

*hampshire fa*

# Commercial opportunities

2020



## Background



Hampshire FA is one of the largest County Football Associations in the Country with over 5,000 teams competing every week in local football, 15,000 volunteers involved in the game, 50,000 diverse players of all ages and 1,600 referees in the county. As a not-for-profit organisation we have an annual turnover in excess of

£1m with any surplus reinvested back into the grassroots game in the county.

Hampshire FA provides the opportunity for perspective partners to access and contact the heart of the local community. Football in this Country is going through a huge change in culture. Whilst traditional

methods of business such as governance and rules are still in existence, Hampshire FA is a leading provider of Football Development Initiatives, which are delivered through courses, workshops and taster sessions. Since becoming incorporated in April 2000, Hampshire FA is now far more commercially astute and recognises the need

for marketing and strategic planning to secure the long term future of the game in our county. Hampshire FA is a Limited Company by Guarantee and a non-profit making organization.

Therefore, any year end surplus is ploughed back into the game through development activities such as coaching, facility investment and youth football to name but a few. There are many opportunities for partnerships to be formed with local organisations and outside agencies through marketing and sponsorship.

We operate over 30 County Cup competitions and over 5,000 teams are playing each week; there are also 1,800 adult small sided teams playing in structured competitions. We offer advertising in our E-Magazine, (Coming January 2020) Cup Final programmes and on our website, HampshireFA.com which attracts over 1,300 separate visitors a day and this figure continues to rise. Each partner receives their

own dedicated website partner section on HampshireFA.com with the logo advertised. Hampshire FA operates 5 different social media sites including YouTube, Instagram, Facebook, LinkedIn and Twitter. As part of the package offered to new and existing partners, each partner receives scheduled social media mentions every week on Hampshire FA's social media accounts. But, it's not limited there, with our 3 facilities also having social media accounts, so exposure to all our followers across Hampshire.

We advertise our partners in various publications including a logo in the Commercial Opportunities booklet, advertisements of offers in our Member Benefits Booklet and also announce a new partner with a news story on HampshireFA.com, which is also shared through social media accounts.

To network and engage with our partners, we schedule quarterly

commercial networking meetings, inviting our partners to attend, network and exchange contacts in an informal setting.

In November 2015, Hampshire FA was shortlisted for the 'Best Business Serving Football – up to £2m turnover award'; by the Football Business Awards. Hampshire FA is committed to ensuring that all partners receive maximum exposure and recognition of being a supporter.



For further details please contact Neil Cassar, Chief Executive, Hampshire FA, direct on 01256 853024 or via email at [Neil.Cassar@HampshireFA.com](mailto:Neil.Cassar@HampshireFA.com)





Do you know

# How Hampshire FA supports grassroots football?



## Participation

Hampshire FA is a not-for-profit organisation which runs grassroots football in Hampshire. Football remains the most popular sport in Hampshire and the contribution that grassroots football can make to building stronger communities, improving health, reducing crime and tackling obesity is clear.

**60,702**  
**MALE**  
**PLAYERS**  
**ACROSS**  
**3607 TEAMS**

**4,846**  
**FEMALE**  
**PLAYERS**  
**ACROSS**  
**257 TEAMS**

**500**  
**DISABILITY**  
**PLAYERS**  
**ACROSS**  
**5 TEAMS**

## Coach Education

### HOW MANY COACHES THIS SEASON?

**L1**

**700**

**INCLUDING**  
**76 FEMALE**  
**& 54 BAME**

**L2**

**72**

**INCLUDING**  
**2 FEMALE**  
**& 26 BAME**

**UEFA B**

**24**

**INCLUDING**  
**1 FEMALE**  
**& 6 BAME**

## Referees

**AT THE END**  
**OF THE**  
**2018/19**  
**SEASON**  
**WE HAD A**  
**TOTAL OF**



**1,340**  
**QUALIFIED**  
**OFFICIALS**



Commercial Opportunities 5

**TOTAL**  
**CLUBS**  
**784**

**TOTAL**  
**LEAGUES**  
**55**

**TOTAL**  
**TEAMS**  
**3,975**

## Totals Across Hampshire

Hampshire FA recognise that different people want to play football at different times, in different formats. We work to ensure that there are opportunities for players to get involved in ways that suit them.

**48**  
**WILDCAT**  
**CENTRES**

**89% OF YOUTH**  
**TEAMS**  
**HAVE CHARTER**  
**STANDARD STATUS**

**93%**  
**OF YOUTH**  
**TEAMS**  
**HAVE A**  
**QUALIFIED**  
**COACH**

## Youth

Football in schools is administered by Hampshire Schools FA and Hampshire FA provides support to players looking to join a local club. The FA Lidl Skills Programme provides football physical literacy sessions for 5-11 year olds in Hampshire

**YOUTH**  
**1,379**  
**TEAMS**  
**22,109**  
**PLAYERS**

**MINI SOCCER**  
**1,129**  
**TEAMS**  
**10,746**  
**PLAYERS**

**ADULTS**  
**1,099**  
**TEAMS**  
**29,847**  
**PLAYERS**

## Male

The FA has changed youth football so it's more fun and helps develop better skills. There are more FA Charter Standard clubs – a status awarded to well run clubs. The Respect Programme has increased referee numbers and improved player behaviour.

**YOUTH**  
**162**  
**TEAMS**  
**2,664**  
**PLAYERS**

**MINI SOCCER**  
**39**  
**TEAMS**  
**726**  
**PLAYERS**

**ADULTS**  
**56**  
**TEAMS**  
**1,456**  
**PLAYERS**

## Female

The FA took over the women's game in 1993 and it has gone from strength to strength in Hampshire with participation at its highest ever level and more females becoming qualified referees and coaches.



**6,436**  
**CLUB**  
**OFFICIALS**



**385**  
**LEAGUE**  
**OFFICIALS**



**8,701**  
**TEAM**  
**OFFICIALS**

## Volunteers

An army of volunteers ensures that football is played across Hampshire each week. Hampshire FA is committed to creating a culture of continuous improvement and working towards higher standards of service delivery to support football in Hampshire.



**NEW**  
£9 MILLION  
FACILITY  
BASED IN  
EASTLEIGH

**101**  
GRASS  
PITCHES  
IMPROVED  
SINCE 2000

**21**  
NEW 3G  
FOOTBALL  
TURF PITCHES  
SINCE 2000

#### Facilities & Funding

Local authorities are critical to the development of grassroots football in Hampshire with large proportions of the pitch and facilities in the County owned by the public sector. Hampshire FA works with local authorities to keep facilities open, allowing leagues and clubs to continue.

**29**  
NEW  
CHANGING  
ROOMS/  
PAVILIONS  
SINCE 2000

**£27,000,000**  
INVESTED IN  
FOOTBALL FOUNDATION  
FACILITIES  
SINCE 2000

#### Marketing

Hampshire FA places a strong emphasis on marketing & communications; as such we have developed the media model with different tiers. Particular focus is recognising media agencies or freelancers as official media partners of the association.



HAMPSHIRE  
FA  
HAVE  
RELEASED  
A VARIETY  
OF BRAND  
**NEW**  
MARKETING  
CAMPAIGNS  
TO  
SUPPORT  
AND  
PROMOTE  
GRASSROOTS  
FOOTBALL



WE  
HAVE  
RELEASED A  
MARKETING  
GUIDELINES  
PAGE AND  
CONTENT  
TO  
SUPPORT  
CLUBS  
AND  
LEAGUES

**9**  
HAMPSHIRE  
FA  
STUDENT  
MEDIA  
PROJECTS  
COMPLETED  
IN THE  
18/19  
SEASON



## Bespoke Commercial Packages Available

Hampshire FA is one of the most commercial county football associations in England; working with over 30+ commercial organisations, we strive to ensure that our beautiful game has the funding to develop, sustain and progress, with all investments going into grassroots football in

Hampshire. At Hampshire FA, we have a broad range of opportunities available for companies of all sizes. If an opportunity does not meet your company's requirements and you would like to discuss an opportunity with us, our door is open for business. We can arrange initial meetings to discuss your ideas and/or can

arrange an informal discussion over the phone or by email. We look for ways to engage with businesses and welcome the opportunity of discussing them with you. Please contact the Hampshire FA Business, Marketing & Communications team for further details at [Communications@HampshireFA.com](mailto:Communications@HampshireFA.com)





## Opportunity: Hampshire FA Supporters Club Member



Hampshire FA can offer an exclusive opportunity to become a member of its Supporters Club. With over 25 companies already signed up, the Supporters Club offers a unique opportunity to access the heart of

the football community in Hampshire through advertising, commercial and promotional activities direct to key stakeholders including leagues, clubs, referees, players and volunteers.

Members of the Supporters Club also benefit from being recognised and heralded as true supporters of grassroots football and our national game.

