

# PARTNERSHIP OPPORTUNITIES

Season 2021/22

**Kent FA**, Invicta House, Cobdown Park, Ditton, Aylesford, Kent ME20 6DQ

Tel: **01622 791850** | Email: **info@KentFA.com** | Website: **www.KentFA.com**



@KentCFA



@KentFA



Kent.FA



# ABOUT US

Kent FA was formed in 1881 and we are the not-for-profit governing body of football in Kent. As a not-for-profit organisation, all surplus funds are re-invested back into football development projects. Hence, our commercial success enables us to ensure that this beautiful game has the funding it needs to develop, sustain and progress across all areas of grassroots football within Kent.

Our goals at the Kent FA are to:

- ✓ grow participation
- ✓ promote diversity
- ✓ regulate the game for everyone to enjoy

Kent FA has one of the largest football communities in the UK with:

- ✓ over 3,800 affiliated football teams
- ✓ 51,639 players competing each weekend
- ✓ 40 sanctioned leagues
- ✓ 15,000 volunteers

Today, we also have three Representative teams and organise 25 County Cup competitions.



# PARTNER FOR SUCCESS



As a Partner of Kent FA, your brand will enjoy the full reach of our football community and become fully ingrained within our marketing activity – reaching players, volunteers, spectators and parents.

A partnership with us provides key opportunities for your business to:

- Raise your brand identity and visibility
- Engage with the Kent football community
- Enjoy extensive reach to 51,639 players, 15,000 volunteers and spectators
- Promote your brand to over 300,000 visitors per year at [www.KentFA.com](http://www.KentFA.com)
- Reach over 16,900 followers across Kent FA social media channels

Your business will also enjoy:

- Complimentary tickets to key Kent FA events and match days
- Meeting likeminded businesses at our Partner events
- Strong brand associations – Kent FA is a powerful brand with a rich history and an exciting future

As a Partner, you'll have the opportunity to use the Kent FA logo alongside your own corporate communications.



## BECOME A PARTNER TODAY!

By raising your brand profile; providing exciting advertising opportunities; as well as enjoying exclusive rights and access; we create unique opportunities for businesses to thrive, and invite you to become part of our business family.

We have a whole host of opportunities for your business to get involved in.

## COUNTY CUP PARTNERS

Our biggest and most prestigious events. We host 25 County Cups every season where businesses can benefit from extensive brand awareness, marketing and communications opportunities.



## KENT FA REFEREE PARTNER

Referees are pivotal to the game; we are responsible for enhancing and maintaining high standards across all areas of refereeing. In Kent we have a total of 1,550 qualified referees and run on average 12 FA Referee courses per year in support of the game across the county.



## KENT FA GRASSROOTS AWARDS

Kent FA Grassroots Football Awards recognises, rewards and celebrates our fantastic volunteers in Kent for their commitment, dedication 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.





## KENT FA COMMUNITY CUP

Our newest adult league that attracts local businesses, who come together, play matches and take on this tournament format competition. If you are looking to reach businesses in the Kent community, then this is the partnership for you.



## WOMEN & GIRLS PARTNER

A new partnership offering! An important and exciting objective for Kent FA is to grow participation across the women's and girls' game and we have a variety of exciting opportunities available for the right partner.



## REPRESENTATIVE FOOTBALL

Representative Football is an important part of Kent FA's remit and it is an honour to be called up to the Representative Team. Kent FA offers opportunities for players to represent their county and compete against other counties and professional clubs. We have teams in U18s, U16s and Ladies Football.



# KENT FA COUNTY CUPS PARTNER



Become a Kent FA County Cups Partner. We currently host over 25 County Cup competitions across adult and youth football every season. Your business will benefit from a variety of exclusive sponsorship rights, reaching 100s of teams, 20,000 players as well as volunteers and spectators across the whole of Kent.

Partnership opportunities available:

## **Mens' County Cup Partner**

Your branding across 11 Mens' County Cup competitions

## **Women's County Cup Partner**

Your branding across two Women's Cup competitions

## **Youth County Cup Partner**

Your branding across 12 Youth County Cup competitions

There are also opportunities to partner across our Disability County Cup tournaments. Each partnership will benefit from a unique rights package and activation process.

## **Want to get involved but on a smaller level?**

We also have smaller packages available such as match balls sponsor and subs board sponsor



[www.KentFA.com](http://www.KentFA.com)

# KENT FA COUNTY CUPS PARTNER

Examples of what your Kent County Cups Partnership could include:

- Dedicated “Message from your County Cup Partner” emails to all competing teams/players
- Promotion of the partnership to key media contacts
- Bespoke video footage for use on all digital platforms
- Invitation to Kent FA headquarters to participate in live Facebook draw
- Dedicated social media posts across Kent FA social channels
- Your company logo, copy and weblink on the designated Kent FA County Cups web pages at [www.KentFA.com](http://www.KentFA.com)
- Inclusion on branded marketing materials (i.e. pop up banners) during Finals Days
- 6x complimentary tickets to County Cup Finals of your choice
- Meet the finalists before the Final
- Presentation of the winner’s trophies and team photo
- Business name/logo on trophy ribbons
- Full page advert in all County Cup programmes and logo on front page
- Invitation to attend Kent Senior Cup and Kent Senior Trophy as our guests and enjoy access to buffet and VIP lounge.
- Use of Kent FA assets (i.e. logos)
- 2x complimentary tickets to the Kent FA Grassroots Awards
- Access to the Senior Management Team at the Kent FA

[www.KentFA.com](http://www.KentFA.com)







*"The partnership between Kent Reliance and Kent FA is all about supporting and promoting our local community. Both organisations are totally committed to being inclusive. Our innovative partnership reflects that by engaging, developing and rewarding all areas of our diverse community via the County Cups, Girls and Disability Player Development Centres and Representative Teams which cover all ages and abilities."*

**(Robert Gurr, PR & Events Manager at Kent Reliance)**



**[www.KentFA.com](http://www.KentFA.com)**



# KENT FA REFEREE PARTNER

Referees are vital to the game at all levels – we are responsible for enhancing and maintaining high standards across all areas of refereeing.



