hampshira fa

connarcial opportunities

2020



Background



Hampshire FA is one of the largest County Football AssociationsintheCountrywith over 5,000 teams competing every week in local football, 15,000 volunteers involved in the game, 50,000 diverse players of all ages and 1,600 referees in the county. As a notfor-profitorganisationwehave an annual turnover in excess of

£1mwithanysurplusreinvested backintothegrassrootsgamein the county.

Hampshire FA provides the opportunity for perspective partners to access and contact theheartofthelocalcommunity. Football in this Country is going through a huge change in culture. Whilst traditional

methods of business such as governance and rules are still in existence, Hampshire FA is a leading provider of Football DevelopmentInitiatives, which are delivered through courses, workshops and taster sessions Since becoming incorporated in April 2000, Hampshire FA is now far more commercially

astuteandrecognisestheneed

for marketing and strategic planning to secure the long term future of the game in our county.HampshireFAisaLimited Company by Guarantee and a non-profitmakingorganization.

Therefore, any year end surplus is ploughed back into the game through development activities such as coaching. facility investment and youth football to name but a few. Therearemanyopportunities for partnerships to be formed with local organisations and outside agenciesthroughmarketingand sponsorship.

Weoperateover30CountyCup competitions and over 5,000 teams are playing each week; there are also 1,800 adult small sided teams playing in structured competitions. We offer advertising in our our E- Magazine, (Coming January 2020)CupFinalprogrammesand on our website, HampshireFA. com which attracts over 1,300 separate visitors a day and this figure continues to rise. Each partner receives their

owndedicatedwebsitepartner section on HampshireFA. com with the logo advertised. Hampshire FA operates 5 different social media sites including YouTube, Instagram Facebook, Linked IN and Twitter. Aspartofthepackageofferedto newandexistingpartners, each partnerreceivesscheduledsocial mediamentionseveryweekon Hampshire FA's social media accounts. But, its not limited there, with our 3 facilities also having social media accounts, so exposure to all our followers across Hampshire.

We advertise our partners in various publications including a logo in the Commercial Opportunities booklet, advertisements of offers in our Member Benefits Booklet and also announce a new partner with a news story on HampshireFA.com,whichisalso shared through social media accounts.

To network and engage with our partners, we schedule quarterly

commercial networking meetings, inviting our partners to attend, network and exchange contacts in an informal setting.

In November 2015, Hampshire FA was shortlisted for the 'Best Business Serving Football – up to £2m turnover award, by the Football Business Awards. Hampshire FA is committed to ensuring that all partners receivemaximumexposureand recognition of being a supporter.



For further details please contact Neil Cassar, Chief Executive, Hampshire FA, direct on 01256 853024 or via email at Neil.Cassar@HampshireFA.com

Do you know

How Hampshire FA supports grassroots football?









Totals Across Hampshire

Hampshire FA recognise that different people want to play football at different times, in different formats. We work to ensure that there are opportunities for players to get involved in ways that suit them.







93% **OF YOUTH TEAMS HAVE A OUALIFIED** COACH

Youth

administered by Hampshire Schools FA and Hampshire FA The FA Lidl Skills Programme provides football physical olds in Hampshire

Participation

organisation which runs grassroots football in Hampshire. Football remains the most popular sport in Hampshire and the contribution that grassroots football can make to building stronger communities, improving health, reducing crime and tackling obesity is clear.







YOUTH

TEAMS PLAYERS

MINI SOCCER

1.129 **PLAYERS**

ADULTS

1.099 **TEAMS PLAYERS**

Male

football so it's more fun and helps develop better skills. There are more FA Charter Standard clubs - a status awarded to well run clubs. The Respect player behaviour.

Coach Education

HOW MANY COACHES THIS SEASON?

UEFA B

700

INCLUDING 76 FEMALE **& 54 BAME** **72**

INCLUDING 2 FEMALE **& 26 BAME**

INCLUDING 1 FEMALE & 6 BAME

Referees

AT THE END **OF THE** 2018/19 **SEASON** WE HAD A **TOTAL OF**



1,340 **OUALIFIED OFFICIALS**

162 **TEAMS**

YOUTH

2.664 **PLAYERS**

MINI SOCCER

39 **TEAMS PLAYERS**

ADULTS

56 **TEAMS PLAYERS**

Female

The FA took over the women's game in 1993 and it has gone from strength to strength in Hampshire with participation at its highest ever level and more females becoming qualified referees and

6,436 **CLUB OFFICIALS**





Volunteers

that football is played across Hampshire each week. Hampshire FA is committed to creating a culture of continuous improvement and working football in Hampshire



£9 MILLION **FACILITY BASED IN EASTLEIGH**

GRASS PITCHES IMPROVED SINCE 2000

NEW 3G FOOTBALL SINCE 2000

TURF PITCHES

Facilities & **Fundina**

Local authorities are critical to the development of grassroots football in Hampshire with large proportions of the pitch and facilities in the County owned by the public sector. Hampshire FA works with local authorities to keep facilities open, allowing leagues and clubs to continue.

NEW CHANGING ROOMS/ **PAVILIONS**

SINCE 2000

£27,000,000 **INVESTED IN FOOTBALL FOUNDATION FACILITIES SINCE 2000**



HAMPSHIRE FA **HAVE RELEASED A VARIETY OF BRAND**

MARKETING CAMPAIGNS TO **SUPPORT** AND **PROMOTE GRASSROOTS FOOTBALL**

WE **HAVE RELEASED A MARKETING GUIDELINES PAGE AND** CONTENT TO **SUPPORT CLUBS AND LEAGUES**

HAMPSHIRE FA **STUDENT MEDIA PROJECTS COMPLETED** IN THE 18/19 **SEASON**



Marketing

Hampshire FA places a strong emphasis on marketing & communications; as such we have developed the media model with different tiers. Particular focus is recognising media agencies or freelancers as official media partners of the association.

Bespoke Commercial Packages Available



Hampshire FA is one of the most commercial county football associations in England; working with over 30+ commercial organisations, we strive to ensure that our beautiful game has the funding to develop, sustain and progress, with all investments going into grassroots football in

Hampshire.AtHampshireFA, we have a broad range of opportunities available for companies of all sizes. If an opportunity does not meet yourcompany's requirements and you would like to discuss an opportunity with us, our door is open for business. We canarrangeinitialmeetingsto discuss vouride as and/or can

arrangeaninformaldiscussion over the phone or by email. We look for ways to engage with business es and welcometheopportunity of discussing themwithyou.Pleasecontact the Hampshire FA Business, Marketing&Communications team for further details at Communications@ HampshireFA.com



Hampshire FA Opportunity: Hampshire FA Supporters Club Member BSA REGAL

Hampshire FA can offer an exclusive opportunity to become a member of its Supporters Club. With over 25 companies already signed up, the Supporters Club offers a unique opportunity to access the heart of

the football community in Hampshire through advertising, commercial and promotional activities direct to key stakeholders including leagues, clubs, referees, players and volunteers. Members of the Supporters Club also benefit from being recognised and heralded as true supporters of grassroots football and our national game.

Bronze Supporters Club

Benefits include:

 Website coverage through HampshireFA. com including your own website section, website and social media links

- Social media posts weekly advertisingyourcompanyvia Hampshire FA's Twitter page
- · Website link to your website
- AdvertinthenewE-Magazine (coming January 2020)
- Complimentary Senior Cup Final Tickets x 5
- 2x Hospitality Lounge passes for the Senior Cup Final
- Half page mono advert -SeniorCupFinalprogramme
- Half page mono advert all other County Cup Final programmes
- Ball Sponsorfor an ominated Hampshire FA Cup Final
- Entryintoa monthly drawfor Portsmouth, Southampton and AFCB ournemouthmatch tickets with additional England tickets where possible
- 10%discountonallHampshire
 FA education courses
- Opportunity to be included in offer brochure to HFA stakeholders to promote business, products and services
- x2 complimentary tickets (buffetmealalsoavailable)for theHampshireFAGrassroots Football Awards
- Targeted partner banners in articleshighlightingproducts

 20%offsuitebookingsatHFA facilities with free tea/ coffee for meetings and events

The price for this exclusive opportunity is £500 per year plus VAT and we can further offer a 3-year option at £1,275 (payable in three annual instalments) which represents a cost saving of £250.

Silver Supporters Club Benefits include:

All of the Bronze supporter benefits plus:

- Advertisingboardatafacility of your choice; Winklebury FootballComplex,FrontLawn CommunityHuborStoneham Lane Football Complex (Community Pitch)
- Partner spotlight in our new E-Magazine launching January 2020
- Partner logos displayed at Stoneham Lane Football Complex

The price for this exclusive opportunity is £750 per year and we can further offer a 3-year option at £2,000 (payable in three annual instalments) which represents a cost saving of £250.

Gold Supporters Club

Benefits include:

All of the Silver supporter benefits plus:

 Advertising board at two facilities of your choice; WinkleburyFootballComplex, FrontLawnCommunityHub or Stoneham Lane Football Complex(CommunityPitch)

The price for this exclusive opportunity is £950 per year and we can further offer a 3-year option at £2,600 (payable in three annual instalments) which represents a cost saving of £250.

Platinum Supporters Club Benefits include:

AlloftheGoldsupporterbenefits plus:

 Advertising boards at all threeHampshireFAFacilities; WinkleburyFootballComplex, FrontLawnCommunityHub or Stoneham Lane Football Complex(CommunityPitch)

The price for this exclusive opportunity is £1,150 per year and we can further offer a 3-year option at £3,200 (payable in three annual instalments) which represents a cost saving of £250.



Suite Sponsorship

opportunities available at all Hampshire FA facilities including Hampshire FA's HQ Winklebury Football Complex in Basingstoke, Front Lawn Community Hub in Havant and Stoneham Lane Football Complex in Eastleigh.

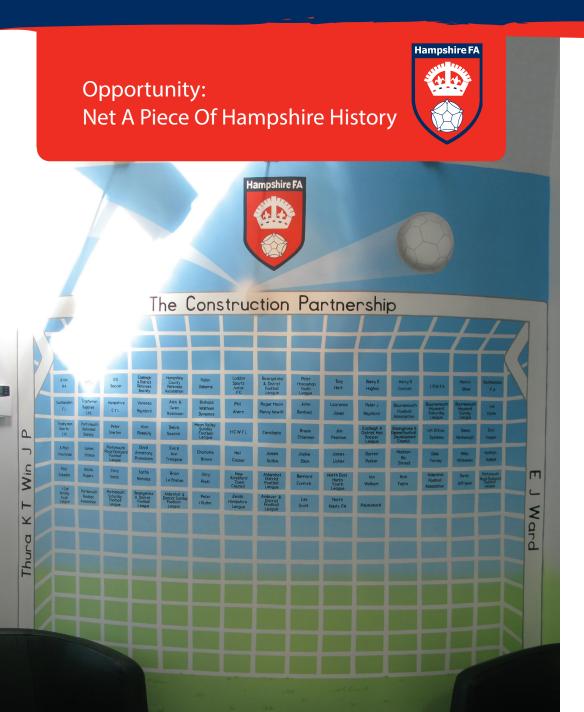
The package comprises of the following benefits:

- Co-branded plaque on the door of suite featuring the company logo together with Hampshire FA's logo
- Opportunity to erect a banner in suite for the duration of the sponsorship
- PR piece created and promoted across Hampshire FA's website and social media sites for the duration of two weeks
- Promotional email banner linked to PR piece in line with above promotion for the duration of two weeks
- Discounts for suite hire for the duration of the partnership (25% off and two complimentary bookings per year)

- Free entry for 1x commercial client of company to attend all HFA networking events at HFA facility (where suite is sponsored)
- £50.00 off second promo board advertising opportunity at one of the three HFA facilities
- Leaflets and promotional material displayed in facility reception (where suite is sponsored)
- Plasma screen promotions advertising company logo or advertisement for a duration of 2x weeks at the discretion of Hampshire FA
- 25% discount on all food and beverage purchases made at facility (where suite is sponsored)*
- Logo displayed at entrance of facility / reception area

Prices are available on request by contacting: Communications@ HampshireFA.com.

*Stoneham Lane Football Complex and Front Lawn Community Hub only.



There are still squares available on Hampshire FA's Net a Piece of Hampshire's History project which appears in the reception of Hampshire FA's headquarters in Basingstoke in the form of a wall painting of a goal net. Each square of the net is available to 'sponsor' for just £50 each.

Your name (or company name) will then be on the wall permanently, so that visitors, stakeholders and the like will be able to see your continued support. All proceeds will be donated to the Hampshire FA Community Trust which supports a wealth of very worthwhile initiatives including disability football, community coaching and social inclusion. If you would like to take part in this scheme, please contact the Hampshire FA Business, Marketing & Communications team for further details at Communications@ HampshireFA.com







The Hampshire FA

Grassroots Football Awards ceremony recognises, rewards and celebrates our army of volunteers in Hampshire for their commitment, dedication, efforts and services to the grassroots game. The ceremony unites all award winners and is a showcase of the talented workforce who dedicate so much of their own time for others to enjoy the beautiful game. In June 2018, Hampshire FA announced winners for 13 different award categories in front of an audience of 330 people. Our awards ceremony is a dedicated evening filled with entertainment, designed to make our incredible base of volunteers feel special,

rewarded and recognised. We are delighted to present the below commercial package and to welcome an associate sponsor for the Hampshire FA Grassroots Football Awards.

Package includes:

- Full page colour advert
 Full page colour advert
 in the Hampshire FA
 GrassrootsFootballAwards
 Programme
- Opportunity for banners to be erected at the Hampshire FA Grassroots Football Awards
- Advertisementsofcompany featured on every table at the Hampshire FA GrassrootsFootballAwards
- Companymentionsinevery email circulated to award

- winners and guests with hyperlinks to company webpage
- 2x tickets for company representatives to attend the Hampshire FA GrassrootsFootballAwards
- Websitesectiondedicated tocompanyfeaturedonthe partnershipssection of the Hampshire FA website
- Company logo featured across the Hampshire FA GrassrootsFootballAwards presentations (screen promotions)
- PA announcements on the evening advertising company

The cost of the package is £350.00 + VAT for a 1 year deal.



Referees are a pivotal part of the game both at grassroots and elite level; referees are responsible for enhancing and maintaining high standards across all areas of refereeing. Currently in Hampshire we have a total of 1,607* qualified referees, run on average 12 FA Referee courses per year in support of the 9v9 and 11v11 game at various locations throughout the county and host approximately 20 workshops per year (including assessor, coaching, development, mentor and tutor workshops).

Furthermore, Hampshire FAhost twoYoungRefereeDevelopment daysperyeartoprovidepersonal developmenttrainingtoreferees from the ages of 14 – 23. The annual Referees Association FA Event (RAFA) is an annual and pinnacle event for the referees whereallregisteredrefereesare invitedtoattend;theseevenings include an FA Cup Final Referee providinginsightintotheirown personal refereeing career. In addition, the Referees Youth Council also deliver a session and/or a workshop where audienceparticipationisinvited to engage.

Hampshire FA is willing to offer the following benefits as an exclusive opportunity:

- BannerspromotedatYoung Referee Development Days + invitation to attend all events.
- Banners promoted at
 Hampshire FA Cup Final
 Celebrations + invitation to
 attend all events
- Websitesectiondedicatedto theOrganisation+Signature bannercreated for Referees Departmentwithlinkstothe website page (x4 per year).
- Social Media Tweets every week for the Organisation
- Opportunity to have advertisement in the Hampshire FA E-Magazine (Coming January 2020)
- Complimentary Senior
 Cup Final Tickets x2 with
 hospitality & x5 without
 hospitalityfortheSeniorCup
 Final
- Full page colour advert to feature in all Cup Final booklets
- Half Page colour advert in theHampshireFASeniorCup Final programme
- Organisation promotional leaflets sent to all newly qualified referees in the county.
- Banners & promotional material taken to all workshops & courses to promote Organisation
- · Emails circulated to all

- Referees in the county advertising the partnership including all referee courses as hosted by Organisation
- BallSponsorforanominated HampshireFACupFinalwith hospitality
- Entryintoamonthlydrawfor Portsmouth, Southampton and AFC Bournemouth match tickets and England tickets on occasion.
- Opportunitytobeincludedin offerbrochuretoHampshire FA stakeholders to promote business, products and servicesalongwithhalfpage mono advert in Hampshire FA's Member Benefits Booklet.
- Opportunity to attend Hampshire FA Commercial Networking events to networkwithHampshireFA's Commercial Partners.
- Organisation logo in the Hampshire FA Grassroots Football Awards Booklet + invitation for x2 representatives to attend with hospitality provided.
- Promotions of Organisation at all Club Assistant and Club Referee Workshops as and when hosted by Hampshire FA qualified Referee Tutors.

The price for this exclusive opportunity is £1.5K +VAT for the year.

18 Commercial Opportunites 19



Front Lawn Communitu **Hub** in Havant has recently undergone a makeover with £1.5M investment to improve facilities which includes six new changing rooms, meeting rooms, a brand new community space and the biggest state-of-the-art third generation (3G) artificial grass pitch (AGP). On average, per week, Front Lawn boasts an attendance of 1000, including players, coaches, spectators and members of the local

Hampshire FA operates the site at Front Lawn Community Hub and has a number of sponsorship opportunities available for companies to advertise their products and services around the state-of-the-art 3G pitch facility where it is sure to capture the attention of people in attendance together with footfall traffic.

community.

Package includes:

- All Supporters package Platinum benefits
- The Technical Suite rebranded to include the

Sponsors' name in signage
Plaque of the company logo featured in the

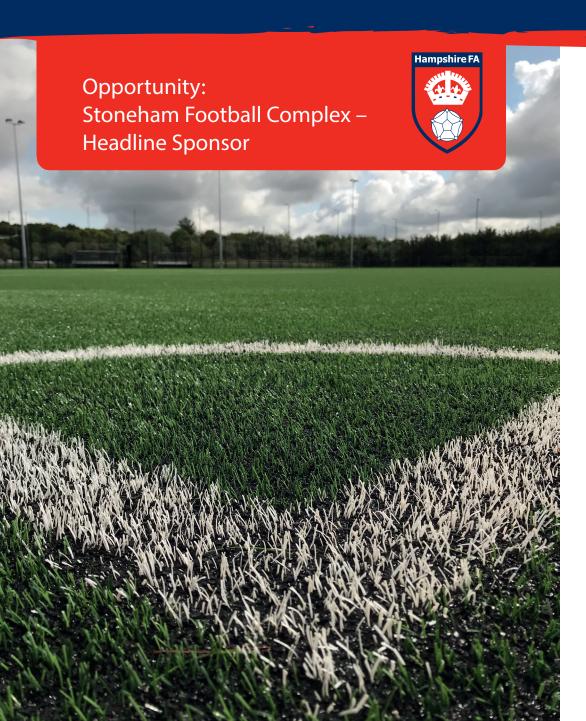
Technical suite

- Free suite hire of the facility (x6 per year subject to availability) including food and beverages for the sponsor as and when required in the year for meetings and/or other
- events
 2x double promo boards to feature round football pitch in sponsor's choice of location and 1x double promo board featured on tennis court fence.
- Free tennis membership on the site for the sponsor and all staff connected to the company (at the discretion of Hampshire FA)
- Free 3x off-peak pitch bookings in the year (subject to availability)
- Company banners erected round the community hub advertising sponsor
- Company stand with leaflets and promotional material advertising company's services displayed in reception
- Website promotion on Front Lawn's own

- website to include logo on the homepage and website page dedicated to sponsor with promo box linking to company's website
- Website promotion on Hampshire FA's website under Partnerships section
- Company signage featured on community hub building (external)
- Company logo featured on all promotional materials produced by Front Lawn staff for competitions, events and workshops hosted at Front Lawn
- Permanent signature banner linking to sponsor's website featured on the emails of all Front Lawn staff
- TV Screen promotions advertising sponsor in the year
- 2x social media tweets per week advertising company on the Front Lawn Twitter page

The cost of the package is £4,000 +VAT for a 1 year deal or £7000 +VAT for a 2 year deal.





Hampshire FA are proud operators of the £9million Stoneham Lane Football Complex facility which opened in December 2019. The facility includes 1 full-size stadia 3G pitch and 2 supersize floodlit a3G community pitches, 4 grass pitches, 8 changing room facilities, two modern meeting rooms and a bar/café area. These will facilitate a number of local grassroots clubs and leagues including key partner league Eastleigh District Mini-Soccer League and key partner club AFC Stoneham.

Stoneham Lane Football Complex emerged following Eastleigh Borough Council's procurement of a £4.9million grant via the national Parklife scheme. This scheme sees the FA, **Premier League and Sport** England (supported by the Local Authority and Hampshire FA) combine in order to create a sustainable model of football facilities. Facilities are based around artificial grass pitches in order

to reduce the costs and stresses of maintaining grass pitches.

Package includes:

- All Supporters package Platinum benefits
- Plaque of the company logo featured in the Reception
- Free suite hire of the facility (x6 per year subject to availability) including food and beverages for the sponsor as and when required in the year for meetings and/or other events
- 2x double promo boards to feature round football pitch in sponsor's choice of location and 1x double promo board
- Free 3x off-peak pitch bookings in the year (subject to availability)
- Company banners erected round the complex advertising sponsor
- Company stand with leaflets and promotional material advertising company's services displayed in reception
- · Website promotion

- including logo and website section dedicated to sponsor with promo box linking to company's website
- Website promotion on Hampshire FA's website under Partnerships section
- Company details on Till rolls. This is a great way for customers to take home your company details.
- Company logo featured on all promotional materials produced by Stoneham Lane Football Complex for competitions, events and workshops
- Permanent signature banner linking to sponsor's website featured on the emails of Stoneham Lane Football Complex

The cost of the package is £8,000 +VAT for a 1 year deal or £15,000 +VAT for a 2 year deal.

There are a host of great sponsorship opportunities available at Stoneham Lane. Please contact us for more information.





Fancy advertising your brand at a multisport venue in one of our bustling sports facilities?



Front Lawn Community Hub

Front Lawn Community Hub in Havant has recently undergone a makeover with £1.5M investment to improve facilities which includes six new changing rooms, meeting rooms, a brand new community space and the biggest state-of-the-art third generation (3G) artificial grass pitch (AGP). On average, per week, Front Lawn boasts an attendance of 1000, including players, coaches, spectators and members of the local community.

Hampshire FA operates the site at Front Lawn Community Hub and has a number of sponsorship opportunities available for companies to advertise their products and services around the state-of-the-art 3G pitch facility where it is sure to capture the attention of people in attendance together with footfall traffic.



Stoneham Lane Football Complex – Community Pitch

Hampshire FA are proud operators of the £9million Stoneham Lane Football Complex facility which opened in December 2019. The facility includes 1 full-size stadia 3G pitch and 2 supersize floodlit a3G community pitches, 4 grass pitches, 8 changing room facilities, two modern meeting rooms and a bar/ café area. These will facilitate a number of local grassroots clubs and leagues including key partner league Eastleigh District Mini-Soccer League and key partner club AFC Stoneham.

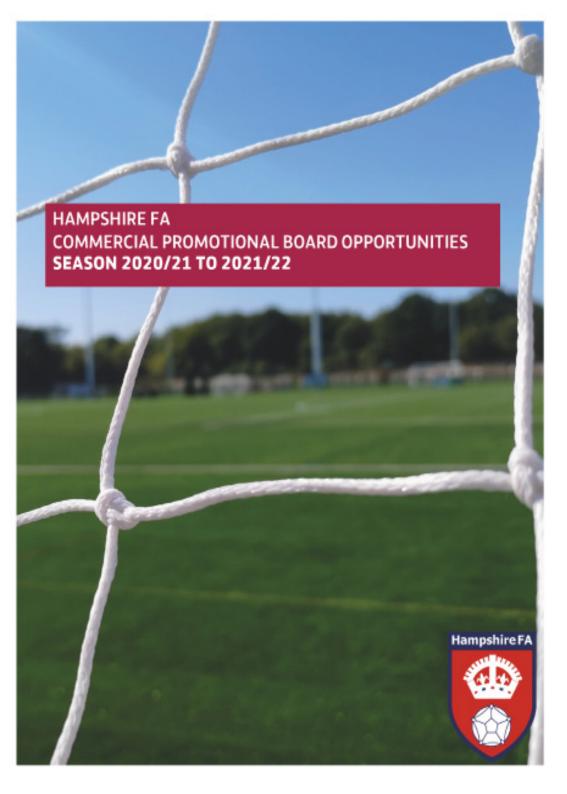
Stoneham Lane Football Complex emerged following Eastleigh Borough Council's procurement of a £4.9million grant via the national Parklife scheme. This scheme sees the FA, Premier League and Sport England (supported by the Local Authority and Hampshire FA) combine in order to create a sustainable model of football facilities. Facilities are based around artificial grass pitches in order to reduce the costs and stresses of maintaining grass pitches.



Winklebury Football Complex

Winklebury Football Complex based in Basingstoke has recently undergone a makeover thanks to investment of £1M to improve the facilities which includes state-of-the-art third generation (3G) artificial grass pitch (AGP). On average, per week, Winklebury Football Complex will enjoy an average attendance of 1000 including players, coaches, spectators and members of the local community.

Hampshire FA operates the site and has a number of sponsorship opportunities available for companies to advertise their products and services around the state-of-the-art 3G pitch facility where it is sure to capture the attention of people in attendance together with footfall traffic.



Fancy advertising your brand at our leading venues in one of our bustling hub sites?

Stoneham Lane Football Complex, Eastleigh



Hampshire FA are proud operators of the £9million Stoneham Lane Football Complex facility which opened in December 2019. The facility includes 1 full-size stadia 3G pitch and 2 supersize floodlit a3G community pitches, 4 grass pitches, 8 changing room facilities, two modern meeting rooms and a bar/café area. These will facilitate a number of local grassroots clubs and leagues including key partner league Eastleigh District Mini-Soccer League and key partner club AFC Stoneham.

Stoneham Lane Football Complex emerged following Eastleigh Borough Council's procurement of a £4.9million grant via the national Parklife scheme. This scheme sees the FA, Premier League and Sport England (supported by the Local Authority and Hampshire FA) combine in order to create a sustainable model of football facilities. Facilities are based around artificial grass pitches in order to reduce the costs and stresses of maintaining grass pitches.

The Adopt South Community Pitch 2

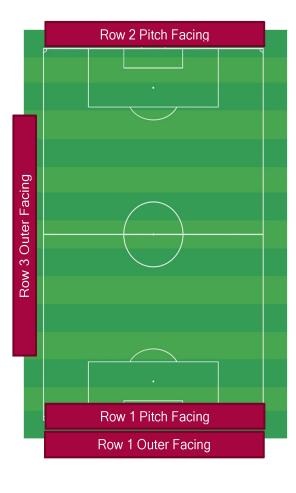
Board Size: 2432mm x 600mm.

Material: 3mm dibond printed to design with matte laminate to face.

Installation: Cable tied to metal fence.

Quantity Available:

Row 1 Pitch Facing	28
Row 1 Outer Facing	28
Row 2 Pitch Facing	30
Row 3 Outer Facing	41



Single Board	1 year	2 year
	deal	deal
Row 1 Pitch Facing	£220	£395
Row 1 Outer Facing	£245	£425
Row 2 Pitch Facing	£220	£395
Row 3 Outer Facing	£195	£350

DOUBLE/TRIPLE BOARD OFFERS AVAILABLE ON REQUEST

The BSA Regal Community Pitch 1

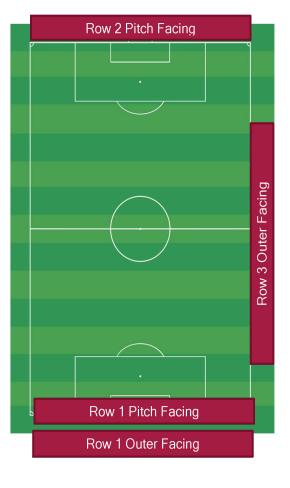
Board Size: 2432mm x 600mm.

Material: 3mm dibond printed to design with matt laminate to face.

Installation: Cable tied to metal fence.

Quantity Available:

Row 1 Pitch Facing	28
Row 1 Outer Facing	28
Row 2 Pitch Facing	30
Row 3 Outer Facing	41



Single Board	1 year	2 year
	deal	deal
Row 1 Pitch Facing	£220	£395
Row 1 Outer Facing	£245	£425
Row 2 Pitch Facing	£220	£395
Row 3 Outer Facing	£195	£350

DOUBLE/TRIPLE BOARD OFFERS AVAILABLE ON REQUEST

Winklebury Football Complex, Basingstoke



Winklebury Football Complex based in Basingstoke has recently undergone a makeover thanks to investment of £1M to improve the facilities which includes state-of-the-art third generation (3G) artificial grass pitch (AGP). On average, per week, Winklebury Football Complex will enjoy an average attendance of 1000 including players, coaches, spectators and members of the local community.

Hampshire FA operates the site and has a number of sponsorship opportunities available for companies to advertise their products and services around the state-of-the-art 3G pitch facility where it is sure to capture the attention of people in attendance together with footfall traffic.

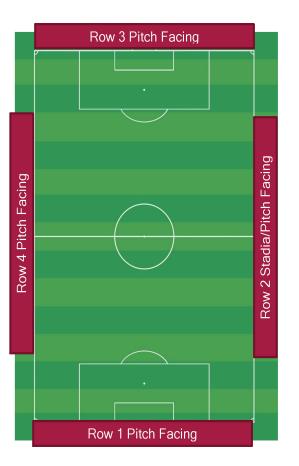
Size: 2432mm x 600mm.

Material: 3mm printed to design with matt laminate to face.

Installation: Cable tied to metal fence.

Quantity Available:

Row 1 Pitch Facing	23
Row 2 Stadia Facing	38
Row 2 Pitch Facing	38
Row 3 Pitch Facing	23
Row 4 Pitch Facing	30



Single Board (prices exclusive of	1 year deal	2 year deal
VAT)	ueai	ueai
Row 1 Pitch Facing	£195	£350
Row 2 Stadia	£195	£350
Facing		
Row 2 Pitch Facing	£195	£350
Row 3 Pitch Facing	£195	£350
Row 4 Pitch Facing	£245	£425

DOUBLE/TRIPLE BOARD OFFERS AVAILABLE ON REQUEST

Front Lawn Community Hub, Havant



Front Lawn Community Hub in Havant has recently undergone a makeover with £1.5M investment to improve facilities which includes six new changing rooms, meeting rooms, a brand new community space and the biggest state-of-the-art third generation (3G) artificial grass pitch (AGP). On average, per week, Front Lawn boasts an attendance of 1000, including players, coaches, spectators and members of the local community.

Hampshire FA operates the site at Front Lawn Community Hub and has a number of sponsorship opportunities available for companies to advertise their products and services around the state-of-the-art 3G pitch facility where it is sure to capture the attention of people in attendance together with footfall traffic.

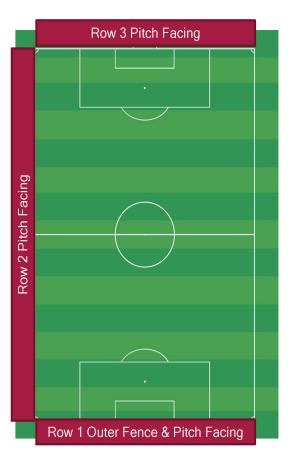
Size: 2432mm x 600mm.

Material: 3mm printed to design with matt laminate to face.

Installation: Cable tied to metal fence.

Quantity Available:

Row 1 Outer Fence	24
Row 1 Pitch Facing	14
Row 2 Pitch Facing	36
Row 3 Pitch Facing	14



Single Board (prices exclusive of VAT)	1 year deal	2 year deal
Row 1 Outer Fence	£245	£425
Row 1 Pitch Facing	£195	£350
Row 2 Pitch Facing	£195	£350
Row 3 Pitch Facing	£195	£350

DOUBLE/TRIPLE BOARD OFFERS AVAILABLE ON REQUEST



Play On was initially launched in 2017 as a Hampshire FA initiative to sustain adult football by matching players to teams based on their preferences upon registration to the website. Play On has recently undergone a rebrand to include a new logo and a newly enhanced website for the 2018/19 football season; the aim is to increase the number of players matched with clubs in order to sustain and ultimately grow the adult game in Hampshire. Play On is designed to combat the decline of adult male teams and to ensure that no teams are at risk of folding. Long term plans include introducing a volunteer section to the site, helping to advertise various positions required to support the club's workforce.

Package includes:

 AllSupporterBronzepackage benefits

- Play On signature banner created to promote the company (hyperlinked to company website) featured on the Adult Male Football Development Officer and University intern emails
- Brandedt-shirtsworn by the Hampshire FA Adult Male FootballDevelopmentOfficer and University intern worn at meetings, workshops or related activity which promotes Play On featuring the company logo
- Promotional banner of the company featured across the 'ways to play' page on the Hampshire FA website hyperlinkedtothePlayOnsite
- Sponsorship box created advertising the company featuredonthehomepageof the Play On website
- Company logo featured on homepageofthePlayOnsite (jointlywiththeHampshireFA logo and hyperlinked to the company website)
- · Company cover photo

- featured on Hampshire FA's PlayOnFacebookandTwitter pagesfor3monthsatlaunch of partnership
- Invitation of company representatives to attend adult male events in the countyhostedbyHampshire FA linked to Play On
- Opportunity for sponsors to also erect banners and distribute promotional materiallinkedtoevents(exc cup finals).
- Companylogofeaturedonall HampshireFAPlayOnposters andothermarketingmaterials relating to Play On
- TV screen promotions at HampshireFA'sHQpromoting company for the duration of 1 week (at launch of partnership)

The cost of the package is £1,000 +VAT for a 1 year deal or £1500 +VAT for a 2 uear deal.

Opportunity: Official Partners For Futsal





Futsal is an exciting, fast paced small sided football game that is widely played across the world and is officially recognised by both UEFA and FIFA.

The nature of the game places a large emphasis on technical skill and ability in

situations of high pressure, and is subsequently an excellent breeding ground for football competencies that can be translated into the 11-a-side format of the game.

Hampshire FA leads an extensive programme of male and female Futsal provisions in the county every year, such as; The FA Youth Futsal Cup, County Futsal Hubs set up in different areas and a County Futsal League that involves new teams looking to participate in futsal for the first time as well National League teams looking for some extra development.

Today the FA Youth Futsal Festival, now known as the FA Youth Futsal Cup sees 30 youth football clubs across U10/U12/ U14/U16 age groups participate across 3 weeks of futsal.
Hampshire FArunsan FA Youth
Futsal Cup every year, which
feeds into The FA's National
Futsal Festival with age group
competitions at u10, u12, u14
and u16 for both boys and girls
teams.

The Hampshire FA Futsal HUBs attract many participants across the county. The sessions look to attract a range of players, males and females, with varying levels of futsal knowledgeandexperience.The HampshireFAFutsalHUBshave been established to promote awarenessanddevelopmentof the sport for a dult participants across the county. The HUBs havebeendevelopedthrough constant positive relations between County FA and stakeholder, joint partnership between Hampshire FA and Solent University has aided in the development of Futsal participation at the university, with the main aim to drive up the quantity and quality of futsalprovisionforadultswithin the county.

The Hampshire FA Futsal HUBs consist of a number of Recreational Futsal sessions taking place in Winchester, Portsmouth, Basingstoke and Southampton. Apage has also been setup dedicated to Futsal provision in the county on the

Hampshire FA site. In 2016, the inaugural county Futsal League was launched, providingacompetitiveoutlet forFutsalteamsandhubs.There were both male and female divisions, with 8 teams in total competingforthefirsttitles.For the 2018/19 season, there will beapredicted 100% increase in male teams and 50% increase infemaleteams.Theleaguehas a dedicated FA Full Time page withspaceforasponsorbanner, and a dedicated Facebook pageforvideoandphotograph uploads as well as promotions.

Hampshire FA also holds responsibilityforatwelve-team futsal league for students at SouthamptonSolentUniversity, again with its own FA FullTime and Facebook page.

Hampshire FA is willing to offer the following benefits as an exclusive opportunity:

- Extensive website coverage through Hampshire FA.com
- Adedicatedwebsitesection with social media & website links to our partner's page
- 2x VIP tickets to the Hampshire FA Senior Cup Final • Half page mono advert to feature in all Cup Final booklets
- Half page mono advert -SeniorCupFinalprogramme + 30 other county cup final

- programmes
- Half page mono advert County FA Handbook
- BallSponsorforanominated Hampshire FA Cup Final
- Entry into a monthly draw for Portsmouth, Southampton, AFC Bournemouth match and EnglandInternationalhome matches
- 10% discount on all Hampshire FA education courses
- Official naming rights as Hampshire FA's Futsal Sponsorwiththeopportunity to advertise articles and deals throughout the year assupportedbyHampshire FA + logo advertised on all Futsalpublicationsincluding team sheets
- Opportunity to attend all Futsal meetings and events held in the county + the opportunity to erect banners at all Hampshire FA Futsal events
- Social media scheduled everyweekpromotingyour company as part of our social media commercial schedule

The price for this exclusive opportunity is £1K per year +VAT or £1,750 +VAT for 2 years. A payment plan is also available.

Hampshire FA Work With A Number Of Commercial Partners













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