**Bronze Supporters Club benefits include:**

- Website coverage through HampshireFA.com including your own website section, website and social media links
- Social media posts weekly advertising your company via Hampshire FA's Twitter page
- Website link to your website
- Advert in the new E-Magazine (coming January 2020)
- Complimentary Senior Cup Final Tickets x 5
- 2x Hospitality Lounge passes for the Senior Cup Final
- Half page mono advert - Senior Cup Final programme
- Half page mono advert - all other County Cup Final programmes
- Ball Sponsor for a nominated Hampshire FA Cup Final
- Entry into a monthly draw for Portsmouth, Southampton and AFC Bournemouth match tickets with additional England tickets where possible
- 10% discount on all Hampshire FA education courses
- Opportunity to be included in offer brochure to HFA stakeholders to promote business, products and services
- x2 complimentary tickets (buffet meal also available) for the Hampshire FA Grassroots Football Awards
- Targeted partner banners in articles highlighting products
- 20% off suite bookings at HFA

facilities with free tea/ coffee for meetings and events

**The price for this exclusive opportunity is £500 per year plus VAT and we can further offer a 3-year option at £1,275 (payable in three annual instalments) which represents a cost saving of £250.**

### Silver Supporters Club benefits include:

All of the Bronze supporter benefits plus:

- Advertising board at a facility of your choice; Winklebury Football Complex, Front Lawn Community Hub or Stoneham Lane Football Complex (Community Pitch)
- Partner spotlight in our new E-Magazine launching January 2020
- Partner logos displayed at Stoneham Lane Football Complex

**The price for this exclusive opportunity is £750 per year and we can further offer a 3-year option at £2,000 (payable in three annual instalments) which represents a cost saving of £250.**

### Gold Supporters Club benefits include:

All of the Silver supporter benefits plus:

- Advertising board at two facilities of your choice; Winklebury Football Complex, Front Lawn Community Hub or Stoneham Lane Football Complex (Community Pitch)

**The price for this exclusive opportunity is £950 per year and we can further offer a 3-year option at £2,600 (payable in three annual instalments) which represents a cost saving of £250.**

### Platinum Supporters Club benefits include:

All of the Gold supporter benefits plus:

- Advertising boards at all three Hampshire FA facilities; Winklebury Football Complex, Front Lawn Community Hub or Stoneham Lane Football Complex (Community Pitch)

**The price for this exclusive opportunity is £1,150 per year and we can further offer a 3-year option at £3,200 (payable in three annual instalments) which represents a cost saving of £250.**

## Opportunity: Net A Piece Of Hampshire History



### The Construction Partnership

Alton RA	WFL	DN Soccer	Eastleigh & District Referees Society	Hampshire County Referees Association	Rodin Osborne	Loddon Sports Junior F.C.	Basingstoke & District Football League	Peter Houseman Youth League	Tony Hart	Barry E Hughes	Harry R Cornish	IOW FA	Martin Oliver	Southampton F.A.
Sussex FC	Traphym Supplies Ltd	Hampshire C.Y.L.	Vanessa Raybird	Alan & Owen Robinson	Bishops Waltham Dynamos	Phil Ahern	Roger Moon Penny Hewitt	John Benfield	Laurence Jones	Peter J. Raybird	Bournemouth Football Association	Bournemouth Howard Sunday League	Bournemouth Howard Sunday League	Lee Duffe
Traphym Sports Ltd	Portsmouth Referees Society	Peter Sweton	Alan Roakilly	Debra Sowden	Meon Valley Sunday Football League	H.C.W.F.L.	Ceritopia	Bruce Channon	Jim Pearson	Eastleigh & District New Soccer League	Basingstoke & District New Soccer Development Council	UK Office Systems	Simon Nethercott	Eric Casper
A Pin Insurance	James Pheen	Portsmouth Royal Dockyard Football League	David Armstrong Promotions	Eric & Ann Trengrove	Charlotte Brown	Nell Cassar	James Duthie	Jackie Elkin	James Lisher	Darren Parker	Hudson Ba Stroud	Dale Varney	Nelly Whitman	Kathryn Huband
Paul Creadon	Nicola Rogers	Chris Smith	Sacha Nicholas	Brian Le Breton	Garry Pruitt	New Alresford Town Council	Aldershot District Football League	Bernard Curmish	North East Hants Youth League	Jon Walkom	Nick Taplin	Aldershot Football Association	Deek Jaffman	Portsmouth Royal Dockyard Football League
IOW Sunday Youth League	Portsmouth Football Association	Portsmouth Sunday Football League	Basingstoke & District Sunday Football League	Aldershot & District Sunday Football League	Peter J Butler	Zenith Hampshire League	Aldershot & District Football League	Les Scott	North Hants FA	Aquasound				

Thura K T Win J P

E J Ward

**There are still** squares available on Hampshire FA's Net a Piece of Hampshire's History project which appears in the reception of Hampshire FA's headquarters in Basingstoke in the form of a wall painting of a goal net. Each square of the net is available to 'sponsor' for just £50 each.

