2 Why sponsor Raiders?

If you own or run a successful local business, then Berkhamsted Raiders is the perfect opportunity for you to both promote your business and to support a local community charity.

It costs over £200,000 each year to provide participation in football for our 1,000 boys and girls. Around 70% of this is raised from membership subscriptions; the remainder is generated through fundraising, contributions from local businesses and individual donations. We are always looking for successful local businesses to provide sponsorship for our Club. Your donation will be used wisely to help local boys and girls play football.

Sponsors find that their donation is re-paid many times over. The sponsorship helps to:

- Build links between your business and the local community.
- Enhance your business image.
- Increase local awareness of your business.
- Build goodwill among the community and other local businesses.
- Promote your business and attract new customers.

All sponsors benefit from:

- Logo and profile on Raiders web site
- Inclusion of promotional sheet or promotional material in Raiders Members Pack.
- Logo and profile in Raiders tournament programme.
- New sponsor announcement in Raiders e-newsletter.
- Logo in e-newsletter.
- Invitations to Raiders events such as the Raiders tournament and the Raiders Open Evening.

3 Tournament sponsorship

In 2018, the Raiders Girls Tournament will take place on a Saturday or Sunday in June at Berkhamsted and Hemel Hempstead Hockey Club, Cow Roast.

The Tournament will be a major event in the Raiders calendar. We expect an entry of around 40 to 50 teams, attracting clubs from all over the area. The event is will attract around 1,000 players and parents.



The Tournament is an excellent opportunity to promote a business not only to the Berkhamsted community but also to the wider community in Hertfordshire.

Sponsorship benefits

- A dedicated sponsorship announcement in the Raiders email list via the e-newsletter. The e-newsletter is distributed to a list of over 1,500 recipients which embraces Raiders families AND local “supporters” (Councillors, School Heads, community organisations, local businesses).
- Inclusion of the sponsor’s name and logo as “Tournament Sponsor” on all Raiders e-newsletters.
- Inclusion of the sponsor’s logo on all materials related to the tournament.
- Inclusion as a “Featured Sponsor” in one issue of the Raiders e-newsletter during the year.
- Logo and full-page profile or advertisement in the Raiders Members Handbook. The handbook is distributed to all 1000 members and their families.
- Inclusion of a promotional flyer or brochure in the Raiders Members Pack which is distributed to all 1000 members and their families.
- Logo and profile on the Raiders web site.
- Invitations to Raiders events such as the Raiders Open Evening (for local community and businesses).
- Provision of the 3G pitch at BerkoAstro, use of the meeting/presentation room at the Paul Beard Centre and supply of coaches and referees for a Company event or mini- tournament, lasting up to 2 hours. The event could be football or multi-sport focused. Football participation could be facilitated for all ages and sexes through a “Walking Football” approach.

Cost

Tournament sponsorship	
One year	£2,000

4 Who to contact

For more information on sponsorship of our Girls Tournament, contact:

Chris Bevan
Girls Football Coordinator
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Keith Pollard, Club Chairman
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Work: 01442 817817

Paul Russell, Club Development Officer
development@berkhamstedraiders.com
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5 Sponsorship Agreement Form

Type of sponsorship	
Period of sponsorship	
Sponsorship amount	£
Sponsoring organisation	
Name and title of representative	
Telephone number	
Email	
Organisation address	

This agreement is between the Sponsoring Organisation (Sponsor) and Berkhamsted Raiders CFC (Raiders).

Sponsorship provides the benefits outlined in the relevant section of the Sponsorship Pack for the specific type of sponsorship.

Sponsorship does not permit the Sponsor to have any rights or responsibilities in the operation of Raiders or any team within the Club, nor does the Sponsor have any rights or responsibilities in the selection of managers, coaches or players for any team in the Club. Nothing in the agreement shall make us partners or joint venturers. The Sponsor and Raiders are independent contractors with respect to one another, and neither shall have any authority to represent or bind the other in any manner or to any extent whatsoever, except as specified within this agreement.

The Sponsor shall have the right to use the following terms in advertisements, posters, brochures, newsletters, etc.: "Sponsor of Berkhamsted Raiders" (plus team name, if appropriate).

Signatories

Sponsoring organisation

Name:

Title:

Date:

Signed:

Berkhamsted Raiders CFC

Name:

Title:

Date:

Signed: