



**Norfolk County FA
Commercial Partnerships
2022-23**



NORFOLK FA PARTNERSHIP OPPORTUNITIES

WHO WE ARE

We are the non-profit, governing body of football in Norfolk. We govern, regulate and develop grassroots football across the County, sitting under the umbrella of The FA.

We oversee 12 leagues, 242 clubs and over 1600 teams. We operate 11 County Cup Competitions each year, run a small-sided football brand known as County 5IVES, manage all Referee appointments and recently launched our own Coach Education membership scheme called the Norfolk FA Coaches Club.

With over 25,000 participants of all ages playing football each week, football is the biggest team sport in Norfolk by far.

Thousands more people of all demographics are involved in the local game via coaching, refereeing, and volunteering. Our reach furthers even more via supporters, spectators and family members.

We currently operate three state-of-the-art football facilities known as our Football Development Centres which see thousands of people walk through the doors each week. Our flagship venue is The FDC in Norwich which boasts multiple small-sided 3G pitches and the 11-a-side Harrod Sport Arena, along with a range of other products and services including a fully licensed bar and café.

Last season we released our three-year strategy: [Norfolk Football – A strategy for everyone](#). It outlines where we aim for the picture of Norfolk Football to be by 2024 as well as our focus in creating a sustainable financial model for Norfolk FA. It also covers our ambitions for further facility development as well as our commitments to Safeguarding, Equality, Diversity & Inclusion, and Mental Health.

We pride ourselves in being one of the most forward-thinking County FA's in the Country.



THE
FDC
FOOTBALL DEVELOPMENT CENTRE

NORFOLK FA PARTNERSHIP OPPORTUNITIES

NORFOLK FA PARTNERSHIPS

Through mutually beneficial collaborations, we as the non-profit governing body for football in Norfolk, aim to secure good to significant reinvestment back into the grassroots game in return for our marketing power of, and the local game's expenditure into, commercial businesses.

Through our bespoke marketing agreements, our ambition is to enable our carefully chosen partners to not only achieve their business objectives, but expand their reach within Norfolk and neighbouring counties, improve their awareness among communities, and ultimately increase their revenue through working with us.

Our marketing power includes naming rights, and both digital and physical promotion, offering companies impactful brand awareness opportunities at our facilities as well as influential social and web presence. Our main Twitter account [@NorfolkCountyFA](#) has over 14,000 followers and generated over 5 million impressions last season. Across our facilities and competitions, we actively promote across 15 different social media channels on platforms such as Twitter, Facebook, Instagram and LinkedIn.

In return for support in key areas of our operations, we are pleased to offer partnership packages that support our partners' commercial business aims. Through our tiered approach within our commercial strategy, we can offer tailored agreements suitable for a range of businesses.

The [partnerships page](#) on our website details all our current partners, the tiers in which they sit and the assets they are associated to.



NORFOLK FA PARTNERSHIP OPPORTUNITIES

WHAT WE CAN OFFER (TIER DEPENDENT)

- Sponsorship of and naming rights associated to a range of available Norfolk FA assets including competitions, programmes, initiatives and pitches
- Full partnership launch with press release and announcement photos/video
- Tier status and information on the partnership page of our website
- Hyperlinked banners on relevant pages on NorfolkFA.com featuring artwork and landing page of choice
- Regular, frequent, or occasional promotion across the Association's digital and social channels e.g., social media posts, website news stories and monthly bulletin inclusion
- Brand presence and information on display at our FDC facilities
- Exclusive invitations to FA & NCFE events, and networking opportunities
- Complimentary facility and pitch usage for corporate or charity events



NORFOLK FA PARTNERSHIP OPPORTUNITIES

TIER 1

Tier 1 partnerships represent the biggest level of value contributed toward Norfolk Football and is an area reserved for our lead partners. As a result, Tier 1 partnerships receive the highest-level naming rights that we have to offer as well as the largest amount of exposure and promotion on a regular basis.

CURRENT PARTNERS



"We have developed a great partnership with Norfolk FA over the years, and their dedication to our relationship is clear with the new business we have had from Norfolk clubs. We really appreciate their attention to detail across all aspects of our agreement and we hope to work with them for many years to come."

- Kate Pasque, Harrod Sport Sales and Marketing Executive



NORFOLK FA PARTNERSHIP OPPORTUNITIES

TIER 2

Tier 2 is the highest non-lead partner level and is for businesses providing significant value to the Association through the sponsorship of some of our key assets. Like our Tier 1 partners, Tier 2 partners are seen as key investors to local football and are provided with high-level bespoke agreements featuring prominent promotion.

Tier 2 partners are also invited to key events and networking opportunities, whilst where possible being provided with exclusive perks such as FA events at Wembley Stadium.

CURRENT PARTNERS

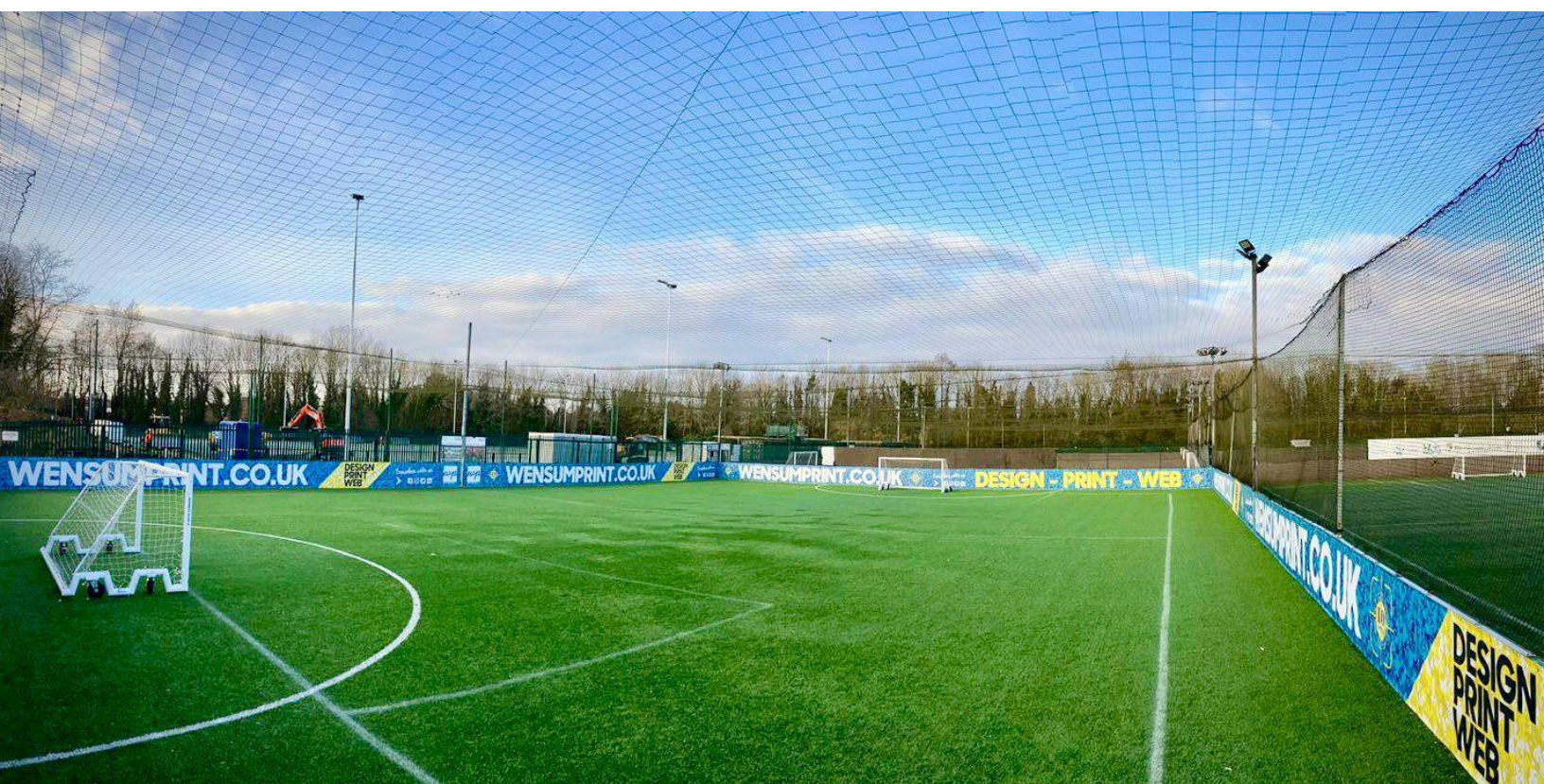


EXAMPLE OPPORTUNITIES

- FDC pitch sponsorship for 3-5 years
- Sponsorship of TheFDC@OpenAcademy
- Sponsorship of TheFDC@Flegg
- Multiple Tier 3 assets

"We love football and supporting it in every aspect. We have worked with Norfolk FA and local clubs for a number of years now and are thrilled with our partnership."

- Oli Smith, Wensum Print Manager



NORFOLK FA PARTNERSHIP OPPORTUNITIES

TIER 3

Tier 3 partners represent the first level of longer-term collaboration between Norfolk FA and a business. Combinations of naming rights, promotional requests and agreement length determine the varying value of partnerships in this category.

All partners taking the step up from entry level agreements, and/or committing to a longer-term relationship, receive a bespoke promotional plan set out to support their business objectives alongside dedicated partnership management support from the Norfolk FA marketing department.

CURRENT PARTNERS

Chaplin
Farrant 

 trophies

EXAMPLE OPPORTUNITIES

- FDC 7-a-side pitch sponsorship for 2 years
- FDC 5-a-side pitch sponsorship for 3 years
- Adult Saturday Cup package – *Saturday Junior, Saturday Intermediate, Saturday Primary County Cup Competitions*
- Youth County Cup package – *U12, U14, U16 County Cup Competitions*
- The FDC Youth Cup – *Norfolk FA's largest youth tournament*



NORFOLK FA PARTNERSHIP OPPORTUNITIES

The Supporters of Norfolk Football tier of our commercial strategy lends itself to creating relationships of support such as raising awareness and/or funds, or achieving mutual objectives, for charities and non-profit organisations that lie within our wider strategic direction.