Your name (or company name) will then be on the wall permanently, so that visitors, stakeholders and the like will be able to see

your continued support. All proceeds will be donated to the Hampshire FA Community Trust which supports a wealth of very worthwhile initiatives including disability football, community coaching and social inclusion. If you would like to take part in this scheme, please contact the Hampshire FA Business, Marketing & Communications team for further details at [Communications@HampshireFA.com](mailto:Communications@HampshireFA.com)



## Opportunity: Grassroots Football Awards Associate Sponsor



### The Hampshire FA

Grassroots Football Awards ceremony recognises, rewards and celebrates our army of volunteers in Hampshire for their commitment, dedication, efforts and services to the grassroots game. The ceremony unites all award winners and is a showcase of the talented workforce who dedicate so much of their own time for others to enjoy the beautiful game. In June 2018, Hampshire FA announced winners for 13 different award categories in front of an audience of 330 people. Our awards ceremony is a dedicated evening filled with entertainment, designed to make our incredible base of volunteers feel special,

rewarded and recognised. We are delighted to present the below commercial package and to welcome an associate sponsor for the Hampshire FA Grassroots Football Awards.

#### Package includes:

- Full page colour advert • Full page colour advert in the Hampshire FA GrassrootsFootballAwards Programme
- Opportunity for banners to be erected at the Hampshire FA Grassroots Football Awards
- Advertisements of company featured on every table at the Hampshire FA GrassrootsFootballAwards
- Company mentions in every email circulated to award

winners and guests with hyperlinks to company webpage

- 2x tickets for company representatives to attend the Hampshire FA GrassrootsFootballAwards
- Website section dedicated to company featured on the partnerships section of the Hampshire FA website
- Company logo featured across the Hampshire FA GrassrootsFootballAwards presentations (screen promotions)
- PA announcements on the evening advertising company

**The cost of the package is £350.00 + VAT for a 1 year deal.**



## Opportunity: Official Partners For Refereeing



**Referees** are a pivotal part of the game both at grassroots and elite level; referees are responsible for enhancing and maintaining high standards across all areas of refereeing. Currently in Hampshire we have a total of 1,607\* qualified referees, run on average 12 FA Referee courses per year in support of the 9v9 and 11v11 game at various locations throughout the county and host approximately 20 workshops per year (including assessor, coaching, development, mentor and tutor workshops).

Furthermore, Hampshire FA host two Young Referee Development days per year to provide personal development training to referees from the ages of 14 – 23. The annual Referees Association FA Event (RAFA) is an annual and pinnacle event for the referees where all registered referees are invited to attend; these evenings include an FA Cup Final Referee providing insight into their own personal refereeing career. In addition, the Referees Youth Council also deliver a session and/or a workshop where audience participation is invited to engage.

Hampshire FA is willing to offer the following benefits as an

exclusive opportunity:

- Banners promoted at Young Referee Development Days + invitation to attend all events.
- Banners promoted at Hampshire FA Cup Final Celebrations + invitation to attend all events
- Website section dedicated to the Organisation + Signature banner created for Referees Department with link to the website page (x4 per year).
- Social Media Tweets every week for the Organisation
- Opportunity to have advertisement in the Hampshire FA E-Magazine (Coming January 2020)
- Complimentary Senior Cup Final Tickets x2 with hospitality & x5 without hospitality for the Senior Cup Final
- Full page colour advert to feature in all Cup Final booklets
- Half Page colour advert in the Hampshire FA Senior Cup Final programme
- Organisation promotional leaflets sent to all newly qualified referees in the county.
- Banners & promotional material taken to all workshops & courses to promote Organisation
- Emails circulated to all

Referees in the county advertising the partnership including all referee courses as hosted by Organisation

- Ball Sponsor for a nominated Hampshire FA Cup Final with hospitality
- Entry into a monthly draw for Portsmouth, Southampton and AFC Bournemouth match tickets and England tickets on occasion.
- Opportunity to be included in offer brochure to Hampshire FA stakeholders to promote business, products and services along with half page mono advert in Hampshire FA's Member Benefits Booklet.
- Opportunity to attend Hampshire FA Commercial Networking events to network with Hampshire FA's Commercial Partners.
- Organisation logo in the Hampshire FA Grassroots Football Awards Booklet + invitation for x2 representatives to attend with hospitality provided.
- Promotions of Organisation at all Club Assistant and Club Referee Workshops as and when hosted by Hampshire FA qualified Referee Tutors.

