

use the power of football to build a better future for all communities in Hampshire.

in

Hampshire FA



Communications@HampshireFA.com



HampshireFA.com/Partnerships

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Hampshire Football Association (FA) is the governing body for football in Hampshire, committed to developing the game at all levels.

As an independent, local governing body of football in Hampshire, we are responsible for spearheading the strategic development of the game in the area and providing administrative functions, while ensuring the game is diverse and inclusive.

From club affiliation, ensuring safeguarding compliance and managing local discipline processes, we also have responsibility for developing grassroots pathways, running cup competitions, and sanctioning grassroots football leagues. Additionally, we ensure local coaches, referees and volunteers are supported to meet the needs of the game.

We work towards a four-year strategic plan aimed at providing everyone with the opportunity to participate in football for life. It is our objective to use the power of football to build a better future for all and as with all county FA's, our goal is to work towards achieving the strategic vision that has been set out, nationally by The FA.

To find out more about our history and values, please click here.

OUR FACILITIES



Winklebury Football Complex

Basingstoke



Stoneham Lane Football Complex

Eastleigh



Front Lawn Community Hub

Havant



King George V Football Complex

Portsmouth

Hampshire FA WINS county FA recognition award for Partnership of the Year for the Hampshire FA academy in partnership with SCL.



New female team

established in the Hampshire FA academy for the first time ever!



Hampshire FA achieved the & Preliminary Level of the **FA Equality Standard**

Hampshire FA will become operators of the new King George V facility in Portsmoo in 2024, making it our fourth facility in the county!

Successfully Delivered RST EVER

Inclusion Advisory Group networking event with

40+ attendees

100+ Coaches have attended new diversity workshops (online & face-to-face)



10,049 teams

referees in the county

Signature March 2022 Hampshire FA has planned, **50 CPDs** in the 22/23

supported and delivered season, supporting over 700 coaches

Grassroots **Football** Leagues in Hampshire

300+ Clubs

in Hampshire have adhered to the Football Leadership Code of Diversity







Over £31m

Pitches Youth League Adult

League

Grass Changing Rooms

> Goal **Posts**

3G **Pitches**

Delivered in the county for **Hampshire FA Members**

*Since 2000

Over 485,000 visits since October 2021 across Hampshire FA's

facilities with 40,000

visitors per month



61,505 Male Players

6,070 Female Players



Over 200 affiliated matches per month are played across Hampshire FA's **Facilities**



Stoneham Lane Football Complex hosted



for the Women's Euros



Over 75,000

registered members accessing Hampshire FA's Facilities

partners investing in the grassroots

game in Hampshire

Hampshire FA's academy grew by an additional 2 teams and now comprises 3x male teams and 1x female team in its set-up.

Hampshire FA Community Trust relaunched as

Hampshire FA **Foundation**







Website

150,000+ annual views

1,300+ unique users to Member Benefits page



Twitter(X)

1,700,000+ annual impressions

6,500+ annual link clicks

3,200+ likes



Instagram

25,000+ annual account reach

7,500+ average annual profile visits

3,500+ followers



Facebook

310,000+ annual reach

7,900+ annual content interactions

10,000+ annual link clicks



Email

38% average open rate*

3% average click-through rate**

2,500+ contact marketing list with 4% average monthly growth

^{**}UK average email click-through rate for the sport industry is 3.09%



^{*}UK avarage email open rate for the sports industry is 24.57%



ROD GASKIN LTD

Official Supplier of Grounds Machinery

Rod Gaskin Ltd attended the inaugural Hampshire FA Grounds & Maintenance Forum in March 2023.

We are delighted to say, that off the back of the event, we are now working with two of the grassroots football clubs who were in attendance on the day.

TOM M-S
Rod Gaskin Ltd



VEO

Hampshire FA Media Partner

Hampshire FA is the highest performing county FA for Veo camera sales so far this year.

ROSIE C

Veo Partnership Development Manager



MARSH SPORT

Hampshire FA Silver Supporter

Hampshire FA is an incredibly proactive county FA for all things commercial.
Marsh Sport (formally Bluefin) have been partnered with Hampshire FA for a number of years and have reaped the benefits of being associated with them – particularly the networking opportunities.

ELLIOTT M

Marsh Sport Development Executive



The association offers a varied programme of commercial benefits, namely, the Grounds & Maintenance Forum which has been a welcome addition. We have also been able to track additional sales because of this partnership from local clubs that have become customers of ours.

CHRIS BSales Office Manager



POWERPLAY

Hampshire FA Silver Supporter

We have been so impressed with the forward thinking and drive of this county. The collaboration is just the start of what we can do following the Summer Football Festival held at Stoneham Lane Football Complex.

DEAN G

Powerplay Regional League Operations Manager



Bettavend & PTS Compliance



What was required?

The Bettavend offices were due to have their 5-year electrical safety inspection as per the legal requirements. We tried contact our previous service providers, but they had in fact closed down. After a Google Maps search for local providers, we came across PTS Compliance. Recognising that PTS Compliance were also partners of Hampshire FA, gave us the confidence that they were the right team for the job. The affiliation to the county FA gave us the same confidence a personal recommendation would have.





The outcome

The team that turned up from PTS Compliance were very polite, professional and very efficient. It didn't require any major work on our part and it was minimal interruption throughout. It was great to see a group of people that just got on with it. They all knew what they had to do and they completed everything to a high standard.

-Ben West, Managing Director at Bettavend



Graham Scambler Photography & Video / Tickbox Promo



What was required?

During a re-brand of my photography company, I required some new clothing with my new logo stitched into them. I had seen adverts at Stoneham Lane Football Complex for Tickbox Promo and as we are both partners of Hampshire FA, I decided to get in touch with them.

The outcome





My contact at Tickbox Promo was Dave and he was very helpful with giving me advice on how to make the logo stand out on my new clothing. When the shirts came I was very pleased. They are very good quality. I ended up ordering 5 polo shirts and a black formal shirt. As we were approaching the winter I decided to once again get in touch and asked their advice on a good coat that would keep me warm whilst being pitch-side at a football match on a winter's fixture. I went for a fleece lined jacket where the fleece can be removed when the weather turns warmer. My logo stands out so much that I have had a lot of positive feedback so I've been pointing people in the way of Tickbox Promo.

-Graham Scambler Photo & Video



PTS Compliance & Hampshire FA



What was required?

PTS Compliance recently rectified the lighting in the suite and café area at our Stoneham Lane Football Complex.

Additionally, their engineers installed power for our complex's irrigation pumps in the West Car Park area.



The outcome

PTS Compliance completed what was a longstanding issue with the electrics at the Complex. The team came in and completely sorted everything in the quickest and most efficient of turnarounds. The team were and are always professional and diligent throughout, every time there is an issue to resolve. We are delighted to have a trusted team in PTS Compliance supporting us with such works and would highly recommend them to anyone.

-Pete Hussey, Facility Operations Manager





SUPPORTER | BRONZE

A company website section advertised on the Hampshire FA Commercial Partners section on Hampshire FA.com.

Regular social media posts advertising company products and services as and when requested throughout the duration of the partnership.

Complimentary promotional features advertised in Hampshire FA's monthly e-shot (available on request)

5x complimentary Senior Cup Final Tickets (for men's and women's finals)

2x hospitality lounge passes for the men's and women's Senior Cup Finals

1x half-page advert in all county cup final programmes *

1x ball sponsor opportunity for a nominated Hampshire FA cup final (optional)

Entry into a quarterly draw for Portsmouth, Southampton, and AFC Bournemouth match tickets

Hampshire FA exclusive B2B partner discounts and offers.

Hampshire FA partner discounts and offers advertised on our Hampshire FA

Member Benefits page for the grassroots community (optional)

FREE guarterly networking meetings with hospitality

FREE commercial contacts list

Annual partner Festive Social event with hospitality

2x complimentary tickets with hospitality for the Hampshire FA Grassroots Football Awards ceremony

Partner discounts on suite and pitch hire across all Hampshire FA facilities (subject to availability)

Digital certificate of membership with Hampshire FA promoted every season in line with partner renewals.

Commercial Starter Pack offered for the duration of the partnership (to support with marketing materials for the partnership)

Social media header advertisements offered in the year in line with spotlight partner offers.

Referral benefits offered.

The price for this commercial opportunity is £550.00 per year (exc VAT) and we can offer a 3-year partnership option at £1,400.00 (exc VAT and payable in three annual instalments). This presents a cost saving of £250.00.

Hampshire FA Partner Opportunities 2023/24

SUPPORTER I SILVER

A company website section advertised on the Hampshire FA Commercial Partners section on HampshireFA.com.

Regular social media posts advertising company products and services as and when requested throughout the duration of the partnership.

Complimentary promotional features advertised in Hampshire FA's monthly e-shot (available on request)

5x Complimentary Senior Cup Final Tickets (for men's and women's finals)

2x Hospitality Lounge passes for the men's and women's Senior Cup Finals

1x half-page adverts in all county cup final programmes

1x ball sponsor opportunity for a nominated Hampshire FA cup final (optional)

Entry into a quarterly draw for Portsmouth, Southampton, and AFC Bournemouth match tickets

Hampshire FA exclusive B2B partner discounts and offers available throughout the year.

Hampshire FA partner discounts and offers advertised on our Hampshire FA Member Benefits page, for the grassroots community (optional)

FREE quarterly networking meetings with hospitality

FREE commercial contacts list

Annual partner Festive Social event with hospitality for partners

2x complimentary tickets with hospitality for the Hampshire FA Grassroots Football Awards ceremony

Partner discounts on suite and pitch hire across all Hampshire FA facilities (subject to availability)

Digital certificate of membership with Hampshire FA promoted every season in line with partner renewals.

Commercial Starter Pack offered for the duration of the partnership (to support with marketing materials for the partnership)

Social media header advertisements offered in the year in line with spotlight partner offers.

1x pitch-side advertising board at a Hampshire FA facility (Stoneham Lane Football Complex, Winklebury Football Complex, Front Lawn Community Hub, or King George V Football Complex)

Referral benefits offered.

The price for this commercial opportunity is £800.00 per year (exc VAT) and we can offer a 3year partnership option at £2150.00 (exc VAT and payable in three annual instalments). This represents a cost saving of £250.



SUPPORTER | GOLD

A company website section advertised on the Hampshire FA Commercial Partners section on HampshireFA.com.

Regular social media posts advertising company products and services as and when requested throughout the duration of the partnership.

Complimentary promotional features advertised in Hampshire FA's monthly e-shot (available on request)

5x Complimentary Senior Cup Final Tickets (for men's and women's finals)

2x Hospitality Lounge passes for the men's and women's Senior Cup Finals

1x half-page adverts in all county cup final programmes

1x ball sponsor opportunity for a nominated Hampshire FA cup final (optional)

Entry into a quarterly draw for Portsmouth, Southampton, and AFC Bournemouth tickets

Hampshire FA exclusive B2B partner discounts and offers available.

Hampshire FA partner discounts and offers advertised on our Hampshire FA Member Benefits page, for the grassroots community (optional)

FREE quarterly networking meetings with hospitality

FREE commercial contacts list

Annual partner Festive Social event with hospitality for partners

2x complimentary tickets with hospitality for the Hampshire FA Grassroots Football Awards ceremony

Partner discounts on suite and pitch hire across all Hampshire FA facilities (subject to availability)

Digital certificate of membership with Hampshire FA promoted every season in line with partner renewals.

Commercial Starter Pack offered for the duration of the partnership (to support with marketing materials for the partnership)

Social media header advertisements offered in the year in line with spotlight partner offers.

