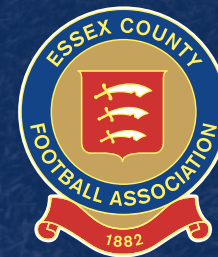


ESSEX COUNTY FOOTBALL ASSOCIATION PARTNERSHIP OPPORTUNITIES



OUR ROLE IN FOOTBALL

Football brings people together. It emphasises teamwork, discipline, toughness and leadership, characteristics which are crucial for personal development. Participants, learn the importance of hard work, resilience and adaptability - values which benefit all areas of life.

Essex football is built on a strong foundation of clubs, leagues, coaches, referees, volunteers, spectators and thousands more participants who all crave the excitement of their regular football fix. As one of the largest County FAs in the country, with over 80,000 registered players playing across circa 2,500 games every weekend, we're the strategic lead for grassroots football in Essex and a leading provider of initiatives at all levels and pathways throughout football.

We span the entire county, and we're proud that, nationally, we've received recognition from The FA for many of these elements. As the governing body for Essex football, we create a united #EssexFootball environment that tackles inequalities, delivers inspirational football opportunities and improves health For All.

That's why we're looking for a limited number of like-minded organisations who can form mutually-productive partnerships with us...

29
LEAGUES

5,500+
ESSEX-AFFILIATED
TEAMS

84
WILDCATS CENTRES

19
LOCAL AUTHORITIES, INCLUDING
5 LONDON BOROUGHS

353,000+
MATCHDAY ENVIRONMENT
PACK ENGAGEMENTS/
IMPRESSIONS/REACH

SUPPORTING THE
DEVELOPMENT OF
THE DISABILITY
PATHWAY IN ESSEX

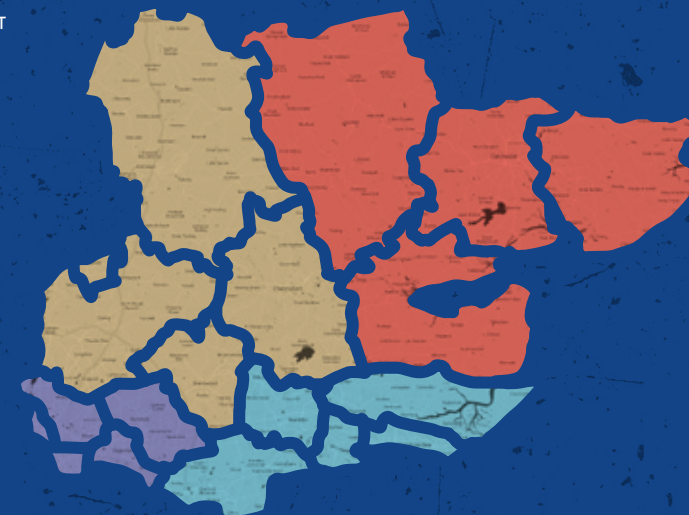
TOTAL POPULATION
OF MORE THAN
3.3m

78,011
MALE PATHWAY PLAYERS
(GROWTH EXCEEDS
TARGET BY 15.6%)

619
CLUBS HAVE ADOPTED THE
FOOTBALL LEADERSHIP
DIVERSITY CODE (73% OF
OUR AFFILIATED CLUBS)

9,471
FEMALE PATHWAY
PLAYERS (GROWTH
EXCEEDS TARGET
BY 36.1%)

1,705
REFEREES (INCLUDING
TRAINEES), 145 FEMALE
REFEREES AND 129
ETHNICALLY-DIVERSE REFEREES



MORE THAN
1,100
CLUBS

CONTRIBUTED IN
EXCESS OF £250,000
TO SUPPORT CLUBS
AND LEAGUES WITH
THE FINANCIAL
COSTS ASSOCIATED
WITH AFFILIATION,
LEGAL LIABILITY
INSURANCE AND
PERSONAL ACCIDENT
INSURANCE

Local Authority	Population 2024	Population 2028	Clubs	Teams
Braintree	154,094	155,533	68	326
Colchester	204,764	211,272	81	381
Maldon	67,065	68,672	33	145
Tendring	154,015	159,057	54	228
Brentwood	76,273	76,409	44	288
Chelmsford	185,792	190,301	95	502
Epping Forest	134,450	136,187	39	282
Harlow	88,704	89,595	40	187
Uttlesford	95,854	99,403	39	240
Basildon	191,723	194,838	76	476
Castle Point	91,428	92,294	35	193
Rochford	90,548	92,578	42	303
Southend	189,404	193,246	59	320
Thurrock	183,737	189,256	70	294
LB of Barking & Dagenham	218,300	220,006	48	174
LB of Havering	269,201	275,225	62	402
LB of Newham	367,386	372,257	35	104
LB of Redbridge	308,383	310,191	125	354
LB of Waltham Forest	285,009	287,483	76	260
	3,356,129	3,413,799		

STRATEGY 2021-24 ACHIEVEMENTS

We've recently taken a moment to review the achievements of our #MovingForward 2021-24 Strategy. It's been incredibly rewarding to reflect on some huge leaps forward. In co-operation with the wider grassroots football community, we're delivering inclusive football service and development opportunities for clubs, leagues, coaches, referees and volunteers.


This is within an increasingly positive matchday environment as part of the male, female and disability pathways, in modern and improved facilities, and with safeguarding at the top of our agenda. But we've not achieved this alone.

It's crucial, as a non-profit organisation, that we build forward-thinking and strategic partnerships which create a lasting legacy...


MALE PATHWAY:
78,011 PLAYERS
 (4% INCREASE),
4,913 TEAMS
 (14% INCREASE)



FEMALE PATHWAY:
9,471 PLAYERS
 (99% INCREASE),
534 TEAMS
 (91% INCREASE)



DISABILITY PATHWAY:
779 PLAYERS
 (8% INCREASE),
76 TEAMS
 (3% INCREASE)



VOLUNTEERING:
1,033
 VOLUNTEERS
 RECOGNISED (AWARD
 WINNERS AND
 NOMINEES)



COACHING:
98.6%
 YOUTH TEAMS WITH
 QUALIFIED COACHES
 (TARGET 90%)



FACILITIES:
£10,617,412
 FACILITY INVESTMENT
 INVOLVEMENT (LARGE
 CAPITAL PROJECTS) AND
 PREMIER LEAGUE
 STADIUM FUND



ACCREDITATION:
90.34%
 OF YOUTH TEAMS
 ARE ENGLAND
 FOOTBALL
 ACCREDITED
 (TARGET 90%)



FACILITIES:
413
 QUALITY GRASS PITCHES
 (TARGET 328)



COACHING:
3,949
 COACH CPD (CONTINUING
 PROFESSIONAL
 DEVELOPMENT)
 HOURS ACCRUED
 (TARGET 3,778)



REFEREEING:
1,705
 REFEREES
 (INCLUDING
 TRAINEES)



STRATEGY 2024-28 TARGETS

Effort and expertise enabled us to get to this fantastic position... but we have no intention of stopping there! Together with our invaluable grassroots football stakeholders, we've set a further range of ambitious targets to help continue this momentum as part of a refreshed #MovingForward 2028 Strategy.

Our progress to date means we're privileged to be in a unique position where we can amplify a partner's messages to an engaged audience within football, which begins with thousands of individuals... but could reach millions.

For organisations who'd like to support us to achieve our strategic goals, we're able to provide a range of exciting partnership opportunities.