**The price for this exclusive opportunity is £1.5K + VAT for the year.**



## Opportunity: Front Lawn Community Hub – Headline Sponsor



**Front Lawn Community Hub** in Havant has recently undergone a makeover with £1.5M investment to improve facilities which includes six new changing rooms, meeting rooms, a brand new community space and the biggest state-of-the-art third generation (3G) artificial grass pitch (AGP). On average, per week, Front Lawn boasts an attendance of 1000, including players, coaches, spectators and members of the local community.

Hampshire FA operates the site at Front Lawn Community Hub and has a number of sponsorship opportunities available for companies to advertise their products and services around the state-of-the-art 3G pitch facility where it is sure to capture the attention of people in attendance together with football traffic.

Package includes:

- All Supporters package Platinum benefits
- The Technical Suite rebranded to include the

- Sponsors' name in signage
- Plaque of the company logo featured in the Technical suite
- Free suite hire of the facility (x6 per year - subject to availability) including food and beverages for the sponsor as and when required in the year for meetings and/or other events
- 2x double promo boards to feature round football pitch in sponsor's choice of location and 1x double promo board featured on tennis court fence.
- Free tennis membership on the site for the sponsor and all staff connected to the company (at the discretion of Hampshire FA)
- Free 3x off-peak pitch bookings in the year (subject to availability)
- Company banners erected round the community hub advertising sponsor
- Company stand with leaflets and promotional material advertising company's services displayed in reception
- Website promotion on Front Lawn's own

- website to include logo on the homepage and website page dedicated to sponsor with promo box linking to company's website
- Website promotion on Hampshire FA's website under Partnerships section
- Company signage featured on community hub building (external)
- Company logo featured on all promotional materials produced by Front Lawn staff for competitions, events and workshops hosted at Front Lawn
- Permanent signature banner linking to sponsor's website featured on the emails of all Front Lawn staff
- TV Screen promotions advertising sponsor in the year
- 2x social media tweets per week advertising company on the Front Lawn Twitter page

**The cost of the package is £4,000 +VAT for a 1 year deal or £7000 +VAT for a 2 year deal.**





## Opportunity: Stoneham Football Complex – Headline Sponsor



**Hampshire FA** are proud operators of the £9million Stoneham Lane Football Complex facility which opened in December 2019. The facility includes 1 full-size stadia 3G pitch and 2 supersize floodlit a3G community pitches, 4 grass pitches, 8 changing room facilities, two modern meeting rooms and a bar/café area. These will facilitate a number of local grassroots clubs and leagues including key partner league Eastleigh District Mini-Soccer League and key partner club AFC Stoneham.

Stoneham Lane Football Complex emerged following Eastleigh Borough Council's procurement of a £4.9million grant via the national Parklife scheme. This scheme sees the FA, Premier League and Sport England (supported by the Local Authority and Hampshire FA) combine in order to create a sustainable model of football facilities. Facilities are based around artificial grass pitches in order

to reduce the costs and stresses of maintaining grass pitches.

Package includes:

- All Supporters package Platinum benefits
  - Plaque of the company logo featured in the Reception
  - Free suite hire of the facility (x6 per year - subject to availability) including food and beverages for the sponsor as and when required in the year for meetings and/or other events
  - 2x double promo boards to feature round football pitch in sponsor's choice of location and 1x double promo board
  - Free 3x off-peak pitch bookings in the year (subject to availability)
  - Company banners erected round the complex advertising sponsor
  - Company stand with leaflets and promotional material advertising company's services displayed in reception
  - Website promotion
- including logo and website section dedicated to sponsor with promo box linking to company's website
- Website promotion on Hampshire FA's website under Partnerships section
  - Company details on Till rolls. This is a great way for customers to take home your company details.
  - Company logo featured on all promotional materials produced by Stoneham Lane Football Complex for competitions, events and workshops
  - Permanent signature banner linking to sponsor's website featured on the emails of Stoneham Lane Football Complex

**The cost of the package is £8,000 +VAT for a 1 year deal or £15,000 +VAT for a 2 year deal.**

There are a host of great sponsorship opportunities available at Stoneham Lane. Please contact us for more information.





