



Staffordshire Football Association

PARTNERSHIP OPPORTUNITIES

Support grassroots football and the health & wellbeing of your local community, whilst also supporting your company's Corporate Social Responsibility.

Staffordshire FA Mission:

Making a Difference Through Football.

Staffordshire FA Vision:

We aim to ensure the long-term future of the game by providing the best possible environment and infrastructure where grassroots football will flourish in the County for all backgrounds and abilities.

Staffordshire FA Partnerships:

To achieve this mission and vision, we need to work in partnership with a range of key partners, including commercial partners, in order to generate funds which can be invested into grassroots football across Staffordshire. As a not-for-profit organisation – **all income generated is reinvested back into grassroots football.**

WORKING IN PARTNERSHIP TO
MAKE A DIFFERENCE THROUGH FOOTBALL

FOOTBALL IN STAFFORDSHIRE

Key areas of our work across grassroots football in Staffordshire include:

Coach Education & Development

- A comprehensive volunteer coach education & development programme.
- 100+ courses, 2,000+ attendees, 12 tutors, 9 coach mentors, regular CPD.
- Level 1, Level 2, UEFA B, Safeguarding, First Aid, Goalkeeping, Futsal, CPD.

County Cup Competitions & Finals

- Facilitating a high-quality county cup competition programme and finals.
- 13 competitions, 520 teams, 10,000+ players, 3,500 spectators at cup finals.
- Competitions from U15-adult, male & female, high profile senior cup finals.

Disability Football Participation Pathway

- Creating & developing playing opportunities for all players with disabilities.
- 310 players, 31 teams, 1 league, plus regular pathway events.
- Youth, Adult, Mental Wellbeing, Impairment Specific, Talent Hubs.

Female Football Participation Pathway

- Creating & developing playing opportunities for all female players.
- 2,840 players, 177 teams, 27 wildcats' centres, 4 leagues.
- Wildcats, Mini-Soccer, Youth, Adult, Mums, Vets, Walking Football, Futsal.

Male Football Participation Pathway

- Creating & developing playing opportunities for all male players.
- 30,031 players, 1,722 teams, 36 walking football centres, 20 leagues.
- Mini-Soccer, Youth, Adult, Vets, Walking Football, Flexible Football, Futsal.

Membership & Discipline

- Administering membership, insurance and discipline across the grassroots game.
- 519 clubs, 2,047 teams, 24 leagues, 8,926 discipline cases, 426 hearings.
- Membership, public liability insurance, personal accident insurance, discipline, hearings.

Pitch Improvement & Facility Development

- Investing heavily in clubs and volunteers to improve grassroots pitches and facilities.
- 1,022 pitches in Staffordshire, 2 local Pitch Advisors, 11 Local Football Facility Plans.
- Pitch Improvement Programme, Football Foundation investment, Local Authorities.

Referee Education & Development

- A comprehensive referee education & development programme.
- 949 registered referees, monthly courses, 8 tutors, regular CPD events.
- Mentoring programme, bespoke courses for ex-players, Respect initiatives.

Safeguarding & Welfare

- Ensuring a safe, enjoyable and inclusive environment across grassroots football.
- 345 Club WO's, 8 League WO's, 25 annual club visits, 18 Respect workshops.
- Safeguarding children and adults at risk, educating welfare officers, Respect initiatives.

Yarnfield Football Centre

- Staffordshire FA have recently taken on the running of this 9-pitch site.
- Home to 40 teams, mini-Soccer to adult, annual footfall of 60,000+.
- Stadium on site, excellent maintained pitches, great exposure opportunities.

EXAMPLE EXPOSURE & BENEFITS

Below is a list of the potential exposure and benefits Staffordshire FA can offer to commercial partners, which will be tailored to meet the needs of the partner.

Example Exposure:

- Partnership presentation and press release at Staffordshire FA.
- Company logo on the Staffordshire FA website homepage.
- Company logo/overview on the Staffordshire FA website partnerships page.
- Bespoke page on the Staffordshire FA website promoting the company.
- Company logo on all key area promotion and marketing.
- Company signage at Staffordshire FA's Yarnfield Football Centre.
- Company logo on partnerships page in all County Cup Final Programmes.
- Company logo on the partnerships page in the Staffordshire FA Annual Report.
- Company logo on the partnerships page in the Staffordshire FA Handbook.
- Social Media promotion via Staffordshire FA Twitter feed.
- Social Media promotion via Staffordshire FA Facebook page.
- Email promotion via Staffordshire FA Newsletter.
- Invitations to attend key area of work events.
- All key areas of work have a designated full-time member of staff.
- **Regular positive PR that comes with supporting local grassroots football.**

Example Benefits:

- Use of the Staffordshire FA logo.
- Tickets to The FA Cup Final.
- Tickets to England Men's International fixtures.
- Tickets to England Women's International fixtures.
- Hospitality tickets to local club fixtures, e.g. Stoke City, Burton Albion, Port Vale.
- Partner's Tour of the National Football Centre, St. George's Park.
- Tickets to the Staffordshire FA annual awards event.
- Entry to Staffordshire FA County Cup Finals.

Health & Wellbeing Benefits:

Grassroots football brings with it significant physical and mental wellbeing benefits to all participants, whether that be players, coaches, referees or volunteers. **By supporting grassroots football in Staffordshire, your company will be contributing towards the health & wellbeing of your local community.**

STAFFORDSHIRE FA IN NUMBERS

Staffordshire FA have an ever-increasing reach in terms of the number of people involved in grassroots football across Staffordshire, with in excess of:

33,000 Players

9,400 Twitter followers

2,000 Teams

3,000 Facebook followers

500 Clubs

1,200 Instagram followers

6,000 Volunteers

5,000 Newsletter subscribers

850 Referees

35,000 Website views (monthly)

13 County Cups

1 21-acre, 9-pitch football facility

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