

COMMERCIAL OPPORTUNITIES

DO YOU WANT TO BECOME A **HAMPSHIRE FA PARTNER?**
IF SO, PLEASE SEE THE FULL LIST OF OPPORTUNITIES THAT
WE OFFER



BACKGROUND

Hampshire FA is one of the largest county Football Associations in the country, with 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 not-for-profit organisation, we have an annual turnover in excess of £1m with any surplus reinvested back into the grassroots game in Hampshire.

Hampshire FA provides the opportunity for partners to access and contact the heart of the local community.

Whilst traditional methods of business such as governance and rules are still in existence, Hampshire FA is a leading provider of football development initiatives, which are delivered through various course workshops and taster sessions.



Since becoming incorporated in April 2000, Hampshire FA is now far more commercially astute and recognises the need for marketing and strategic planning to secure the long-term future of the game in our county.

Hampshire FA is a limited company by guarantee and a non-profit making organisation. 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.

Hampshire FA offers a variety of diverse partner opportunities with an extensive range of benefits attached to each one.

Our packages include our entry-level Hampshire FA Supporters Package, standalone advertising boards at each of our facilities, suite sponsorship opportunities at each of our facilities and bespoke / other official rights packages (e.g. Official Partner for Refereeing) which are uniquely tailored to meet the needs and requirements of your organisation.

For further details, please contact the Business & Marketing Department:
Communications@HampshireFA.com

HOW HAMPSHIRE FA SUPPORTS GRASSROOTS FOOTBALL



Hampshire FA is a non-profit organisation which oversees all grassroots football in Hampshire, Bournemouth and the Isle of Wight. Football remains the most popular sport in Hampshire and contributes greatly to the communities within the region.

PARTICIPATION

61,505

MALE
PLAYERS



6,070

FEMALE
PLAYERS



500

DISABILITY
PLAYERS

ACROSS...

10,049

TEAMS



...PLUS

39,042

TOTS, MINI SOCCER & YOUTH
PLAYERS



... ACROSS

2880

YOUTH TEAMS



WE ALSO WORK WITH

1200
REFEREES



42
LEAGUES

SIX
DIVISIONAL FA'S

BUSINESS AND MARKETING

Hampshire FA places a strong emphasis on Business and Marketing development. The commercial partners of the company support the community in variety of ways - whether this is through sponsorship, services or information. Every Hampshire FA partner plays an important role in the support and development of the grassroots football community.

OVER
30
PARTNERS

WORKING TOGETHER TO
SUPPORT EVERY
ASPECT OF THE
GRASSROOTS GAME

FACILITES

Hampshire FA works with both local authorities and organisations to keep facilities open, allowing leagues and clubs to continue.

IN 2020

THE FOOTBALL
FOUNDATION AWARDED
ORGANISATIONS AND
CLUBS IN HAMPSHIRE
WITH..



203
GRANTS

WORTH
£3.31m

THIS WENT TOWARDS 48

ARTIFICIAL
GRASS
PITCHES



CHANGING
PAVILIONS



GRASS
PITCHES



BESPOKE PACKAGES

Hampshire FA is a leading commercial county football association 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. We have a broad range of opportunities available for companies of all sizes.

If an opportunity does not meet your company's requirements and you would like to discuss an opportunity with us, our door is open for business.

We can arrange initial meetings to discuss your ideas and / or can arrange an informal discussion over the phone or by email.

We look for ways to engage with businesses and welcome the opportunity of discussing them with you.

Please contact the team for further details: Communications@HampshireFA.com



HAMPSHIRE FA SUPPORTERS CLUB PACKAGES



The Hampshire FA Supporters Club has over 25 companies already signed up and offers an opportunity for companies to access the heart of the football community in Hampshire through advertising, commercial development and various promotional activities directed 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 PACKAGE

BENEFITS INCLUDE:

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

- Regular social media posts advertising company products and services as and when requested throughout the duration of the partnership

- Promotional features in Hampshire FA's e-magazine, Box 2 Box

- Complimentary Senior Cup Final Tickets x 5

- 2 x Hospitality Lounge passes for the Senior Cup Final

- Half-page mono advert-Senior Cup Final programme

- Half-page mono advert-all other County Cup Final programmes

- Ball Sponsor for a nominated Hampshire FA Cup Final

- Entry into a monthly draw for Portsmouth, Southampton and AFC Bournemouth match tickets with additional England tickets where possible

- Various corporate discounts and offers specifically for Hampshire FA commercial partners advertised throughout the year

- Opportunity to promote various products and services across relevant sections of the Hampshire FA website, in additional press releases produced by Hampshire FA, in social media promotions and tailored social media campaigns at the discretion of the association

- x2 complimentary tickets (buffet meal also available) for the Hampshire FA Grassroots Football Awards

- Targeted partner banners in articles highlighting products

- 20% off suite bookings at HFA facilities with free tea / coffee for meetings and events

- Certificate of membership with Hampshire FA- signed by Hampshire FA CEO to feature on business premises

- Twitter Q&A opportunity scheduled on Tuesdays and Thursdays throughout the year (hosted by Hampshire FA) with co-branded questions provided by the company to support data insight purposes and / or engagement opportunity with Hampshire FA's Twitter community

- Logo hyperlinked to your website featured across all Hampshire FA pages

- Referral benefits - refer a client and if they sign up to a sponsorship deal with Hampshire FA, you will obtain benefits for your business (to be provided to you once partnership has been confirmed and includes £50.00 off single advertising board) with Hampshire FA for the duration of 1 year

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 £225.

SILVER SUPPORTERS CLUB PACKAGE

BENEFITS INCLUDE: *All of the Bronze Supporter benefits plus:*

- Online networking opportunity on Hampshire FA's Twitter channel (Tweetchat), hosted by commercial partners on a monthly basis to advertise products or services
- Scheduled spotlight piece (pinned post)

on Hampshire FA's commercial partner page on LinkedIn to advertise products or services with trending and researched hashtags (duration of two weeks)

- Targeted plasma screen promotions of products and services advertised on a rotational basis across Hampshire FA's three sites (Winklebury Football Complex,

Stoneham Lane Football Complex and Front Lawn Community Hub) at the discretion of Hampshire FA

- **One advertising board** at a facility of your choice from locations including: Winklebury Football Complex, Front Lawn Community Hub or Stoneham Lane Football Complex (Community Pitch)

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 PACKAGE

BENEFITS INCLUDE: *All of the Bronze Supporter benefits plus:*

- Online networking opportunity on Hampshire FA's Twitter channel (Tweetchat), hosted by commercial partners on a monthly basis to advertise products or services
- Scheduled spotlight piece (pinned post) on Hampshire FA's

commercial partner page on LinkedIn to advertise products or services with trending and researched hashtags (duration of two weeks)

- Targeted plasma screen promotions of products and services advertised on a rotational basis across Hampshire FA's three sites (Winklebury Football Complex, Stoneham Lane Football

Complex and Front Lawn Community Hub) at the discretion of Hampshire FA

- **Two advertising boards** at facilities of your choice from locations including: Winklebury Football Complex, Front Lawn Community Hub or Stoneham Lane Football Complex (Community Pitch)

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 PACKAGE

BENEFITS INCLUDE:
All of the Bronze Supporter benefits plus:

- Online networking opportunity on Hampshire FA's Twitter channel (Tweetchat), hosted by commercial partners on a monthly basis to advertise products or services
- Scheduled spotlight piece (pinned post) on Hampshire FA's commercial partner page on LinkedIn

to advertise products or services with trending and researched hashtags (duration of two weeks)

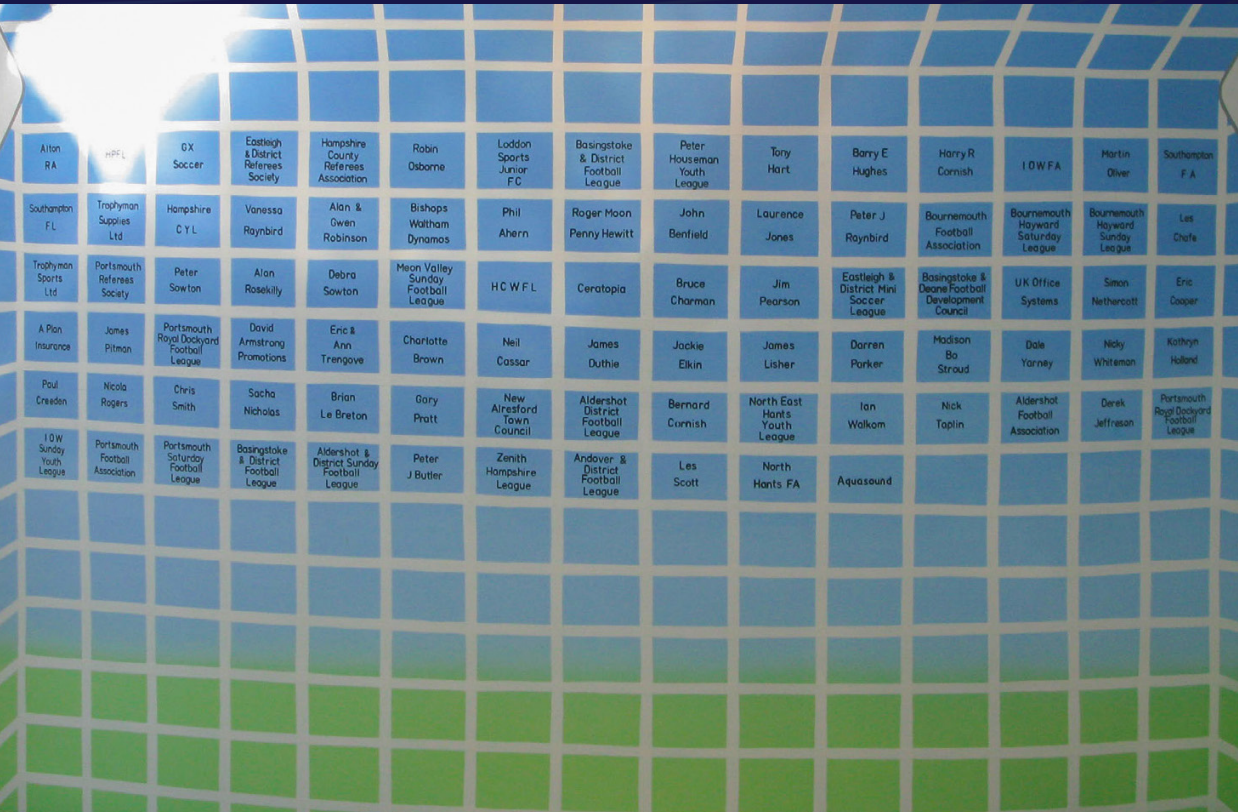
- Targeted plasma screen promotions of products and services advertised on a rotational basis across Hampshire FA's three sites (Winklebury Football Complex, Stoneham Lane Football Complex and Front Lawn Community Hub) at the discretion of Hampshire FA

- Three advertising boards at facilities of your choice from locations including: Winklebury Football Complex, Front Lawn Community Hub or Stoneham Lane Football Complex (Community Pitch)

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.



OPPORTUNITY NET A PIECE OF HAMPSHIRE HISTORY



There are squares still 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 also be able to see your continued support.

All proceeds will be donated to the Hampshire FA Community Trust which supports initiatives including disability football, community coaching and social inclusion.

If you would like to take part in this scheme, please contact the team for further details at Communications@HampshireFA.com

GRASSROOTS FOOTBALL AWARDS ASSOCIATE SPONSOR

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 Grassroots Football Awards.



PACKAGE INCLUDES:

- Full page colour advert in the Hampshire FA Grassroots Football Awards Programme
- Opportunity for banners to be erected at the Hampshire FA Grassroots Football Awards
- Advertisements of company featured on every table at the

Hampshire FA Grassroots Football Awards

- Company mentions in every email circulated to award winners and guests with hyperlinks to company webpage
- 2x tickets for company representatives to attend the Hampshire FA Grassroots Football Awards

- Website section dedicated to company featured on the partnership section of the Hampshire FA website
- Company logo featured across the Hampshire FA Grassroots Football Awards presentations (screen promotions)
- PA announcements on the evening advertising your company

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

SUITE SPONSORSHIP

Opportunities available at all Hampshire FA facilities including:

Hampshire FA's HQ: Winklebury Football Complex, Basingstoke
Front Lawn Community Hub, Havant
Stoneham Lane Football Complex, Eastleigh



PACKAGE INCLUDES:

- Co-branded plaque on the door of suite featuring the company logo together with the Hampshire FA's logo
- Opportunity to place a banner in the suite for the duration of the sponsorship
- Launch 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 or company to attend all Hampshire FA networking events at the facility (where the suite is sponsored)
- £50.00 off an advertising board advertising opportunity at one of the three Hampshire FA facilities
- Leaflets and promotional material displayed in the facility reception (where the suite is sponsored) *
- Logo displayed at the entrance of the facility / reception area
- Plasma screen promotions advertising your company*

* At the discretion of Hampshire FA

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



WINKLEBURY FOOTBALL COMPLEX HEADLINE SPONSOR

Winklebury Football Complex, based in Basingstoke, has recently undergone a makeover thanks to investment of £1M to improve the facilities, which includes a state-of-the-art third generation (3G) artificial grass pitch (AGP) set in a bespoke, stadia environment.

On average, per week, Winklebury Football Complex will enjoy visitor numbers in the thousands, including players, coaches, spectators and members of the local community.



PACKAGE INCLUDES: *All of the Platinum Supporter benefits (see pages 8-12) plus:*

- The John Ward Suite to include the sponsor's name in signage (The John Ward Suite sponsored by XXX)
- Plaque of the company logo featured in the John Ward 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 advertising boards to feature in pitch-side locations of the sponsor's choice (subject to availability)
- Free 3x off-peak pitch bookings in the year (subject to availability)

• Company banners placed around the site advertising sponsor*

• Company stand with leaflets and promotional material advertising the company's services displayed in reception*

• Website promotion on the 'Winklebury Football Complex' section of HampshireFA.com

• Website promotion on Hampshire FA's website under the 'Partnerships' section

• Company signage featured on the Winklebury Football Complex building (external)

• Company logo featured on all promotional materials produced by Winklebury Football Complex staff for competitions, events and workshops hosted at the facility

• Permanent signature banner linking to sponsor's website featured on the emails of all Winklebury staff

• TV screen promotions advertising the sponsor throughout partnership

• Regular social media exposure on the Winklebury Football Complex Twitter and Facebook channels

** At the discretion of Hampshire FA*

The cost of the package is £7,500 + VAT for a 1 year deal or £14,000 + VAT for a 2 year deal.



STONEHAM LANE FOOTBALL COMPLEX HEADLINE SPONSOR

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 supersized floodlit 3G community pitches, 4 grass pitches, 8 changing room facilities, two modern meeting rooms and a bar/café area. These facilitate several local grassroots clubs and leagues including key partner league Eastleigh District Mini-Soccer League and key partner club AFC Stoneham. On average, the site boasts an impressive weekly footfall of approximately 10'000 visitors!

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 of the Platinum Supporter benefits (see pages 8-12) plus:

- 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 advertising boards to feature in pitch-side locations of the sponsor's choice (Community Pitch 1 and Community Pitch 2 - subject to availability)
- Free 3x off-peak pitch bookings in the year (subject to availability)
- Company banners placed around the facility advertising sponsor*
- Company stand with leaflets and promotional material advertising company's services displayed in reception*
- Website promotion on the 'Stoneham Lane Football Complex' section of HampshireFA.com
- Website promotion on Hampshire FA's website under the '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 the sponsor's website featured on the emails of

Stoneham Lane Football Complex

- Regular social media exposure on the Stoneham Lane Football Complex Twitter and Facebook channels

** At the discretion of Hampshire FA*

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



FRONT LAWN COMMUNITY HUB

HEADLINE SPONSOR

Front Lawn Community Hub in Havant has recently undergone a makeover with a £1.5M investment to improve facilities which includes six new changing rooms, meeting rooms, a brand-new community space and a state-of-the-art third generation (3G) artificial grass pitch (AGP). The site also has multi-sport courts for tennis, basketball and netball.

Front Lawn boasts an average weekly attendance in the thousands, including players, coaches, spectators and members of the local community.



PACKAGE INCLUDES:

All of the Platinum Supporter benefits (see pages 8-12) plus:

- The Technical Suite to include the sponsor's 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 advertising boards to feature in pitch-side locations of the sponsor's choice (subject to availability)
- 1x double advertising board to be featured on tennis court fence
- Free tennis membership on site for the sponsor and all staff connected to the company*
- Free 3x off-peak pitch bookings in the year (subject to availability)
- Company banners placed around the community hub advertising sponsor*
- Company stand with leaflets and promotional material advertising company's services displayed in reception*
- Website promotion on the Front Lawn Community Hub website
- Website promotion on the 'Front Lawn Community Hub' section of HampshireFA.com
- Website promotion on Hampshire FA's website under the 'Partnerships' section
- Company signage featured on the facility building (external)
- Company logo featured on all promotional materials produced by Front Lawn Community Hub staff for competitions, events and workshops hosted at the facility
- Permanent signature banner linking to the sponsor's website featured on the emails of Front Lawn Community Hub staff
- TV Screen promotions advertising sponsor throughout the partnership*
- Regular social media exposure on the Front Lawn Community Hub Twitter and Facebook channels

** At the discretion of Hampshire FA*

The cost of the package is £4,000 + VAT for a 1 year deal or £7,000 + VAT for a 2 year deal.



PROMOTIONAL BOARDS

WITH A FOOTFALL OF **THOUSANDS OF PEOPLE** PER WEEK,
OUR FACILITIES ARE THE IDEAL PLACE TO PROMOTE YOUR BRAND!

Hampshire FA operate three popular sites across the county and have several sponsorship opportunities available for companies to advertise products and services around the state-of-the-art 3G pitches at each of:

Hampshire FA's HQ: Winklebury Football Complex, Basingstoke
Front Lawn Community Hub, Havant
Stoneham Lane Football Complex, Eastleigh

Advertising boards are Hampshire FA's most affordable partnership opportunity with prices starting from just £195 per year.

Each facility is typically booked to near maximum capacity throughout the season with training and matches all week long. They also host large tournaments and events throughout the summer months. This makes advertising boards an incredible opportunity to capture the attention of all site visitors, including players (youth and adult), spectators, coaches, volunteers, referees, staff and members of the local community.



STONEHAM LANE FOOTBALL COMPLEX

Hampshire FA are proud operators of the £9million Stoneham Lane Football Complex facility which opened in December 2019. The facility includes 1 full-size stadium 3G pitch and 2 supersized floodlit 3G community pitches, 4 grass pitches, 8 changing room facilities, two modern meeting rooms and a bar/café area. These facilities facilitate several local grassroots clubs and leagues including key partner league Eastleigh District Mini-Soccer League and key partner club AFC Stoneham. On average, the site boasts an impressive weekly footfall of approximately 10'000 visitors!

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COMMUNITY PITCH ONE

SPONSORED BY BSA-REGAL

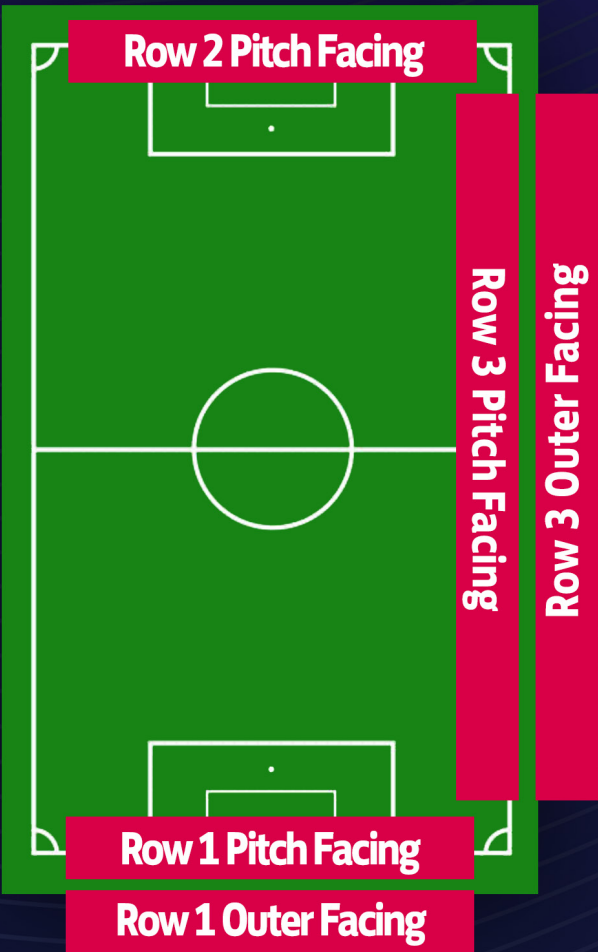
BOARD SIZE: 2432mm x 762mm

MATERIAL: 3mm dibond printed to design with matt laminate to face

INSTALLATION: Cable tied to metal fence

QUANTITY

ROW 1 PITCH FACING	30
ROW 1 OUTER FACING	29
ROW 2 PITCH FACING	32
ROW 3 PITCH FACING	41
ROW 3 OUTER FACING	39



COMMUNITY PITCH TWO

SPONSORED BY ADOPT SOUTH

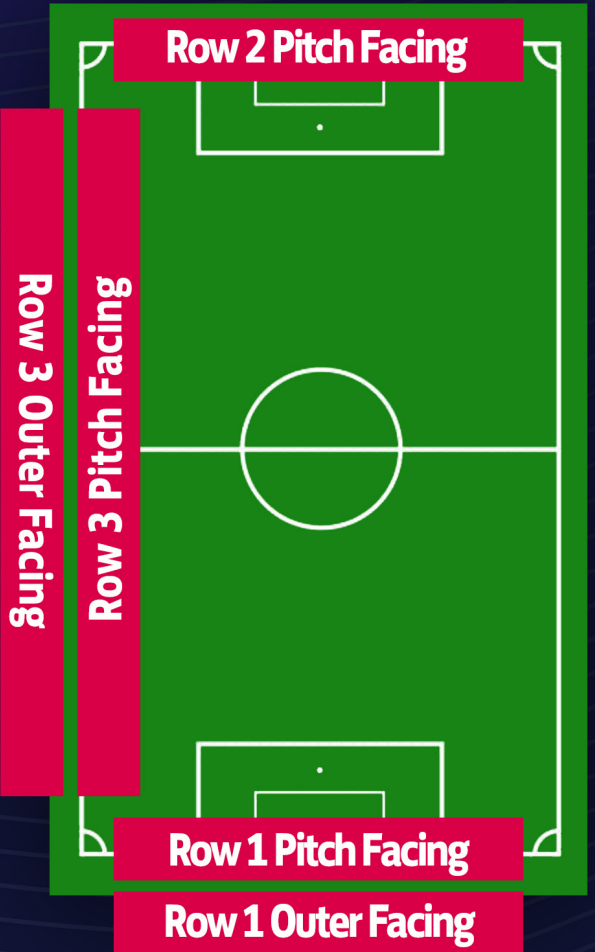
BOARD SIZE: 2432mm x 762mm

MATERIAL: 3mm dibond printed to design with matt laminate to face

INSTALLATION: Cable tied to metal fence

QUANTITY

ROW 1 PITCH FACING	29
ROW 1 OUTER FACING	28
ROW 2 PITCH FACING	33
ROW 3 PITCH FACING	41
ROW 3 OUTER FACING	40



PRICE (excluding VAT)

SINGLE BOARD	1 YEAR DEAL	2 YEAR DEAL
ROW 1 PITCH FACING	£220	£395
ROW 1 OUTER FACING	£195	£350
ROW 2 PITCH FACING	£220	£395
ROW 3 PITCH FACING	£195	£350
ROW 3 OUTER FACING	£195	£350

Double/triple board offers available on request

PRICE (excluding VAT)

SINGLE BOARD	1 YEAR DEAL	2 YEAR DEAL
ROW 1 PITCH FACING	£220	£395
ROW 1 OUTER FACING	£245	£425
ROW 2 PITCH FACING	£220	£395
ROW 3 PITCH FACING	£195	£350
ROW 3 OUTER FACING	£195	£350

Double/triple board offers available on request

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 a state-of-the-art third generation (3G) artificial grass pitch (AGP) set in a bespoke, stadia environment.

On average, per week, Winklebury Football Complex will enjoy visitor numbers in the thousands, including players, coaches, spectators and members of the local community.



WINKLEBURY FOOTBALL COMPLEX

BOARD SIZE: 2432mm x 762mm

MATERIAL: 3mm dibond printed to design with matt laminate to face

INSTALLATION: Cable tied to metal fence

QUANTITY

ROW 1 PITCH FACING	24
ROW 1 STADIA FACING	19
ROW 2 PITCH FACING	19
ROW 2 STADIA FACING	18
ROW 3 PITCH FACING	16

PRICE (excluding VAT)

SINGLE BOARD	1 YEAR DEAL	2 YEAR DEAL
ROW 1 PITCH FACING	£195	£350
ROW 1 STADIA FACING	£220	£395
ROW 2 PITCH FACING	£195	£350
ROW 2 STADIA FACING	£195	£350
ROW 3 PITCH FACING	£245	£425



FRONT LAWN COMMUNITY HUB

Front Lawn Community Hub in Havant has recently undergone a makeover with a £1.5M investment to improve facilities which includes six new changing rooms, meeting rooms, a brand-new community space and a state-of-the-art third generation (3G) artificial grass pitch (AGP). The site also has multi-sport courts for tennis, basketball and netball.

Front Lawn boasts an average weekly attendance in the thousands, including players, coaches, spectators and members of the local community.



FRONT LAWN COMMUNITY HUB

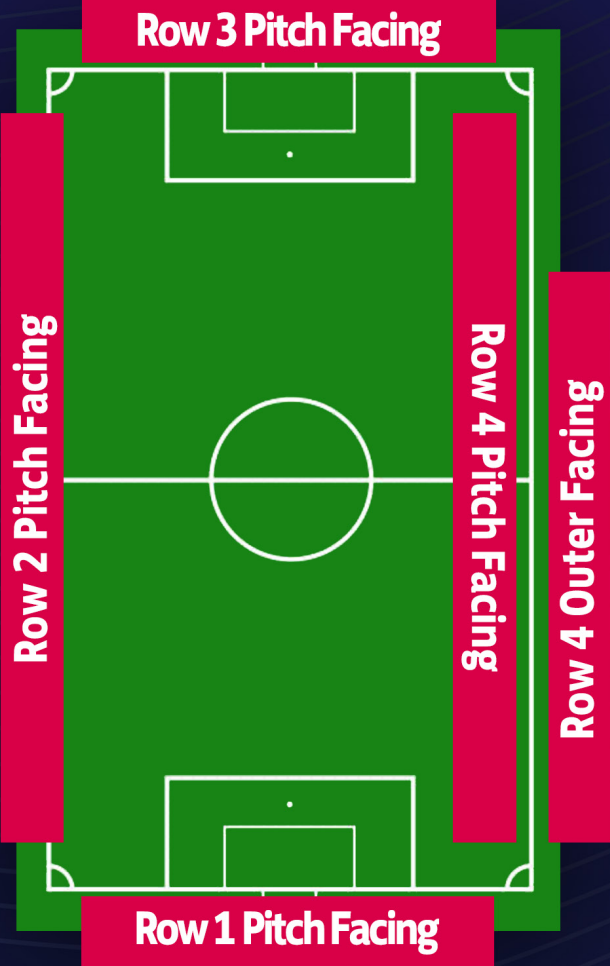
BOARD SIZE: 2432mm x 762mm

MATERIAL: 3mm dibond printed to design with matt laminate to face

INSTALLATION: Cable tied to metal fence

QUANTITY

ROW 1 PITCH FACING	26
ROW 2 PITCH FACING	38
ROW 3 PITCH FACING	27
ROW 4 PITCH FACING	33
ROW 4 OUTER FACING	23



PRICE *(excluding VAT)*

SINGLE BOARD	1 YEAR DEAL	2 YEAR DEAL
ROW 1 PITCH FACING	£195	£350
ROW 2 PITCH FACING	£245	£425
ROW 3 PITCH FACING	£195	£350
ROW 4 PITCH FACING	£195	£350
ROW 4 OUTER FACING	£220	£395

Double/triple board offers available on request

THANK YOU TO OUR PARTNERS



FOR SUPPORTING GRASSROOTS FOOTBALL



THANK YOU

Hampshire FA



E: COMMUNICATIONS@HAMPSHIREFA.COM

W: HAMPSHIREFA.COM