## Opportunity: Promotional Boards

- Front Lawn Community Hub
- Winklebury Football Complex
- Stoneham Lane Football Complex



Fancy advertising your brand at a multisport venue in one of our bustling sports facilities?



### Front Lawn Community Hub

Front Lawn Community Hub in Havant has recently undergone a makeover with £1.5M investment to improve facilities which includes six new changing rooms, meeting rooms, a brand new community space and the biggest state-of-the-art third generation (3G) artificial grass pitch (AGP). On average, per week, Front Lawn boasts an attendance of 1000, including players, coaches, spectators and members of the local community.

Hampshire FA operates the site at Front Lawn Community Hub and has a number of sponsorship opportunities available for companies to advertise their products and services around the state-of-the-art 3G pitch facility where it is sure to capture the attention of people in attendance together with footfall traffic.



### Stoneham Lane Football Complex – Community Pitch

Hampshire FA are proud operators of the £9million Stoneham Lane Football Complex facility which opened in December 2019. The facility includes 1 full-size stadia 3G pitch and 2 supersize floodlit a3G community pitches, 4 grass pitches, 8 changing room facilities, two modern meeting rooms and a bar/café area. These will facilitate a number of local grassroots clubs and leagues including key partner league Eastleigh District Mini-Soccer League and key partner club AFC Stoneham.

Stoneham Lane Football Complex emerged following Eastleigh Borough Council's procurement of a £4.9million grant via the national Parklife scheme. This scheme sees the FA, Premier League and Sport England (supported by the Local Authority and Hampshire FA) combine in order to create a sustainable model of football facilities. Facilities are based around artificial grass pitches in order to reduce the costs and stresses of maintaining grass pitches.



### Winklebury Football Complex

Winklebury Football Complex based in Basingstoke has recently undergone a makeover thanks to investment of £1M to improve the facilities which includes state-of-the-art third generation (3G) artificial grass pitch (AGP). On average, per week, Winklebury Football Complex will enjoy an average attendance of 1000 including players, coaches, spectators and members of the local community.

Hampshire FA operates the site and has a number of sponsorship opportunities available for companies to advertise their products and services around the state-of-the-art 3G pitch facility where it is sure to capture the attention of people in attendance together with footfall traffic.

Promotional boards available at all venues (please see next page)



**HAMPSHIRE FA  
COMMERCIAL PROMOTIONAL BOARD OPPORTUNITIES  
SEASON 2020/21 TO 2021/22**

**Hampshire FA**



**Fancy advertising your brand at our leading venues in one of our bustling hub sites?**

**Stoneham Lane Football Complex, Eastleigh**



Hampshire FA are proud operators of the £9million Stoneham Lane Football Complex facility which opened in December 2019. The facility includes 1 full-size stadia 3G pitch and 2 supersize floodlit a3G community pitches, 4 grass pitches, 8 changing room facilities, two modern meeting rooms and a bar/café area. These will facilitate a number of local grassroots clubs and leagues including key partner league Eastleigh District Mini-Soccer League and key partner club AFC Stoneham.

Stoneham Lane Football Complex emerged following Eastleigh Borough Council's procurement of a £4.9million grant via the national Parklife scheme. This scheme sees the FA, Premier League and Sport England (supported by the Local Authority and Hampshire FA) combine in order to create a sustainable model of football facilities. Facilities are based around artificial grass pitches in order to reduce the costs and stresses of maintaining grass pitches.



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## Community Pitch 2

**Board Size:** 2432mm x 762mm.

**Material:** 3mm dibond printed to design with matt laminate to face.

**Installation:** Cable tied to metal fence.

**Quantity Available:**

Row 1 Pitch Facing	28
Row 1 Outer Facing	28
Row 2 Pitch Facing	30
Row 3 Outer Facing	41

Row 3 Outer Facing

Row 2 Pitch Facing

Row 1 Pitch Facing

Row 1 Outer Facing

\*\*\*DOUBLE/TRIPLE BOARD OFFERS AVAILABLE ON REQUEST\*\*\*

Single Board	1 year deal	2 year deal
Row 1 Pitch Facing	£220	£395
Row 1 Outer Facing	£245	£425
Row 2 Pitch Facing	£220	£395
Row 3 Outer Facing	£195	£350

