



CHICHESTER CITY FOOTBALL CLUB

In The Heart Of The City

SPONSORSHIP 2020/21

Welcome to the 2020/21 Chichester City Football Club Sponsorship Brochure and thank you for taking the time to read about what our great and fast growing club can offer your company.

Firstly, in the difficult times we are currently experiencing, we hope you and your loved ones are safe, healthy and coping as best as is possible, with what is an unprecedented experience in most of our lifetimes. As the new normal sets in we feel the best course of action for the club is to now try and continue with business as usual on and off the pitch.

We appreciate it is a difficult financial climate and we as a club have also seen a huge loss in revenue over the last months. The support of sponsors is vital throughout the whole club and we invite you to take a look at what we can offer for the coming season.

This summer we are working hard to build the club as a whole and have added new women's, men's A and under 23, girls' under 16 and 14 teams. This has taken us to 20 teams, with hopefully more to come.

We believe we are a club with the right attitude and will keep building as we push towards a 3G facility at Oaklands Park, which will see all teams train and as many as possible play at what is the heart and soul of the only senior football club in the heart of the city. The management committee of the club strongly believe in the boys and girls being the future of the club. This season we will provide football for around 300 and over the last 10 years we have provided football for approximately 1400 men, women, girls, and boys.

We have worked hard to build on stronger links with our youth teams and the wider community. Our crowds have more than doubled and we are now regularly attended by over 200 supporters. Our amazing FA Cup run to the 2nd round last season saw a crowd of over 500 at Oaklands, created a buzz around the club and city and led to packed pubs watching our live TV performance at Tranmere FC on BT Sport. We have used and set aside the prize money for the future development and safeguarding of the club. We have secured a long term lease on Oaklands Park and by kick off next season, we hope to have a new committee/sponsors room, outside food outlet and covered standing area in place to improve the match day experience for all.

Our website, match highlights, social media pages and channels have been taken to a new level by great work from sports media students from the University and our website saw 122,000 visits and 31,000 individual users in the last year. We have 7400 followers on Twitter, 1558 on Facebook, 2670 on Instagram and 610 subscribers on our new YouTube channel.

This season we have introduced a dedicated commercial structure and will continue to improve our commercial opportunities as we move the club towards where we believe it deserves to be on and off the pitch.

We believe that it is a great time to become a partner of the club and sincerely thank the sponsors that have supported us on our journey so far.



ANDY BELL
CHAIRMAN



This was an appointment that was presented to me as recent as earlier this year and the opportunity was one I couldn't turn down.

Youth football has evolved ten fold since I first laced my boots at the tender age of 8 and in my opinion one of the biggest improvements has come from our own FA, with better resources, coaching methods and techniques across all levels, and we are all seeing so much more football on TV and social media which all ultimately contributes to better access for the youth of today.

Andy has rightly covered the success of our Mens 1st team in last seasons FA Cup run and having witnessed first hand the sheer excitement up at Tranmere as well as the buzz generated around the City leading up to the draw, I see this success as the perfect advert to all of our youth team players as to what they can achieve with our club. Having coached and managed one of our youth teams for the last 4 seasons I've seen first hand the progress Chichester City FC have made both on and off the pitch, with countless hours put in by the management and coaching teams to ensure all our players have the best facilities, training methods, equipment and kits.

The aim within Chichester Youth section is to provide a safe, friendly and fun environment within the development age groups of 7 to 10 year olds and then we introduce a more competitive aspect of the game before eventually preparing our U16's for the step into senior football. Having access to young, skilled coaches as well as some more seasoned managers has proven to be the perfect tonic in recent years as we have recorded league and cup champions at various age groups as well seeing players make the step into our mens senior team.

With the improvements from the FA and their resources, our club have taking advantage of the coaching qualifications available and we now ensure that every age group has a coach/manager with a minimum of FA Level 1 coaching qualification, however there are numerous managers within the group who have Level 2 and we can even boast a UEFA B Licence coach.

Most of our teams play across the Sussex County leagues from Sept to May and nearly all participate in the various summer tournaments that take place from May through to July and this provides a great opportunity for the players to experience different opposition as well as promoting our club in different counties along the south coast.

I've been fortunate enough to have played and coached at every level for Chichester City over a 25 year period and I certainly can't remember the club ever being in such a strong and exciting position to kick on and progress to a new level and with the continued commitment from our group of managers across the Youth section we will certainly be contributing to the journey.