2x pitch-side advertising board at Hampshire FA facilities (Stoneham Lane Football Complex, Winklebury Football Complex, Front Lawn Community Hub, or King George V Football Complex)

Referral benefits offered.

The price for this commercial opportunity is £1000.00 per year (exc VAT) and we can offer a 3-year partnership option at £2750.00 (exc VAT and payable in three annual instalments). This presents a cost saving of £250.00.



SUPPORTER | PLATINUM

A company website section advertised on the Hampshire FA Commercial Partners section on Hampshire FA.com.

Regular social media posts advertising company products and services as and when requested throughout the duration of the partnership.

Complimentary promotional features advertised in Hampshire FA's monthly e-shot (available on request)

5x Complimentary Senior Cup Final Tickets (for men's and women's finals)

2x Hospitality Lounge passes for the men's and women's Senior Cup Finals

1x half-page adverts in all county cup final programmes

1x ball sponsor opportunity for a nominated Hampshire FA cup final (optional)

Entry into a quarterly draw for Portsmouth, Southampton, and AFC Bournemouth match tickets

Hampshire FA exclusive B2B partner discounts and offers available.

Hampshire FA partner discounts and offers advertised on our Hampshire FA Member Benefits page, for the grassroots community (optional)

FREE quarterly networking meetings with hospitality

FREE commercial contacts list

Annual partner Festive Social event with hospitality for partners

2x complimentary tickets with hospitality for the Hampshire FA Grassroots Football Awards ceremony

Partner discounts on suite and pitch hire across all Hampshire FA facilities (subject to availability)

Digital certificate of membership with Hampshire FA promoted every season in line with partner renewals.

Commercial Starter Pack offered for the duration of the partnership (to support with marketing materials for the partnership)

Social media header advertisements offered in the year in line with spotlight partner offers.

3x pitch-side advertising boards at Hampshire FA facilities (Stoneham Lane Football Complex, Winklebury Football Complex, Front Lawn Community Hub, or King George V Football Complex)

Digital screen advert promotion (coffee machine) available at Stoneham Lane Football Complex

Referral benefits offered

The price for this commercial opportunity is £1200.00 per year (exc VAT) and we can offer a 3-year partnership option at £3350.00 (exc VAT and payable in three annual instalments). This presents a cost saving of £250.00.

Hampshire FA Partner Opportunities 2023/24

SUPPORTER | PLATINUM+

A company website section advertised on the Hampshire FA Commercial Partners section on Hampshire FA.com.

Regular social media posts advertising company products and services as and when requested throughout the duration of the partnership.

Complimentary promotional features advertised in Hampshire FA's monthly e-shot (available on request)

5x Complimentary Senior Cup Final Tickets (for men's and women's finals)

2x Hospitality Lounge passes for the men's and women's Senior Cup Finals

1x half-page adverts in all county cup final programmes

1x ball sponsor opportunity for a nominated Hampshire FA cup final (optional)

Entry into a quarterly draw for Portsmouth, Southampton, and AFC Bournemouth match tickets

Hampshire FA exclusive B2B partner discounts and offers available.

Hampshire FA partner discounts and offers advertised on our Hampshire FA Member Benefits page, for the grassroots community (optional)

FREE quarterly networking meetings with hospitality

FREE commercial contacts list

Annual partner Festive Social event with hospitality for partners

2x complimentary tickets with hospitality for the Hampshire FA Grassroots Football Awards ceremony

Partner discounts on suite and pitch hire across all Hampshire FA facilities (subject to availability)

Digital certificate of membership with Hampshire FA promoted every season in line with partner renewals.

Commercial Starter Pack offered for the duration of the partnership (to support with marketing materials for the partnership)

Social media header advertisements offered in the year in line with spotlight partner offers.

4x pitch-side advertising boards at Hampshire FA facilities (Stoneham Lane Football Complex, Winklebury Football Complex, Front Lawn Community Hub, or King George V Football Complex)

Digital screen advert promotion (coffee machine) available at Stoneham Lane Football Complex

Referral benefits offered.

