



UNRIVALLED AND UNPARALLELED  
SUCCESS



# A FOOTBALL UNDERDOG STORY LIKE NO OTHER

In 1999, Marc White started a football team with his friends just for fun. They each chipped in £5 to cover the cost of renting a council pitch, while the local pub gave them a kit ... and the rest is history.

From a bunch of friends that no one knew about, Dorking Wanderers' record-breaking success now has worldwide notoriety, with millions following the progress of this incredible story.

**Fast forward to 2025, and we are now a fully professional football club based in the heart of Surrey. We've enjoyed record-breaking success both on and off the pitch, building an online supporter base to rival that of Premier League clubs**



**“I often think that getting to the Premier League would be easier than achieving what we have already”**

Marc White

# OUR SUCCESS STORY

**WHERE WE ARE TODAY** Founded in 1999, Dorking Wanderers has delivered one of the great success stories in English football. In just 26 years we climbed from the very bottom of the non-league system all the way to the National League Premier — achieving 12 promotions in the process, a rise rarely seen in the modern game. After an historic spell at the top tier of non-league football, we now compete in the National League South and remain pushing toward the English Football League (EFL). Our ambition hasn't changed — only the chapter we're in.

For the past five seasons, our journey has been documented in *Dorking Uncovered*, a fly-on-the-wall series produced by Bunch of Amateurs. The show has brought us international recognition, helping us grow a following of over one million across social media and putting us on course for more than half a billion content views in 2025 alone. We are now utilising this reach in many ways, with national brands partnering with us and a worldwide investor network spanning each major continent.

Despite our exponential growth, we remain proud to be a cornerstone of the local community, deeply engaged with local people, businesses, schools, and charity initiatives.

**BLOOD, SWEAT & TEARS** Our off-field journey has been every bit as remarkable as our on-field success. We soon outgrew the facilities of a rented council pitch, and with the support of the local community, we built and developed two football grounds to enable our progression. The first, Westhumble, was a derelict site where club members dug 300-metre trenches for electricity and water to create the ground from scratch. Planning restrictions eventually limited progress, and in 2018, with the help of the local authority and more hard work from our members, we moved to our current home at Meadowbank Stadium, which we have since developed to Category A status with a 5,000 capacity.

# A RECORD-BREAKING RISE UP THE FOOTBALL PYRAMID





## A CLUB FOR ALL

Dorking Wanderers has wholeheartedly embraced its identity as 'the people's club,' inspiring a strong and rapidly growing following both nationally and internationally. Football supporters around the globe are proudly adopting 'The Wanderers' as their second team.

The club actively cultivates meaningful connections with businesses, schools, and charities at all levels, driving significant growth in partnerships, volunteerism, youth engagement, membership, and matchday attendance.

**COMMUNITY PRIDE**   **COMMUNITY VALUE**   **COMMUNITY IMPACT**

**#FORWARDCOMMUNITY**

# PREMIER LEAGUE LEVEL VIRAL DIGITAL REACH

We have developed an international profile, with thousands of football fans around the world adopting Dorking as their second team and hundreds of millions consuming our viral content.



OVER 1 MILLION  
FOLLOWERS ACROSS ALL  
PLATFORMS



Ryan Reynolds · 03/09/2022

Thank you Marc White and @DorkingWDRS for being incredible hosts to our @Wrexham\_AFC away supporters. Looking forward to returning the favour.



OVER 500 MILLION  
VIEWS ACHIEVED IN  
LAST 12 MONTHS



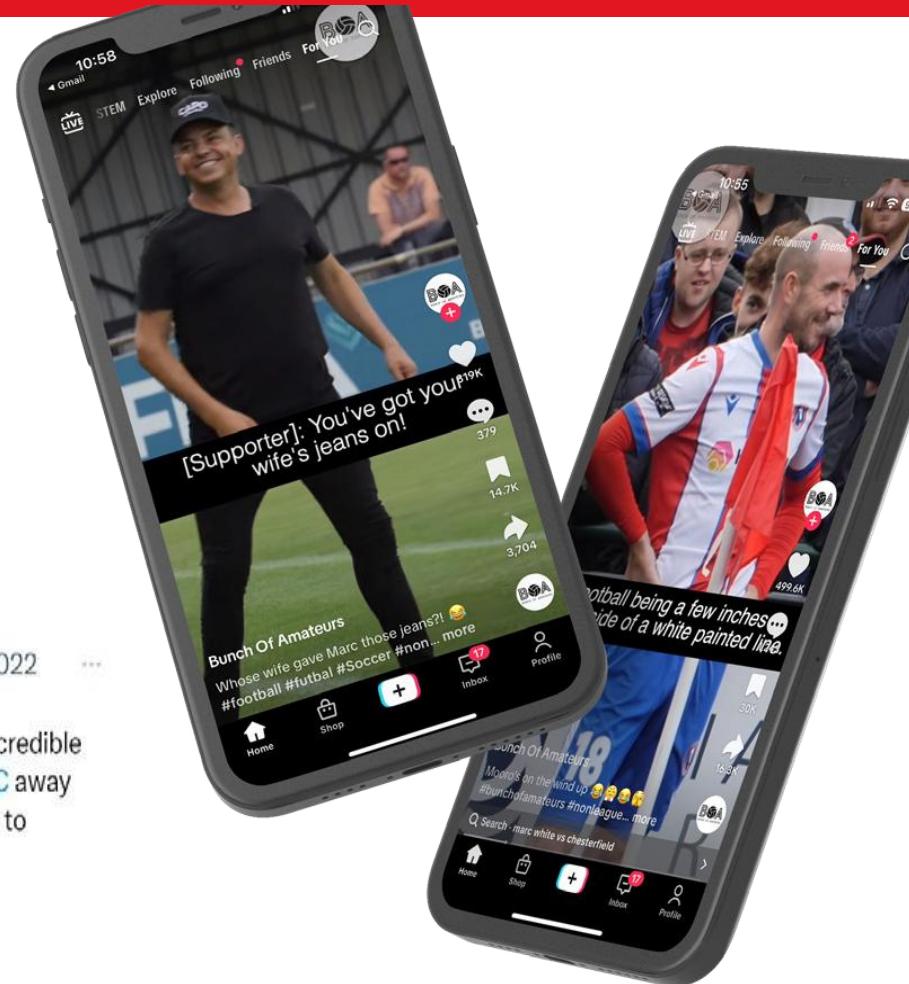
ON TRACK FOR HALF A BILLION  
VIEWS IN 2025



VIEWERS IN OVER 100 COUNTRIES



REGULARLY OUTPERFORM PREMIER  
LEAGUE CLUBS BY 5X THEIR WEEKLY  
VIEWERS



# DWFC & DORKING UNCOVERED

## FOLLOWERS

## VIEWS



**86K**

**117M**



**539K**

**69M**



**215K**

**95M**



**298K**

**188M**



Posts Replies Highlights Media

...his lucky coat! 🤪

Win the most successful  
coat in non-league footb  
(luck guaranteed) 😊

Simply FOLLOW &  
RETWEET & WIN! [View more](#)



**5.7 MILLION VIEWS AND RISING!**

BunchOfAmateurs and 8 others

162 2.8K 11K 3.4M +

**TOTAL VIEWS 500M+ VIEWS IN THE  
LAST 12 MONTHS! (accounting for unofficial views)**

# JOIN US - DWFC GLOBAL PARTNER NETWORK

Over the past few years, we've built something we're really proud of at Dorking Wanderers. A genuine business community wrapped around the Club. What started with a handful of early backers has grown into a network of **90+ partners** from local businesses to national and international brands. It isn't just a sponsorship list — it's a group of people and companies who believe in what we're building and want to be part of the journey.

When you join the **DWFC Global Partner Network**, you don't just get a logo on a board or a name in a programme. You become part of a fast-growing club with a fanbase that keeps expanding, record matchday attendances, and a digital reach that now stretches globally. And just as importantly, you plug into a network of real business owners, decision makers and opportunities, the kind that only happen when the football world and the business world overlap in the right way.

There is more than one way to join the network. You can get involved through shirt or stadium sponsorships, matchday branding, digital and media campaigns, women's and youth football support, or fully bespoke partner packages. Whether you're a growing SME or a global brand, we'll find a way to make it work and make it worthwhile.

If you believe in what we're doing, we'd love you to be part of it.

**“No one will ever  
achieve what we  
already have, and  
we’re only just  
getting started”**

Marc White





CONTACT

[LISA@DORKINGWANDERERS.COM](mailto:LISA@DORKINGWANDERERS.COM)

07733 015420  WhatsApp