Now is the time to be involved with Chichester City FC!



**JAY SMITH
YOUTH
CHAIRMAN**



Chichester City Football Club History



- Founded in 1873 as Chichester Football Club.
- Original home games played in Priory Park.
- Joined the newly formed West Sussex Senior League in 1896.
- In 1920, became founder members of the Sussex County League.
- Won the Sussex Senior Cup in 1926.
- Added City to the club name in 1948.
- Moved to Oaklands Park in 1957.
- Won the Sussex County League title in 1960 for the first time, retaining it in 1961.
- Won the Sussex RUR Charity Cup 4 times, the latest in 2018.
- Reached The FA Cup 1st Round proper in 1960.
- Won our 7th Sussex County League title in 2019, and promoted to step 4 football for the first time.
- Finished 6th in our inaugural season in the Isthmian league in 2020.
- Reached the FA Cup 2nd Round proper in 2020.



PLATINUM SPONSOR

Platinum Sponsorship at CCFC will elevate your company into the world of 'Sports Team Sponsorship'.

Benefiting from exposure through our growth in the football pyramid, will see your company appear to the largest audience CCFC have ever offered.

Our campaign will include an increased digital presence and the increased attendance of the CCFC supporters at Oaklands Park. The Platinum Sponsorship includes all of our standard packages and will save you £320.

PACKAGE BENEFITS INCLUDED:

- Three Sponsors Draw Tickets worth £400.
- One Player Sponsorship worth £400.
- One Match Ball Sponsor worth £50.
- Platinum Pitch side Sponsor Position worth £350.
- 12 months Seat Draw worth £120.
- Use of the Official Club Partner logo on your website & advertising.
- Access to the committee room on matchdays.

You pay: £1000



PLAYER SPONSORSHIP

Get closer to the players and management of CCFC and feel part of team by sponsoring your favourite player for the season

PACKAGE BENEFITS INCLUDED:

- Your company and details (linked) with your player image on the CCFC website players page.
- Social Media announcement when signing your player.
- 2 Adult season tickets.
- Present 'Players Player of the year' at the end of season awards, if you're player is the winner of this prestigious club award.
- 2 FOC tickets to the end of season awards.
- 2 signed pictures of your sponsored player.
- CCFC Sponsors logo for your website.

£350

Per Men's first team player

£250

Per Women's first team player



SPONSORS DRAW

All entrants to the fantastic sponsors draw will get a chance to be a matchday sponsor. Winners will be treated to a great matchday experience and opportunity to present your business to the football community.

PACKAGE BENEFITS INCLUDED:

- A feature on the club's website
- One adult season ticket
- Four free tickets for the draw at the last home friendly
- One entry per ticket to win sponsorship prizes
- The use of the Official Club Partner logo on your website or advertising (For winners of the first 6 prizes).

1st Prize

Shirt sponsor for all home games & 1st home game match sponsor & Present 'Supporters Player of the Year Award' at the season ending awards evening.

2nd Prize

Shirt sponsor for all away games & 2nd home game match sponsor

3rd Prize

Warm up top sponsor for all and away games & 3rd home game match sponsor

4th Prize

Shorts sponsor for all home and away games & 4th home game match sponsor

5th Prize

Matchday Sponsor for any/all FA Cup home games.

The next 15 tickets will win one Matchday Sponsors Game.

MATCHDAY SPONSORSHIP

- Company name on entrance of turnstiles for your game.
- Company name mention before, half-time and after the game over the tannoy.
- Your company logo or name on the front cover of the official match programme {E-Programme only}
- Website and social media mention for your sponsors game
- 10x8 Action photograph from your sponsored game

£150

2 for £275 3 for £400



PITCHSIDE BANNER

Traditionally the best way to highlight your company on a matchday. Pitch side advertising can promote your company from all parts of Oaklands Park to a season's worth of home and away supporters.

PACKAGE BENEFITS INCLUDED:

- One 'Standard' position pitch side banner for the full 2020/2021 season.
- Banner cost included (Artwork to be provided and confirmed by banner sponsor).
- Website advert for the full season 2020/2021.
- 1 Free season ticket for all home league games.

