



Dorset County Football Association

Who we are...

The Dorset County Football Association has served the Dorset community since 1887. We aim to ignite and inspire the communities of Dorset using the power of football.

Our Mission

To be recognised by our football communities as an organisation which inspires and governs football in collaboration with our stakeholders, delivered with expertise and integrity to create a fun, safe and inclusive environment in Dorset.

Dorset FA are a not for profit organisation established in 1887.

Our reach



We have access to over 870 Affiliated Teams, with over 15,500 Registered Players in Dorset



We have over 1,700 People use our County Ground 3G Pitch each week



We have over 57 clubs and organisations actively using our facilities



On average we have over 47,700 user visits to our website each year



We have over 9,000 social media follows and followers

What we have to offer..

Headline Sponsorship of our County Ground in Hamworthy, Poole

County Cup Sponsorship (Adult, Youth & Inclusion)

League Sponsorship (**Mini Soccer** & Ability Counts)

Dorset Girls Advanced Coaching Centre

Referee Youth Development Group

Pitch Side Advertising

Plus much more





HEADLINE SPONSOR

Full Naming Rights to the County Ground

What you could achieve

We are looking for a naming rights partner that can play an active role in helping to provide an exceptional experience for all our members in Dorset.

Through this partnership we will be looking to work together to make significant developments that help to develop football throughout the county and beyond that will showcase your company and Dorset FA.

PARTNERSHIP WITH SUNSEEKER INTERNATIONAL UNTIL FEBRUARY 2025

3 year partnership - £18,000 (£6,000 per year) Expected reach - 500,000+

What do you get in return?

Our numbers



Over 100,000 visitors/users per season, with over 1,700 People use our County Ground 3G Pitch each week



We have over 57 clubs and organisations actively using our facilities. Including schools, charities and disability groups



Over 340 Matches played at the Ground. Including 5 adult cup finals (min), 7 youth finals and the inclusion cup. The ground is also home to Hamworthy United F.C and Poole Town Ladies F.C.

- Full Naming rights
- News article on website and across all our social media channels
- All mentions in communications (email, social media, website etc.)
- Full page advert in all County Cup Final Programmes and in all County FA Handbooks
- Signage around the ground (minimum of 3)
- Plus more benefits



COUNTY CUP

Full Naming Rights of the County Cup Competitions

Why Sponsor a County Cup?

Our work in the community can only take place with the support from our partners and we are looking for active partners to support Football in Dorset

The investment into our County Cup Competitions allows Dorset FA to invest into programmes to help support development of players, coaches, referees and volunteers. As well as community projects and support to clubs and leagues.

Our County Cup Sponsorship starts from £500 per season

Available Cup Competitions:

Senior Cup

Women's Cup

Senior Trophy - Allocated

Intermediate Cup



Junior Cup



Minor Cup

Sunday Challenge

Under 18 Youth

Boys Youth Cups (U10-U16) - Allocated

Girls Youth Cups (U11-U17)

What do you get in return?

- Full naming rights
- Full page advert in ALL County Cup Final Programmes
- All mentions in communications (email, social media, website etc.)
- Opportunity to display promotional material at Final/s
- Opportunity to present trophies at Final
- Plus more benefits



ADDITIONAL OPPORTUNITIES

Inclusion, Youth & Other Opportunities

Our work in the community can only take place with the support from our partners and we are looking for active partners to support us across the following areas.

**Dorset Girls Coaching Centre -
Training Kit Sponsor
£2,000**

**Referee Youth Development Group
Training Top Sponsor
£1,000**

**Ability Counts League Sponsorship
£600**

**Mini Soccer League Sponsorship
£750 - Allocated**

Prices and length of deals are negotiable and multiple sponsorship packages available. Payment plans are available.

Pitch Side Advertising at the County Ground



1 year - 8ft x 2ft / 8ft x 3ft Banner - £250 (plus VAT)
3 year - 8ft x 2ft / 8ft x 3ft Banner - £500 (plus VAT)



Thank you for taking time to look through our Commercial Opportunities.

To discuss our commercial opportunities with Dorset County Football Association, please contact Jemma Tewkesbury (Marketing and Partnership Lead) via Jemma.Tewkesbury@DorsetFA.com or on 01202 688279