The price for this commercial opportunity is £1400.00 per year (exc VAT) and we can offer a 3-year partnership option at £3950.00 (exc VAT and payable in three annual instalments). This presents a cost saving of £250.00.



MASCOT SPONSOR | HAMMY THE HAMMERHEAD SHARK

A company website section advertised on the Hampshire FA Commercial Partners section on Hampshire FA.com.

Regular social media posts advertising company products and services as and when requested throughout the duration of the partnership.

Complimentary promotional features advertised in Hampshire FA's monthly e-shot (available on request).

5x Complimentary Senior Cup Final Tickets (for men's and women's finals)

2x Hospitality Lounge passes for the men's and women's Senior Cup Finals

1x half-page adverts in all county cup final programmes

2x ball sponsor opportunities at Hampshire FA youth cup finals

Entry into a guarterly draw for Portsmouth, Southampton, and AFC Bournemouth tickets

Hampshire FA exclusive B2B partner discounts and offers available.

Hampshire FA partner discounts and offers advertised on our Hampshire FA Member

Benefits page, for the grassroots community (optional)

FREE quarterly networking meetings with hospitality

FREE commercial contacts list

Annual partner Festive Social event with hospitality for partners

2x complimentary tickets with hospitality for the Hampshire FA Grassroots Football Awards ceremony

Partner discounts on suite and pitch hire across all Hampshire FA facilities (subject to availability).

Digital certificate of membership with Hampshire FA promoted every season in line with partner renewals.

Commercial Starter Pack offered for the duration of the partnership (to support with marketing materials for the partnership)

Social media header advertisements offered in the year in line with spotlight partner offers.

Branded t-shirt featuring company name and logo (worn on the mascot) for the duration of the contract.

Company logo featured on Hammy the Hammerhead print and digital materials and graphics.

Hammy the Hammerhead Shark press release and promotional photo featuring the mascot to launch partnership.

Referral benefits offered.

The price for this commercial opportunity is £2500.00 per year (exc VAT) and we can offer a 3-year partnership option at £7250.00 (exc VAT and payable in three annual instalments). This presents a cost saving of £250.00.





HEADLINE SPONSORSHIP | WINKLEBURY FOOTBALL COMPLEX

Company signage (external) featured on the Winklebury Football Complex building.

Company plague featured on the Boardroom suite.

Boardroom suite renamed to company name (inc mentions across all internal communications).

FOC suite hire of the boardroom with complimentary refreshments (x4 per season).

4x pitch-side advertising boards at Winklebury Football Complex.

Website promotion across Winklebury Football Complex webpage.

X(Twitter) cover image of company as sponsors of the Complex.

Hyperlinked company email banner featured on Winklebury Football Complex main email account, for the duration of the contract.

All Bronze Supporter benefits included for the duration of the contract.

The price for this exclusive commercial opportunity is £7500.00 per year (exc VAT).



VIP I MAIN SPONSOR

CLICK FOR PARTNERSHIP

Hampshire FA Winklebury Football Complex Facility (HQ) Headline Sponsorship Benefits*

Company logo embroidered on all Hampshire FA staff uniforms across all 4 sites.

Company logo embroidered on all training kits & bibs associated with all delivery programmes.

Invitations to attend all Hampshire FA delivery team events (exc Academy).

A dedicated company website page advertised under the Hampshire FA 'About' section.

Hyperlinked company promo banner promoted on every single association webpage.

 ${\it Company social media content plan promoted on the Hampshire FA Twitter channel for the duration of the contract.}$

4x dedicated company e-shots produced per year (optional and on request)

20x complimentary Senior Cup Final Tickets (stand-only tickets for men's and women's finals)

10x Hospitality lounge passes for the men's and women's Senior Cup Finals

Company slide/advert produced and promoted on all Hampshire FA company presentations and videos.

16x company advertising boards featured across all Hampshire FA sites.

2x full-page adverts in all county cup final programmes.

2x sets of Portsmouth, Southampton, and AFC Bournemouth tickets per quarter.

