



# Berkhamsted Raiders CFC



## Sponsorship Pack 2017/18

## 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



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:

- UEFA European Grassroots Club of the Year - Silver Award 2015
- National FA Charter Standard Community Club of the Year 2014
- Herts FA Charter Standard Community Club of the Year 2014
- FA Eastern Region Community Club of the Year 2014
- Dacorum Sports Club of the Year

### Membership

Raiders has around 1,000 playing members, coming predominantly from the Berkhamsted area.

In 2017/18, we will be running 84 teams, starting with the Under 7's and going all the way through to the adult team. We have twelve girls' teams, a Ladies team, Veterans team, an Inclusive Disability team and a Walking Football team

### Management

The Club is run by a volunteer Committee of sixteen people. 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

Despite being a large sports club, we do not have a club house. We make use of local schools and pitches at twelve different locations in the area. We fund football pitch maintenance and goals and nets at many of the Berkhamsted schools for use both by Raiders and the schools.

## BerkoAstro

In 2010, we succeeded in our bid for funding from the Football Foundation for BerkoAstro, a floodlit 3G pitch at Ashlyns School. (3G is a state of the art artificial grass surface). 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.



## 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 around £175,000 each year to provide participation in football for our 1,000 boys and girls. Around £148,000 of this is raised from membership subscriptions; the remainder is generated through fundraising, contributions from local businesses and individual donations. We are looking for successful local businesses to provide sponsorship for our Club. We have various options for sponsorship available; whichever option you take, 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
- Logo and profile in Raiders Members Handbook.
- 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.

## 2 Sponsorship opportunities

There are a variety of opportunities to support Berkhamsted Raiders.

### Team sponsorship

Raiders runs more than 80 teams from U7 to the Senior team. From U7 to U8, the teams play 5 a side mini-soccer, U9 and U10 play 7 a side. U11 and U12 play 9 a side and U13 and above teams play 11 a side football. In each age group, we have up to ten teams.

Each of the Raiders teams needs a sponsor. You may choose to sponsor an individual team or all of the teams in an

age group. The sponsorship lasts three years at which time we replace the team kit. The Club Colours are blue and black striped shirts, black shorts and socks,

In addition to the general sponsorship benefits mentioned in the previous section, a team sponsorship includes:

- Sponsor's logo on all shirts (Usually 10 shirts for mini-soccer, 16 shirts for 11 a side).
- A framed photo of the team for display in your business.
- Updates from the team manager on the team's performance.

### Cost

The costs for team sponsorship, covering a three year period (that's how long the shirts last!), are as follows:

Mini soccer teams		9 and 11 a side teams	
One team	<b>£300</b>	<b>One team</b>	<b>£400</b>
Two teams	<b>£500</b>	<b>Two teams</b>	<b>£750</b>
Three teams	<b>£750</b>	<b>Three teams</b>	<b>£1000</b>
Whole Age Group (up to ten teams)	<b>£1,800</b>	<b>Four teams</b>	<b>£1,300</b>



## Age Group/Team awards sponsorship

Each team recognises player performance throughout the year at the Raiders Awards Night. The usual awards are Player of the Year, Most Improved Player, and Players Player. Additional awards such as the Golden Boot may be given by some teams. Each team is provided with a sponsor's shield that stays with the team; players receive individual trophies.

Sponsorship of the age group awards will give you great visibility at the Raiders annual awards night. A representative of the sponsoring organisation can be present to make the awards to players.

### Cost

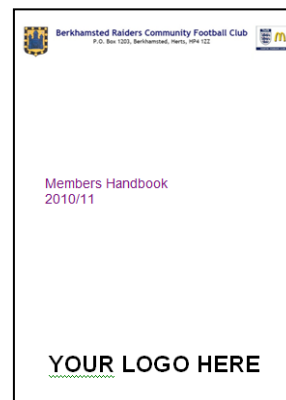
The cost of awards sponsorship is as follows:

Awards sponsorship	
One team – mini soccer	<b>£60</b>
One team – 11 a side	<b>£95</b>
Age group – mini soccer – 3 teams	<b>£150</b>
Age group – 11 a side – 3 teams	<b>£250</b>

## Members handbook sponsorship

The Raiders Members Handbook is distributed to all members and parents within the club. 600 copies of the handbook are printed. In addition to the general sponsorship benefits mentioned in the previous section, the handbook sponsorship includes:

- Sponsor's logo on the front cover.
- One page profile on the sponsor.
- Full page advertisement.



### Cost

Handbook sponsorship	
One year	<b>£500</b>



## Tournament sponsorship

The Raiders Tournament takes place in June each year at Berkhamsted Sports Club, Kitcheners Field. This season, the tournament took place on Sunday June 11<sup>th</sup> 2017.

The Tournament is the major event in the Raiders calendar and a significant fund raiser. The tournament had an entry of around 130 teams in 2017, attracting clubs from all over the area. The event is attended by around 3,000 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 1,000 recipients which embraces Raiders families AND local “supporters” (Councillors, School Heads, community organisations)..
- 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

### 3 Who to contact

For more information on sponsorship of Berkhamsted Raiders CFC, contact:

Keith Pollard, Chairman

[chairman@berkhamstedraiders.com](mailto:chairman@berkhamstedraiders.com)

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Karen Nunn, Marketing Officer

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Mob: 07592 871031

## 4 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: