

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 29 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 each month at www.kentfa.com
- Reach over 16,500 followers across Kent FA social media channels
- Feature in Kent FA e-newsletters to the football community

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 SPONSOR(S)

We host 29 County Cups every season where businesses can benefit from extensive brand awareness, marketing and communications opportunities.

Kent FA County Cup Partner (Adults)
Kent FA County Cubs Partner (Youth)



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 sponsorship for you.



SOCIAL MEDIA PARTNER

Our role at Kent FA is to help support local clubs, leagues and players. And with today's variety of social platforms, there has never been a better opportunity to raise your profile. A Social Media Partner will provide guidance, tips and workshops to leagues and clubs.



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 SPONSOR

Become Kent FA County Cups Sponsor for either our adult or youth cups. We currently host 16 adult and 13 youth cups. Your business will benefit from a variety of exclusive sponsorship rights whilst reaching over 1,000 teams, 20,000 players as well as volunteers and spectators across the whole of Kent.

Sponsorship package:

- 2x dedicated “Message from your Sponsor” 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
- 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
- Full page advert in the Kent FA Grassroots Awards programme
- Access to the Senior Management Team at the Kent FA





"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)

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.



Sponsorship 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
- 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
- Company logo in the Kent FA Grassroots Football Awards programme + invitation for x2 representatives to attend
- 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.

Sponsorship package:

- Full page colour advert in Kent FA Grassroots Football Awards Programme
- Opportunity to have company banners erected at the awards ceremony
- Company logo displayed on electronic screens during the awards ceremony
- Acknowledgement in communications circulated to event attendees with weblinks to sponsors website
- 4x complementary tickets for company representatives to attend the awards ceremony.
- 4x dedicated social media posts
- Logo, 50 words copy and weblink on dedicated web pages on www.kentfa.com
- PA announcements on the evening advertising the company
- Invitation to present an award during the ceremony
- Acknowledgment in press release

KENT FA COMMUNITY CUP

Newly launched in the 2019-20 season, we introduce the Kent FA's 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.

Sponsorship package:

- 50 words copy, logo and weblink on dedicated Kent FA Community Cup webpage on www.kentfa.com
- Communications sent to all competing teams/players including your company logo and weblink
- "Message from your sponsor" 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

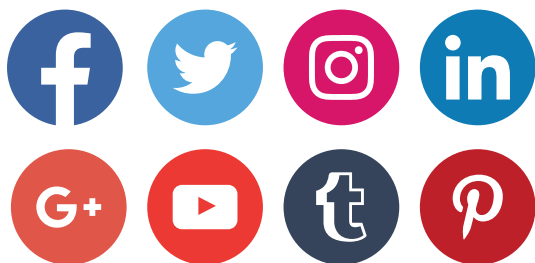
Sponsorship package:

- Your brand will be visible on the breast pocket of both home and away kits for two seasons
- Logo, 50 words copy and web link on representative page on www.kentfa.com
- Half page advert in County Cups programme
- Advert in Kent FA Grassroots Football Awards programme
- 2x tickets to attend Kent FA Grassroots Football Awards

SOCIAL MEDIA PARTNER

Kent FA understands how important a role social media has for clubs and leagues. Social media platforms such as Facebook and Twitter are also brilliant ways of promoting your club for free and they offer fantastic engagement opportunities.

We are seeking a Social Media Partner who can provide downloadable resources and bitesize workshops for Kent's football clubs and leagues. Is your organisation a specialist in this area? If so, contact us today to find out more.



www.KentFA.com



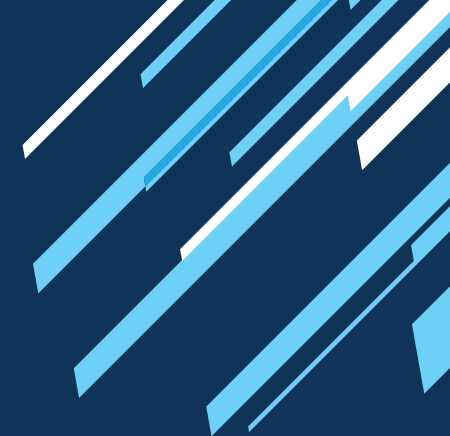
WANT TO KNOW MORE?

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.

We look forward to hearing from with you.





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