Hampshire FA exclusive B2B partner discounts and offers available.

Hampshire FA partner discounts and offers advertised on our Hampshire FA Member Benefits page, for the grassroots community (optional)

5x spaces at Hampshire FA networking meetings with hospitality.

FREE commercial contacts list

Annual partner Festive Social event with hospitality for partners

3x FREE suite and full pitch hire across all Hampshire FA facilities (subject to availability) per year.

Signed and framed certificate of membership with Hampshire FA.

Company plagues featured at all facilities for the duration of the agreement.

2x car parking spaces with logo stenciled on the parking spaces at all facilities.

2x Southampton FC or Portsmouth FC season tickets for the company.

Sponsorship of the entire Corporate Sponsorship Responsibility team and all associated PR opportunities.

Nike GOK allocation for sponsor worth £500.00

Opportunity to sell products and services at each of the hub sites.

All Hampshire FA Mascot sponsorship benefits*

The price for this commercial opportunity is £25,000 per year (exc VAT) for a min 2-season-contract.



HAMPSHIRE FA FOUNDATION | PATRON

1x ticket for a Hampshire FA Foundation event (match day experience, foundation or other) with hospitality

Individual Patron listing on the Hampshire FA Foundation website (can be linked to LinkedIn profile)

Individual mention on all Hampshire FA Foundation video credits as a Patron

Patron's name included on 'thank you' graphic and shared across Hampshire FA's social media platforms.

The price for this commercial opportunity is £75.00 +VAT per season.





HAMPSHIRE FA FOUNDATION | COMMERCIAL BUNDLE

Invitation to 1x Hampshire FA Foundation networking event with hospitality (2x tickets)

Hyperlinked company logo on the Hampshire FA Foundation homepage

Company logo/mention on all Hampshire FA Foundation video credits

Company logo included on 'thank you' graphic and share across Hampshire FA's social media platforms.

The price for this commercial opportunity is £125.00 +VAT per season.





MATCHDAY EXPERIENCE SPONSOR

5x tickets for the event with hospitality for the sponsored event.

Company banners erected at the event.

Promotional material advertised at the event on all tables.

Company hyperlinked comms circulated to all attendees (pre-event)

Company logo featured on all social and promotional materials specific to the event.

Company article and cover image on the Hampshire FA Foundation website advertising event and sponsor.

Thank you' certificate produced for company outlining funds raised for the event to evidence CSR work.

The price for this commercial opportunity is £500.00 +VAT per event.

HAMPSHIRE FA MATCHDAY EXPERIENCE Hampshire FA Foundation



HOPE TOURNAMENT SPONSORSHIP

Company sponsorship exclusivity of the event.

Hope Tournament banners & flags including the company logo (produced by Hampshire FA).

Company logo featured on all marketing assets for the Hope Tournament (pre and post).

Opportunity for company representatives to attend the tournament.

Opportunity for the company to decide the Fair Play Award winners and to present the award.

Opportunity for the company to be featured in the web articles (pre and post tournament) on Hampshire FA's website.

Opportunity for the company to have a 5-minute pitch to all teams in attendance at the start/or end of the event.

Photography provided to the company to promote across their channels and in their comms (as agreed with the Association).

Hyperlinked comms/banner sent to all teams entered into the tournament featuring the sponsor.

FREE entry for the company to enter a multi-faith team in the tournament.

All Bronze Supporter Benefits

The price for this exclusive commercial opportunity is valued at £999.99 +VAT for a 1-season agreement.





Don't see anything you like here?

As a commercially leading county football association in England, we work with over 40+ partners to support the grassroots game in Hampshire.

We strive to ensure that the beautiful game in our county is well-resourced and as such offer a varied programme of partner packages and benefits to help aid that very objective.

Hampshire FA also welcomes and invites companies to meet with our communications team to produce a tailored partner package of benefits. Ensuring that benefits are relevant to your needs and aligned to your company's objectives.

To discuss a tailored package with our team, contact us at Communications@HampshireFA.com



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