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## Community Pitch 1

**Board Size:** 2432mm x 762mm.

**Material:** 3mm dibond printed to design with matt laminate to face.

**Installation:** Cable tied to metal fence.

**Quantity Available:**

Row 1 Pitch Facing	28
Row 1 Outer Facing	28
Row 2 Pitch Facing	30
Row 3 Outer Facing	41

Row 3 Outer Facing

Row 2 Pitch Facing

Row 1 Pitch Facing

Row 1 Outer Facing

\*\*\*DOUBLE/TRIPLE BOARD OFFERS AVAILABLE ON REQUEST\*\*\*

Single Board	1 year deal	2 year deal
Row 1 Pitch Facing	£220	£395
Row 1 Outer Facing	£245	£425
Row 2 Pitch Facing	£220	£395
Row 3 Outer Facing	£195	£350

## Winklebury Football Complex, Basingstoke



Winklebury Football Complex based in Basingstoke has recently undergone a makeover thanks to investment of £1M to improve the facilities which includes state-of-the-art third generation (3G) artificial grass pitch (AGP). On average, per week, Winklebury Football Complex will enjoy an average attendance of 1000 including players, coaches, spectators and members of the local community.

Hampshire FA operates the site and has a number of sponsorship opportunities available for companies to advertise their products and services around the state-of-the-art 3G pitch facility where it is sure to capture the attention of people in attendance together with football traffic.

**Size:** 2432mm x 762mm.

**Material:** 3mm printed to design with matt laminate to face.

**Installation:** Cable tied to metal fence.

**Quantity Available:**

Row 1 Pitch Facing	23
Row 2 Stadia Facing	38
Row 2 Pitch Facing	38
Row 3 Pitch Facing	23
Row 4 Pitch Facing	30



Single Board (prices exclusive of VAT)	1 year deal	2 year deal
Row 1 Pitch Facing	£195	£350
Row 2 Stadia Facing	£195	£350
Row 2 Pitch Facing	£195	£350
Row 3 Pitch Facing	£195	£350
Row 4 Pitch Facing	£245	£425

\*\*\*DOUBLE/TRIPLE BOARD OFFERS AVAILABLE ON REQUEST\*\*\*



## Front Lawn Community Hub, Havant



Front Lawn Community Hub in Havant has recently undergone a makeover with £1.5M investment to improve facilities which includes six new changing rooms, meeting rooms, a brand new community space and the biggest state-of-the-art third generation (3G) artificial grass pitch (AGP). On average, per week, Front Lawn boasts an attendance of 1000, including players, coaches, spectators and members of the local community.

Hampshire FA operates the site at Front Lawn Community Hub and has a number of sponsorship opportunities available for companies to advertise their products and services around the state-of-the-art 3G pitch facility where it is sure to capture the attention of people in attendance together with footfall traffic.

**Size:** 2432mm x 762mm.

**Material:** 3mm printed to design with matt laminate to face.

**Installation:** Cable tied to metal fence.

**Quantity Available:**

Row 1 Outer Fence	24
Row 1 Pitch Facing	14
Row 2 Pitch Facing	36
Row 3 Pitch Facing	14



Single Board (prices exclusive of VAT)	1 year deal	2 year deal
Row 1 Outer Fence	£245	£425
Row 1 Pitch Facing	£195	£350
Row 2 Pitch Facing	£195	£350
Row 3 Pitch Facing	£195	£350

\*\*\*DOUBLE/TRIPLE BOARD OFFERS AVAILABLE  
ON REQUEST\*\*\*

## Opportunity: Play On



**Play On** was initially launched in 2017 as a Hampshire FA initiative to sustain adult football by matching players to teams based on their preferences upon registration to the website. Play On has recently undergone a rebrand to include a new logo and a newly enhanced website for the 2018/19 football season; the aim is to increase the number of players matched with clubs in order to sustain and ultimately grow the adult game in Hampshire. Play On is designed to combat the decline of adult male teams and to ensure that no teams are at risk of folding. Long term plans include introducing a volunteer section to the site, helping to advertise various positions required to support the club's workforce.

