Whitley Bay Sporting Club

Sponsorship Pack

Season 2019 / 20
About Whitley Bay Sporting Club

Whitley Bay Sporting Club has grown to become one of the largest, longest-serving and most respected sporting clubs in the region.

Starting off under the name Whitley Bay Boys’ Club in 1960, the club is now a community organisation providing football and other opportunities for around 700 players, with close to 100 volunteers currently active in running the club.

A registered charity, FA Charter Standard Club and Nike Partner Club, we’re hoping to move towards community status in the near future.

The aims of the charity are to:

1. Promote community participation in healthy recreation by providing facilities to play football.
2. The advancement of children and young people’s education, whether or not undergoing formal education.

As an FA Charter Standard Club, Whitley Bay SC operates to the highest standards the FA have set for junior football clubs, something which has seen us become a Nike Partner Club since season 2015/16. We encourage fair play and sportsmanship and praise performance and effort more than results.

Membership

Whitley Bay Sporting Club has around 700 playing members, predominantly heralding from North Tyneside. In the 2019/20 season, we will be running in excess of 50 teams, ranging from Under 7 all the way through to an adult side. In the 2019/20 season, we will run 8 girls teams who will play in the Girls League.

Management

The club is run by a volunteer committee and each team has a manager, most also having an assistant. All managers hold a minimum of an FA Level 1 qualification and all hold Emergency Aid and Child Safeguarding certifications, in addition to having been subject to an Enhanced CRC check.

Facilities

The club bases itself across a variety of sites across the town, but primarily at Valley Gardens Middle School and Whitley Bay High School, where the artificial 3G surfaces are used for training and matches are located, along with the greatest concentration of our grass pitches. We also make use of several other schools in the area, funding maintenance of pitches and the acquisition of goals and nets at a number of these locations, for use by both Whitley Bay Sporting Club and the schools in question.
Why sponsor Whitley Bay Sporting Club?

As a Nike Partner Club, working with Whitley Bay Sporting Club is the perfect platform for local businesses to promote themselves, associate with a globally recognised sportswear brand and to support a local grassroots charity.

It costs approximately £100,000 per year to provide football for our 700 (approx.) players. Membership subscriptions account for approximately £80,000. The remainder comes from fundraising, individual donations and the contributions of local businesses.

As a club, we are seeking to engage successful local businesses with the sponsorship opportunities available at the club. Various levels of sponsorship are available and whichever option you may choose to take, your donation will be used wisely to help local children play football, in addition to the benefits that a sponsorship agreement will bring to your business, with many sponsors finding that their donation is repaid many times over.

A sponsorship agreement will help your business 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 and;
- Promote your business and attract new customers

The benefits that we offer to you as a sponsor are:

- Your logo and profile on the Whitley Bay Sporting Club website
- Your logo and profile in the Whitley Bay Sporting Club Members’ Handbook
- The inclusion of a promotional sheet/material in the Whitley Bay Sporting Club Members’ Pack
- A new sponsor announcement and exposure for your business on our Facebook group (which has over 1,700 followers)
- Invitations to Whitley Bay Sporting Club events, such as the club’s annual presentation day.
- Framed shirt with your logo on to display in your office / workplace
Sponsorship Opportunities

There are a variety of different opportunities available to support Whitley Bay Sporting Club.

Team Sponsorship

In excess of 50 teams are being run at Whitley Bay Sporting Club, so there are plenty of teams to offer your support to. In the mixed section, Under 7 and Under 8 teams play in the 5-a-side mini soccer format, progressing to 7-a-side at Under 9 and Under 10. Teams at Under 11 and Under 12 participate in the 9v9 format of the game, with all teams at Under 13 and above playing the traditional 11-a-side format of the game.

The team sizes for the girls’ teams differs slightly, depending on the age group. At Whitley Bay Sporting Club, we have up to five teams at any one age group.

We try to find a sponsor for each team and interested parties are able to sponsor an individual team or all teams at one age group. A sponsorship would last the lifetime of a team’s kit, which would be expected to be two to three years. The club wears blue Nike shirts, blue Nike shorts and blue Nike socks. The club’s change colours are yellow and blue.

In addition to the general benefits of sponsorship already outlined, a team sponsorship would also include:

- The sponsor’s logo on all shirts (typically 10 shirts at mini soccer age, 12 at 9-a-side and 16 to 18 for 11-a-side teams);
- A framed team photo for display in your business;
- Updates from the team manager on the team’s performance
# Sponsorship Pack

## Team Sponsorship Costs

Team strip or team jumper sponsorship costs:

<table>
<thead>
<tr>
<th></th>
<th>MINI SOCCER TEAMS (U7 - U10)</th>
<th>9-A-SIDE TEAMS (U11 - U12)</th>
<th>11-A-SIDE TEAMS (U13+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 x TEAM</td>
<td>£250</td>
<td>£400</td>
<td>£500</td>
</tr>
<tr>
<td>2 x TEAMS</td>
<td>£500</td>
<td>£750</td>
<td>£900</td>
</tr>
<tr>
<td>3 x TEAMS</td>
<td>£750</td>
<td>£1,000</td>
<td>£1,100</td>
</tr>
<tr>
<td>FULL AGE GROUP</td>
<td>£1,000</td>
<td>£1,300</td>
<td>£1,500</td>
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</tbody>
</table>

Team sponsorships are also available for training wear, with teams able to purchase additional training jumpers, raincoats, technical pants and beanies. Technical pant and beanie sponsorship prices are available on request, but sponsorship of training wear would carry the same general benefits as the sponsorship of a match strip.