Our Official Charity Partner for the next strategy term is Norfolk and Waveney Mind, whilst the Offside Trust and Norwich City FC's Community Sport Foundation sit within our portfolio as Official Community Partners to support mutual aims when concerning safeguarding and inclusion.

By the same token this area of our partnership tiers also enables smaller businesses to obtain an entry level partnership with us for less of a financial outlay, or for companies to agree a deal for only a single season.

In addition, suppliers that provide us with a service are able to receive smaller scale partnership benefits based on quarterly promotion in return for value-in-kind savings on our expenditure as an Association.

CURRENT PARTNERS



EXAMPLE OPPORTUNITIES

- Single County Cup competitions for 1 season
- Various supply opportunities



NORFOLK FA PARTNERSHIP OPPORTUNITIES

BESPOKE AGREEMENTS

Through working with our valued partners over the years we have come to understand that while a document explaining opportunities can be helpful, a one-size-fits-all approach simply does not create the long-standing and successful partnerships that we've nurtured over time.

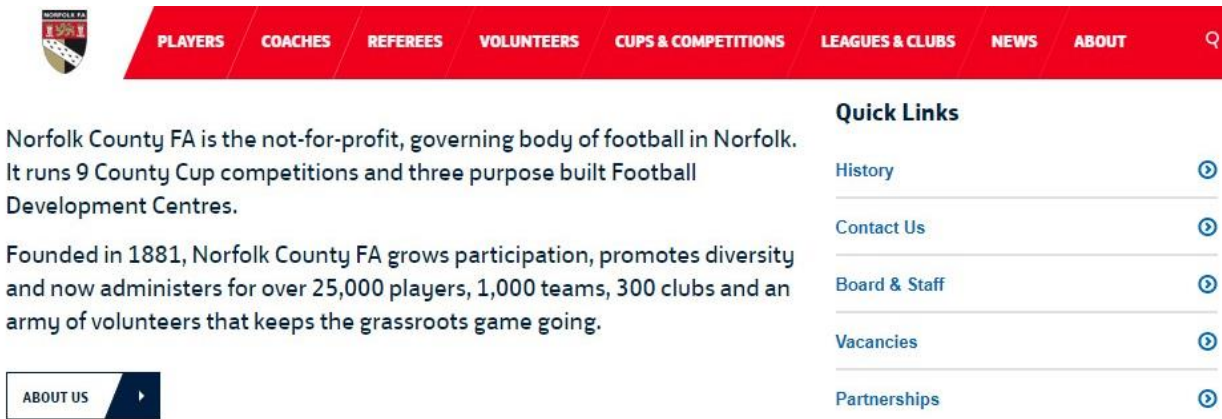
What may be a focus for one partner, could be less so to another. Some businesses strive to improve their digital presence and wish to direct people toward their online channels; others look for large scale brand awareness that can keep their name and logo in the minds of our customers. Some look for both and wish to make a big impact into local football and the ripples of reach around it.

In negotiation we can discuss social impact, frequency of posts and the opportunity for written PR to be displayed on our website as well as hyperlinked advertising opportunities.

Some assets we possess include naming rights and we can confirm how you would like those products to be written for the partnership term, whilst areas of display such as pitch branding can be designed by you.

We have the capacity to create video launches as well as engaging activation pieces throughout the term. In the past we have hosted partner featured competitions, interviews and blog pieces.

Whatever your interest or objective, we can work together to build a partnership agreement that works.



The screenshot shows the Norfolk FA website's navigation bar and a 'Quick Links' section. The navigation bar is red with white text for menu items: PLAYERS, COACHES, REFEREES, VOLUNTEERS, CUPS & COMPETITIONS, LEAGUES & CLUBS, NEWS, and ABOUT. A search icon is on the right. Below the navigation bar, the main content area has a white background. On the left, there is a paragraph about Norfolk County FA and a button labeled 'ABOUT US'. On the right, there is a 'Quick Links' section with a list of links: History, Contact Us, Board & Staff, Vacancies, and Partnerships, each with a circular icon to its right.



NORFOLK FA PARTNERSHIP OPPORTUNITIES

FINALLY

We always endeavour to provide day-to-day partnership benefits that we think can't be quantifiable in a printed proposal in whatever way we can in order to ensure a successful relationship. Where possible we will go above and beyond to reciprocate a partner's support of grassroots football.

We are contacted frequently when concerning partnerships, and therefore must be almost protective over the marketing power that grassroots football holds. We are a non-profit Governing Body and the tiered approach we have developed within our commercial strategy enables us to ensure we are offering the right value in benefits in return for the commercial support given that is inserted back into the local game.

We believe that we can have a multitude of beneficial and long-term partnerships that support our ambitions for a thriving local game; as well as inspiring the next generation of footballers – whether it be male, female, youth, adult, disability, or walking.

If you have any questions, please do not hesitate to ask:

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