Package includes:

- All Supporter Bronze package benefits

- Play On signature banner created to promote the company (hyperlinked to company website) featured on the Adult Male Football Development Officer and University intern emails
- Branded t-shirts worn by the Hampshire FA Adult Male Football Development Officer and University intern worn at meetings, workshops or related activity which promotes Play On featuring the company logo
- Promotional banner of the company featured across the 'ways to play' page on the Hampshire FA website hyperlinked to the Play On site
- Sponsorship box created advertising the company featured on the homepage of the Play On website
- Company logo featured on homepage of the Play On site (jointly with the Hampshire FA logo and hyperlinked to the company website)
- Company cover photo

featured on Hampshire FA's Play On Facebook and Twitter pages for 3 months at launch of partnership

- Invitation of company representatives to attend adult male events in the county hosted by Hampshire FA linked to Play On
- Opportunity for sponsors to also erect banners and distribute promotional material linked to events (exc cup finals).
- Company logo featured on all Hampshire FA Play On posters and other marketing materials relating to Play On
- TV screen promotions at Hampshire FA's HQ promoting company for the duration of 1 week (at launch of partnership)

**The cost of the package is £1,000 + VAT for a 1 year deal or £1500 + VAT for a 2 year deal.**



## Opportunity: Official Partners For Futsal



**Futsal** is an exciting, fast paced small sided football game that is widely played across the world and is officially recognised by both UEFA and FIFA.

The nature of the game places a large emphasis on technical skill and ability in

situations of high pressure, and is subsequently an excellent breeding ground for football competencies that can be translated into the 11-a-side format of the game.

Hampshire FA leads an extensive programme of male and female Futsal provisions in the county every year, such as; The FA Youth Futsal Cup, County Futsal Hubs set

up in different areas and a County Futsal League that involves new teams looking to participate in futsal for the first time as well National League teams looking for some extra development.

Today the FA Youth Futsal Festival, now known as the FA Youth Futsal Cup sees 30 youth football clubs across U10/U12/ U14/U16 age groups participate across 3

weeks of futsal.

Hampshire FA runs an FA Youth Futsal Cup every year, which feeds into The FA's National Futsal Festival with age group competitions at u10, u12, u14 and u16 for both boys and girls teams.

The Hampshire FA Futsal HUBs attract many participants across the county. The sessions look to attract a range of players, males and females, with varying levels of futsal knowledge and experience. The Hampshire FA Futsal HUBs have been established to promote awareness and development of the sport for adult participants across the county. The HUBs have been developed through constant positive relations between County FA and stakeholder, joint partnership between Hampshire FA and Solent University has aided in the development of Futsal participation at the university, with the main aim to drive up the quantity and quality of futsal provision for adults within the county.

The Hampshire FA Futsal HUBs consist of a number of Recreational Futsal sessions taking place in Winchester, Portsmouth, Basingstoke and Southampton. A page has also been set up dedicated to Futsal provision in the county on the

Hampshire FA site.

In 2016, the inaugural county Futsal League was launched, providing a competitive outlet for Futsal teams and hubs. There were both male and female divisions, with 8 teams in total competing for the first titles. For the 2018/19 season, there will be a predicted 100% increase in male teams and 50% increase in female teams. The league has a dedicated FA Full Time page with space for a sponsor banner, and a dedicated Facebook page for video and photograph uploads as well as promotions.

Hampshire FA also holds responsibility for a twelve-team futsal league for students at Southampton Solent University, again with its own FA Full Time and Facebook page.

Hampshire FA is willing to offer the following benefits as an exclusive opportunity:

- Extensive website coverage through HampshireFA.com
- A dedicated website section with social media & website links to our partner's page
- 2x VIP tickets to the Hampshire FA Senior Cup Final
- Half page mono advert to feature in all Cup Final booklets
- Half page mono advert - Senior Cup Final programme + 30 other county cup final

programmes

- Half page mono advert – County FA Handbook
- Ball Sponsor for a nominated Hampshire FA Cup Final
- Entry into a monthly draw for Portsmouth, Southampton, AFC Bournemouth match and England International home matches
- 10% discount on all Hampshire FA education courses
- Official naming rights as Hampshire FA's Futsal Sponsor with the opportunity to advertise articles and deals throughout the year as supported by Hampshire FA + logo advertised on all Futsal publications including team sheets
- Opportunity to attend all Futsal meetings and events held in the county + the opportunity to erect banners at all Hampshire FA Futsal events
- Social media scheduled every week promoting your company as part of our social media commercial schedule

**The price for this exclusive opportunity is £1K per year + VAT or £1,750 + VAT for 2 years. A payment plan is also available.**

## Hampshire FA Work With A Number Of Commercial Partners



Opticians & Audiologists



Martins Group



Bluefin



CHILD TROPHIES LTD







Winklebury Football Complex, Winklebury Way,  
Basingstoke, Hampshire RG23 8BF

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