In Kent, we have 1,550 match officials, run on average 10 FA Referee courses per year and host approximately 20 workshops per year (including observing, coaching, development and mentor workshops).

Kent FA has a fantastic partnership opportunity for your business.

Partnership package:

- Logo embossed on Kent FA CORE match official kit
- Pop up banners promoted at all Referee Development Days/ courses
- Invitation to attend Kent FA Partner events
- Your company logo on all Kent FA refereeing related documentation
- Pop up banner promoted at Kent FA County Cup Final
- Logo, web copy and link on dedicated partner page within the referee section on [www.KentFA.com](http://www.KentFA.com)
- Social media tweet every month during the season
- 2x complimentary tickets to a County Cup Final of your choice
- Half page advert in County Cup Final programmes
- Email circulated to all Referees in the county advertising the partnership
- Access to the Senior Management Team at the Kent FA

# KENT FA GRASSROOTS FOOTBALL AWARDS



The Kent FA Grassroots Football Awards Ceremony recognises, rewards and celebrates the wonderful volunteers in Kent. This event is for them. It recognises their commitment, dedication, efforts and services to the grassroots game.

We have a variety of partnership opportunities available to suit all budgets, so contact us today to find out more.

Your partnership package could include:

- Opportunity to have company banners erected at the awards ceremony
- Company logo displayed on electronic screens during the awards ceremony
- Complementary tickets for company representatives to attend the awards ceremony.
- Promotion of your support across social media to our 16,900 followers
- Company logo on dedicated web pages on [www.KentFA.com](http://www.KentFA.com)
- Acknowledgment in press release





# WOMEN & GIRLS PARTNER



Kent FA is excited to launch a new Women's & Girls Partnership proposition. In Kent, we want to grow participation in the girls and women's game by 30% over the next three years.

So, in response, we have a number of exciting plans in place. As a partner of Women & Girls football in Kent, your business will become fully engaged with a number of exciting projects such as:

- Growing recreational football
- Uniting the female volunteer workforce through the Kent Women in Football Network
- Helping to nurture and grow talent in the county with the Talent ID delivery programme

**Sound interesting?**

Get in touch today.

# KENT FA COMMUNITY CUP

Newly launched in the 2019-20 season, we introduce the Kent FA Community Cup.

The 2019-20 season saw 12 participating teams, predominately from Kent based companies and organisations, take on this tournament format competition. Due to the national lockdown measures that took place as a result of COVID-19, finals day will now go ahead in September 2021.

Kent FA is currently seeking a sponsor for 2021-22 season.

Partnership package:

- 50 words copy, logo and weblink on dedicated Kent FA Community Cup webpage on [www.KentFA.com](http://www.KentFA.com)
- Communications sent to all competing teams/players including your company logo and weblink
- "Message from your competition partner" email communication one week prior to finals day
- Dedicated social media posts
- Banners erected on finals day
- Opportunity to present winners trophy





# REPRESENTATIVE TEAMS SPONSOR



Representative Football is an important part of Kent FA's remit and it is an honour to be called up to the Representative Team. Kent FA offers opportunities for players to represent their county and compete against other counties and professional clubs.

Kent FA has three representative teams:

- U16's
- U18's
- Ladies Team

Partnership package:

- Your brand will be visible on the breast pocket of both home and away kits for two seasons
- Logo, 50 words copy and weblink on representative page on [www.KentFA.com](http://www.KentFA.com)
- Half page advert in County Cup programmes
- Advert in Kent FA Grassroots Football Awards programme

# KENT FA'S MISSION

## AIM & OBJECTIVE

The Kent FA's vision is to unite, inspire and develop a better football experience for all. Our mission is to safeguard, govern and develop grassroots football in Kent and we will do this through our strategic objectives:

### Play

- Increase playing opportunities across all formats of the game
- Support the development of youth and female participation
- Stronger clubs with inclusive playing opportunities
- Respected leagues offering inclusive competitions
- Recruit and retain match officials
- Develop a network of highly skilled and diverse coaches

### Protect

- Protect the loss of football pitches & deliver an effective pitch provision
- Diversify income and maximise investment back into the game
- A child centred approach that puts safeguarding at the heart of what we do
- Deliver trusted and transparent regulation to all participants

### Promote

- A game for all with increased opportunities for under-represented groups
- Digital technology to provide safe and efficient system for clubs and league administrators
- Promote respect and improve on-pitch and off-pitch behaviour
- Promote a positive environment for all and actively engage with parents

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This is underpinned by our values:

**Inclusive • Passionate • Progressive • Innovative**



# WANT TO KNOW MORE?



If you would like to find out more regarding any of these exciting opportunities, then:

- Give us a call on 01622 791 850

or

- Email Claire Whybrew, Marketing & Partnerships Manager, at [Claire.Whybrew@KentFA.com](mailto:Claire.Whybrew@KentFA.com).

**We look forward to hearing from you.**



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