Price:
£350 Year One
£250 Year Two



E-PROGRAMME ADVERTISING

Advertise in our Official Matchday E-Programme, best of all it's free to download from our website, so it's downloaded locally and all across Sussex.

PACKAGE BENEFITS INCLUDED:

- Your company advert displayed for the whole season.
- A choice of three different sizes, cost effective for all businesses or individuals.
- A possible 22 games (Subject to league numbers).
- Each programme sent directly to you via email.
- Sent to you a day before release. (official release 9.00am on the matchday).
- The use of the Sponsor Partner logo on your website/advertising.

Full Page: £100
Half Page: £50
Quarter Page: £25



MATCHBALL SPONSOR

You can't play the game without a ball and your company can now support the home games by sponsoring the Matchball. A fantastic package to see your company enjoy a day at Oaklands Park and support your community football club.

- Your Mascot choice to carry the Matchball out with special announcement over the tannoy with a small bio on the mascot; team they play for, favourite CCFC player, club they support.
- Social media post for the match
- Match flier, e- programme and website mention.
- 2 Free Match tickets
- Pre-game and post game mention on the tannoy.
- Pre-match photo

£50
Per Game



THE SEAT DRAW

WIN, WIN, WIN. CCFC monthly seat draw is a great fun way to be involved with the added bonus of winning half of the entrant's pot each month....

PACKAGE BENEFITS INCLUDED:

- £10 per month, paid by DD to guarantee your number.
- Winner drawn on the last Saturday of the month.
- Winner advertised on the CCFC website
- Only 200 tickets available.

£10
per month



MEET THE TEAMS



The managers are the leaders of our fast growing club. Behind these public faces are the many coaches, volunteers and sponsors that keep our wonderful club alive. Every team has various sponsorship opportunities available and relies on the generous support we receive from you each season.



**Sponsorship
available**

Home shirt rear
Home shirt sleeve
Home shirt rear sleeve
Away shirt rear
Away shirt sleeve
Away shirt rear sleeve
Track suits
Rain Jackets
Training kit
Kit Bags
Programme



**Sponsorship
available**

Home shirt
Away shirt
Home shirt rear
Away shirt rear
Home shirt sleeve
Away shirt sleeve
Shorts
Track suits
Warm up tops
Rain Jackets
Training kit/Bags
Programme



**Sponsorship
available**

Home shirt
Away shirt
Home shirt rear
Away shirt rear
Home shirt sleeve
Away shirt sleeve
Shorts
Track suits
Warm up tops
Rain Jackets
Training kit
Kit Bags



**Sponsorship
available**

Home shirt
Away shirt
Home shirt rear
Away shirt rear
Home shirt sleeve
Away shirt sleeve
Shorts
Track suits
Warm up tops
Rain Jackets
Training kit
Kit Bags



**Sponsorship
available**

Home shirt
Away shirt
Home shirt rear
Away shirt rear
Home shirt sleeve
Away shirt sleeve
Shorts
Track suits
Warm up tops
Rain Jackets
Training kit
Kit Bags



Our youth teams are the heart and future of the club. This season will see football provided for around 200 boys and girls in the Chichester area.

The running of this section requires the time and effort of numerous club volunteers and parents. The generosity of sponsors ensures the smooth running of the teams and the enjoyment of kids playing the game that we all love.



Sponsorship available for all teams

Home Shirt, Away Shirt, Tracksuits, Rain Jackets, and Training kit



THE FUTURE.....

Our strategy of growing our community club without endangering our existence, can be further secured by the introduction of a 3G pitch at Oaklands Park.

The year-round surface will lead to all of teams and its supporters benefiting from playing and training without interference from the elements.

Further naming and sponsorship opportunities are available to help secure the future of the club and the players of the future as well as all aspects of fundraising to help bring the 3G project to fruition sooner.....

- Stadium naming rights
- Clubroom branding
- Club tracksuits
- Food and Beverage Branding
- Functions and Hot desk

As well as the above, our youth teams require support for team strips, bags, balls and training wear.

Without the support of youth teams in the Chichester Community, none of the time and effort put in can happen. Please help and know that every little will put more heart into the City.



THANK YOU FOR SPONSORING CHICHESTER CITY FC THROUGHOUT LAST SEASON



HEART OF THE CITY



Mark Harrop Shoplifters Ltd



HEART OF THE CITY



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