OUR MARKETING FOOTPRINT

484,697
UNIQUE WEBSITE VISITORS*



NEW AND GROWING
AUDIENCES ON
LINKEDIN AND TIKTOK



40,900
X FOLLOWERS



2,300
YOUTUBE
SUBSCRIBERS



5,900
E-MAIL SUBSCRIBERS



12,800
FACEBOOK
FOLLOWERS



12,800
FACEBOOK
FOLLOWERS



*2021-24 Strategy Estimate

PARTNERSHIP OPPORTUNITIES

We would be delighted to discuss an exclusive bespoke partnership, tailored to suit your specific priorities. You might like to build this around one of our key strategic programmes:

COUNTY CUPS

We provide 24 County Cups for adult and youth, male and female teams to participate in. As well as seven male open-age competitions embracing Saturday and Sunday football, there are three veterans, seven female and seven youth cups. Sponsorship packages are available for individual or multiple competitions.

As a sponsor, you'll benefit from exclusive naming rights and mentions in all competition publicity throughout each round during the season, linking to your website. We'll welcome you for hospitality at the final(s) and provide the opportunity to display promotional materials, plus a full-page advert in the matchday programme. We can even involve you in the trophy presentation!

COACH DEVELOPMENT

Our Coach Development Programme continues to grow, with an increased number of volunteer coaches supported across the county. The volume of attendees for both in-person and online events is refreshing to see, and we work closely with leagues, clubs and individual coaches as part of England Football Learning's coach education pathway.

We connect with clubs and volunteer coaches to offer an increasingly-localised programme of support, complementing official qualifications. We plan and deliver a range of events throughout the season, across a wide variety of formats, providing increased access to additional support and learning for volunteer coaches.





AWARDS EVENING AND VOLUNTEERS

Our annual Awards Evening is an event which focuses on celebrating the achievements of grassroots leagues, clubs and volunteers, with around 150 people attending each year. The event is a focal point in the Essex grassroots calendar where we recognise and celebrate individuals and clubs with a host of different awards.

This goes a long way in helping to encourage volunteering and participation in grassroots football in Essex, and it focuses on celebrating the positive aspects of the local grassroots scene. There are opportunities for companies to join us in supporting and celebrating the achievements of clubs and volunteers and allowing them to be recognised for their successes.



PARTICIPATION PATHWAYS

Essex’s male, female and disability participation pathways continue to grow across all formats and forms of the game, demonstrating a sustained appetite to participate and engage with football. Boasting circa 5,500 teams, the Essex game is thriving.

Football can kick-off in the mini-soccer and youth age groups, moving through into the open-age game and veterans and Walking Football, as well as encompassing the small-sided and Futsal formats. There’s a place in football for everybody, with growing Soccability and impairment-specific provision locally, too.



AFFILIATION SUPPORT

We ensure grassroots clubs can benefit from excellent and competitive personal accident insurance and public liability insurance during the annual affiliation process. For the 2024/25 season, we continue to support clubs and teams with these costs by completely subsidising the cost of clubs’ public liability insurance.

We also provide a contribution, per team, towards personal accident insurance costs. This provides a consistent and streamlined offering for our member clubs and teams, whilst continuing to minimise financial costs in the current climate, as well as continuing to provide financial support towards the insurance-related aspects, which are required as part of the affiliation process.



REFEREE DEVELOPMENT

At the heart of every match is a dedicated referee, whose challenge is to ensure the laws of the game are adhered to in the interests of fairness and safety, so everyone participating enjoys a positive football experience.

Refereeing offers a constructive path into the game for anyone who’d prefer not to play, but still loves to be involved. We develop and support new and existing referees to guarantee the game is safe and pleasurable for all.

SUPPORT LOCAL FOOTBALL

Partnerships with the Essex County FA support local grassroots football. The personal stories of players, coaches, referees and volunteers. Team successes, in modern facilities.

And our audience figures are growing, in-line with our ambitious #MovingForward 2028 Strategy. All our packages come with regular progress reporting as standard, so you can be secure you're your support is returning results. If you'd prefer, we also have a number of 'match-ready' partnerships we can offer, with a set range of benefits per year/season.

To secure one of a limited number of partnerships, please contact

Chris Evans
(Communications & Partnerships Manager)

chris.evans2@essexfa.com
(01245) 393071





Essex County Football Association

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