## Team rain jacket sponsorship costs:

<table>
<thead>
<tr>
<th></th>
<th>MINI SOCCER TEAMS (U7 - U10)</th>
<th>9-A-SIDE TEAMS (U11 - U12)</th>
<th>11-A-SIDE TEAMS (U13+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 x TEAM</td>
<td>£280</td>
<td>£430</td>
<td>£550</td>
</tr>
<tr>
<td>2 x TEAMS</td>
<td>£525</td>
<td>£800</td>
<td>£975</td>
</tr>
<tr>
<td>3 x TEAMS</td>
<td>£800</td>
<td>£1,150</td>
<td>£1,225</td>
</tr>
<tr>
<td>FULL AGE GROUP</td>
<td>£1,100</td>
<td>£1,375</td>
<td>£1,650</td>
</tr>
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Team sponsorships are also available for training wear, with teams able to purchase additional training jumpers, raincoats, technical pants and beanies. Technical pant and beanie sponsorship prices are available on request, but sponsorship of training wear would carry the same general benefits as the sponsorship of a match strip.

## Age group/team awards Sponsorship

Each year, the club holds a Presentation Day to recognise the performances and achievements of our players and teams. Awards are usually given for: Most Improved Player, Player of the Year/Manager’s Player, Players’ Player and Best Attitude. All players also receive an individual participation trophy.

Sponsorship of an age group’s awards at Presentation Day will give you great visibility at the Whitley Bay Sporting Club Presentation Day. The club would also welcome a representative of the sponsoring organisation to present the awards to players.

## Awards sponsorship costs:

<table>
<thead>
<tr>
<th></th>
<th>MINI SOCCER TEAMS (U7 - U10)</th>
<th>9-A-SIDE TEAMS (U11 - U12)</th>
<th>11-A-SIDE TEAMS (U13+)</th>
</tr>
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<tbody>
<tr>
<td>1 x TEAM</td>
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<td>£125</td>
<td>£159</td>
</tr>
<tr>
<td>FULL AGE GROUP</td>
<td>£300</td>
<td>£400</td>
<td>£500</td>
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Whitley Bay Sporting Club

Sponsorship Pack

Members’ Handbook Sponsorship

The Whitley Bay Sporting Club Members’ Handbook is distributed to all members and parents within the club. Hundreds of copies of the handbook are also printed for new players and parents. This is a comprehensive magazine-style booklet which details all the information a member should need about the club and is referenced by club members old and new many times throughout the year.

In addition to the general sponsorship benefits mentioned previously, sponsorship of the handbook will also give an organisation:

- The sponsor’s logo on the front cover
- A full page profile of the sponsor
- A full page advertisement

Members’ Handbook sponsorship costs:

| ONE YEAR | £400 |

Contact Information

For more information on how your business can get involved with Whitley Bay Sporting Club, please contact:

Rob Nixon - Chairman
chairman@whitleybaysportingclub.co.uk
Mobile: 07443 439 715

Vikki Milne – Sponsor Secretary
socialmedia@whitleybaysportingclub.co.uk
Mobile: 07900497747
# Sponsorship Agreement Form

<table>
<thead>
<tr>
<th>TYPE OF SPONSORSHIP</th>
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<tbody>
<tr>
<td>PERIOD OF SPONSORSHIP</td>
<td></td>
</tr>
<tr>
<td>SPONSORSHIP AMOUNT</td>
<td>£</td>
</tr>
<tr>
<td>SPONSORING ORGANISATION</td>
<td></td>
</tr>
<tr>
<td>NAME &amp; TITLE OF REPRESENTATIVE</td>
<td></td>
</tr>
<tr>
<td>TELEPHONE NUMBER</td>
<td></td>
</tr>
<tr>
<td>EMAIL ADDRESS</td>
<td></td>
</tr>
<tr>
<td>ORGANISATION ADDRESS</td>
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This agreement is between ................................................................. (the Sponsor) and Whitley Bay Sporting Club.

Sponsorship provides the benefits outlined in this document, according to the specific section outlining the provisions of the desired level of sponsorship. Sponsorship does not permit the Sponsor to have any rights or responsibilities in the operation of Whitley Bay Sporting Club or to any team within the club. Neither does it give the Sponsor any rights or responsibilities with regards to the selection of managers, coaches or players for any team in the club. Nothing in the agreement shall make the Club and the Sponsor partners or joint ventures.

The Sponsor and Whitley Bay Sporting Club are independent contractors with regards to each other and neither shall have the authority represent or bin the other in any manner to any extent whatsoever, except as specified within this agreement. The sponsor will have the right to use the following terms in advertisements, posters, brochures, newsletters, etc.: “Sponsors of Whitley Bay Sporting Club” – plus the inclusion of a team name/age-group where appropriate.

**Signatories**

**Whitley Bay Sporting Club**

Name: .................................................................

Title: .................................................................

Signed: .................................................................

Date: .................................................................

**Sponsorship Organisation**

Name: .................................................................

Title: .................................................................

Signed: .................................................................

Date: .................................................................