

# Dorset County Football Association

## Commercial Opportunities 2021/22

**At Dorset County Football Association, we are looking for like minded partners to help support the growth and development of football, for all, within our County. If your company believes it can help make a real difference to grassroots football in Dorset, please get in touch.**

### Who we are...

**The Dorset County Football Association has served the Dorset community since 1887. We aim to ignite and inspire our community through Football.**

The Dorset FA is committed to ensuring the future development of football within Dorset. With over 870 teams competing in a variety of leagues, cup competitions and tournaments across Dorset more than ever before, and with the development of officiating, coaching and volunteer pathways there are plenty of chances to get involved.

### Our reach



We have access to over 870 Teams Affiliated, with over 15,900 Registered Players with 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.

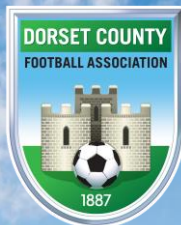


On average we have over 47,700 users visits to our website each year



We have over 9,000 social media follows and followers.

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



# Dorset County Football Association

## County Ground Sponsorship 2021/22 to 2023/24

**Our county ground is the hub for all football in the county, with county cup finals, coaching sessions, league matches, learning and development sessions all taking place within our facility. With our 3G pitch, classroom facilities and staff offices all located at our Hamworthy base.**

**We are looking for a new naming rights partner for the County Ground starting July 2021. We are looking for a 3 year minimum partnership term at circa £6,000 p.a. plus additional benefits. Price is negotiable for longer term deals.**

County Ground Sponsorship	1 Year	3 Year	Expected Reach
<b>Full naming rights</b> Stadium branding Full Name use across all communications Registered name of the ground Used by all leagues and affiliations	n/a	£18,000	500,000+

### What you could achieve

**We are looking for a naming rights partner that can play an active role in helping to promote inclusion, development and opportunities for all 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 the DCFA.

### 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.



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**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.**

**The investment into these areas allows the DCFA 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.**

County Cup Sponsorship	1 Year	3 Year	Expected Reach
Senior Cup Competition	£1,000	£2,750	100,000
Women's Cup Competition	£750	£2,000	60,000
Senior Trophy Competition	£750	£2,000	60,000
Intermediate Cup Competition	£750	£2,000	60,000
Junior Cup Competition	£750	£2,000	60,000
Minor Cup Competition	£750	£2,000	60,000
Sunday Challenge Cup & Plate Competition Two cup competitions	£1,000	£2,750	80,000
Under 18 Cup Competition	£750	£2,000	60,000
Boys Youth Cup Competition (U10-U16) Seven separate age group cups	£2,000	£5,500	200,000
Girls Youth Cup Competition (U12-U16) Three separate age groups cups	£1,000	£2,750	80,000





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Disability Opportunities	1 Year	3 Year	Expected Reach
Ability Counts League Sponsorship	£1,200	£3,500	60,000
Inclusion Cup Final Day	£800		40,000

Youth Development Opportunities	1 Year	3 Year	Expected Reach
Dorset Girls Advanced Coaching Centre Training Kit Sponsor (Under 12, Under 14 & Under 16 Teams)	£3,000	£8,750	100,000
Referee Youth Development Group (Training top sponsor, all under 18 referees)	£1,500	£4,250	100,000

County Ground Opportunities	1 Year	3 Year	Expected Reach
Full naming rights	n/a	£18,000	500,000+
Perimeter board (8ft x 2ft) (Prices includes board and basic set up of artwork if supplied by customer. Additional costs may occur)	£250	£500	Over 1,700 active pitch visitors a week

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

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

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