



DEAF CHAMPIONS LEAGUE
LONDON 2019

Sponsorship Package

2018 – 2019

Overview of document

The 12th European Deaf Champions League will be hosted by Charlton Athletic Deaf Football Club from 15th to 20th April 2019 in South East London.

There will be men's and women's teams coming from all over Europe. The clubs that will be taking part are some of the best from each country so we will definitely be expecting an exciting tournament to see who will be the champions of Europe!

We would like to give an open opportunity to everyone to be able to sponsor one of the biggest Deaf football competitions in the world. Take a look at this brochure. You will find that there are plenty of fantastic packages and individual sponsorships to choose from.



Host ► Charlton Athletic Deaf FC



Since 1997, Charlton Athletic Deaf Football Club has been providing opportunities for Deaf players, both adults and young players, to play football. With over 80 Deaf and Hard of Hearing members in our club, we have 4 adult teams and 3 youth teams. We compete in various competitions such as Bromley & South London League, England Deaf Cup & League and Kent Disability League. In these competitions, we are required to travel to away games that take place all over Britain in cities such as Liverpool, Manchester and Bristol. Our youth teams also take part in occasional tournaments.

We have won several trophies over the years including England Deaf Football League Cup three times, British Deaf Football Plate Cup twice and local hearing Cup. We have also won many trophies with youth football teams in 5-a-side tournaments.

With over 80 members in total for both our men's and youth squads, we have a strong bond and this club is a big part of the Deaf community in the South East. As we are the host, our first team will be taking part in the tournament.

Supported by:



European Deaf Champions League

The very first DCL tournament was held in 2008 in North London, hosted by St John's Deaf Football Club. It was won by a Danish team called Globen Sports.

Since then, there has been a DCL tournament every year and it has been held in various places all over Europe such as Stuttgart, Madrid, Karlsruhe, Athens, Belgrade, Antalya, Aarhus, Larissa and, last time out, Milan.

DCL's President is Juan Carlos Basilio from Spain and the Vice President is Mihail Polemis from Greece. For this tournament, the host/organizing committees will be working with the Technical Director – Thomas Kramer from Germany, General Secretary – Javier Soto from Spain, Football TD – Christian Guenedal and many more committees.



DCL is supported by The European Deaf Sport Organization (EDSO)

Past Winners:

St. John's DFC (3), POK Athens (4), Istanbul Sessizler, CDS Huelva, C.A. Castellon, Globen Sport Aarhus

For more information on DCL, please go to their website:
<http://www.deafchampionsleague.eu/history>

London 2019

The tournament will be taking place between Monday 15th April and Saturday 20th April. This will be during the Easter holidays.

The men's section will comprise of 16 teams with a total of 48 games to be played over 6 days. The competition will be played at 5 locations in Greenwich, Bexley and Dartford. Each venue will have at least two games per day so there are plenty of matches available for spectators to come and watch.

For the women's section, DCL started a brand new 7-a-side Champions League tournament in Milan 2018. The women's section will consist of 8 teams with a total of 20 games to be played over 6 days. We are looking forward to hosting it here in 2019 alongside the men's tournament.

There will be live streaming of our matches shown on social media to our worldwide. There will be updates on DCL's website, Facebook, Twitter and Instagram accounts.



Sponsorship Opportunities

As a sponsor of London 2019, your organisation will not only help support our committee's efforts to provide a fantastic and smooth running tournament for Deaf football players, it will also offer your business a great opportunity to reach out to a new target audience.

We are offering a variety of sponsorship opportunities to suit everyone's budget so act quickly to give your company the greatest opportunity to make an impact on DCL London 2019's attendees.

We have the following options for you to choose from:

- Diamond Tournament Sponsor
- Gold, Silver, Bronze Packages
- Match Ball Sponsorship
- Men's Group Sponsorship
- Women's Group Sponsorship
- Man of the Match Award Sponsorship
- Volunteer's Sponsorship
- Bottled Water Sponsorship



Diamond Tournament Sponsor Package

This package's benefits include the following:

- Recognition as a premium sponsor of the tournament.
- Priority branding among sponsor levels.
- Your company's logo to be printed onto our Organising Committee's t-shirt.
- Your company's logo to be shown on event advertisements.
- Your company's logo will be shown on a large media backdrop for players interviews and awarding the man of the match award.
- Your company's logo shown on a banner that will be displayed on the pitchside and at the hotels.
- Your company's logo to be shown on the winners board at the final.
- A 150-word corporate profile featured on the sponsor's page of the website.
- Your company's logo featured on the main page of our website with a direct link to business website.
- A two page feature in the tournament programme.
- We will share your social media posts to our audience.
- You will receive 5 complimentary tickets to the Final.

Price £5,000
(1 package available)



Gold Package

This package includes:

- Recognition as the Gold sponsor of the tournament.
- Your company's logo to be shown on event advertisements.
- Your company's logo shown on a large media backdrop for players interviews and awarding the man of the match award.
- Your company's logo shown on a banner that will be displayed on the pitch side and hotels.
- A 100-word corporate profile featured on the sponsor's page of the website.
- Your company's logo featured on the website with a direct link to business website.
- A two page feature in the tournament programme.
- We will share your social media posts to our audience.
- You will receive 4 complimentary tickets to the Final.

Price £3,000
(2 packages available)

Silver Package

This package includes:

- Recognition as the Silver sponsor of the tournament.
- A 50-word corporate profile featured on the sponsor's page of the website.
- Your company's logo featured on the website with a direct link to business website.
- A one page feature in the tournament programme.
- We will share your social media posts to our audience.
- You will receive 3 complimentary tickets to the Final.

Price £1,500
(3 packages available)





Bronze Package

This package includes:

- Recognition as the Bronze sponsor of the tournament.
- A 30-word corporate profile featured on the sponsor's page of the website.
- Your company's logo featured on the website with a direct link to business website.
- A half a page feature in the tournament programme.
- We will share your social media posts to our audience.
- You will receive 2 complimentary ticket to the Final.

Price £750
(4 packages available)

Match Ball Sponsorship

This is a great opportunity to sponsor all of the balls for the tournament.

- Recognition as the Match Ball sponsor for the whole tournament.
- Your company's logo shown on a large media backdrop for filming players interviews and awarding the man of the match award.
- A 50-word corporate profile featured on the sponsor's page of our website.
- Your company's logo featured on the sponsors page of our website with a direct link to business website.
- A one page feature in the tournament programme.
- We will share your social media posts to our audience.
- You will receive 3 complimentary tickets to the Final.

Price £1,500
(1 package available)

Men's & Women's Group

As there will be four groups in the Men's football tournament and there will be two groups in the Women's football tournament before the knock-out stage, this is an opportunity to sponsor one of the groups.

- Recognition as the Sponsor for one of six groups in the tournament.
- Your company's logo featured on the sponsor's page of our website.
- A half page feature in the tournament programme.
- We will share your social media posts to our audience.
- You will receive 2 complimentary ticket to the Final.

Price £300
(6 packages available)



Man of the Match Award Sponsors

In each game, a player will receive a Man or Woman of the Match award so your company will get mentioned in every game.

- Recognition as the Man/Woman of the Match Award Sponsor for the whole tournament.
- Your company's logo shown on a large media backdrop for filming player interviews and awarding the man of the match award.
- A 50-word corporate profile featured on the sponsor's page of our website.
- Your company's logo featured on the sponsors page of our website with a direct link to business website.
- A one page feature in the tournament programme.
- We will share your social media posts to our audience.
- You will receive 3 complimentary tickets to the Final.

Price £1,500
(1 package available)

Volunteers Sponsorship

We will have a large group of volunteers to help throughout the tournament. We would like to provide them with t-shirts to enable them to be recognised as volunteers.

- Recognition as the Volunteers Sponsor for the whole tournament.
- A 30-word corporate profile featured on the sponsor's page of our website.
- Your company's logo to be shown on all volunteers' t-shirts.
- Your company's logo featured on the sponsors page of our website.
- A half page feature in the tournament programme.
- We will share your social media posts to our audience.
- You will receive 3 complimentary ticket to the Final.

Price £1,500
(1 package available)



Bottled Water Sponsorship

This will help us provide vital bottled water for all the players and staff.

- Recognition as the Bottled Water Sponsor for the whole tournament.
- A 30-word corporate profile featured on the sponsor's page of our website.
- Your company's logo featured on the sponsors page of our website.
- A one page feature in the tournament programme.
- We will share your social media posts to our audience.
- You will receive 2 complimentary tickets to the Final

Price £600
(1 package available)



Players Welcome Pack

On the arrival of the players, we are looking at putting together a welcome pack. We think this is a great opportunity for any type of businesses to donate products or vouchers.

Here is a list of items that we would like to include in the welcome pack:

- Branded drawstring bags with your company's logo printed on them.
- Sports water bottles with your company's logo printed on them.
- Food/Drink samples such as sports drink, cereal bars, snacks, etc.
- Small sports towel with your company's logo printed on them.
- Vouchers for restaurants/supermarket/take away that players can use during the week.
- Pen/paper.
- Sweets/Mints.

If you have any other ideas, please get in touch with us as we are open to suggestions.



Goodwill/Donations

If you are able to assist us with any other form of sponsorship with the provision of goods or services, such as transportation, training equipment, food, drinks, vouchers, and products etc we will be happy to discuss any opportunities with you.

If you wish to contribute money for the tournament, we will be happy to discuss this further with you. We will consider including your name in the programme.

Thank you

We do hope that this is something you might be willing to consider. We can provide you with further details and a full breakdown of the likely costs of any sponsorship and we would welcome the opportunity to speak with you further about this.

Please get in touch with us by:

Email: info@cadfc.co.uk

Phone: 07982 828470

Website: www.cadfc.co.uk

Facebook: www.facebook.com/cadfc/

Twitter: www.twitter.com/CADFC_Official

Instagram: www.instagram.com/charlton_adfc

