SPORTING HACKNEY FC

Sponsorship Document 2014/15

AN INTRODUCTION

Sporting Hackney FC is a community orientated football club dedicated to providing Saturday football for young people and adults in Hackney.

Our ambition is to encourage young people to stay involved in organised sport in a welcoming and positive environment, without having to leave the borough. We need partners and support to make this happen.

The teams

The senior first team currently plays at step 7 – the highest in the borough. We are current Middlesex County League and Cup champions and hope to move to step 5 in 2015.

We run an u16 and u18 team that are supported by the local City Academy. We also run a reserve team, in support of the first team, and a veteran's team for those over 35.

We intend to expand our youth team offer, and will launch a new U15 team for the 2015/16 season. Our ambition is to become an FA Community club, running 10 teams by 2018.

Your help

Sporting Hackney is predominately self-funded, paid for and run by its adult members. In order to achieve our vision, we need your support.

While youth football receives some government support, adult football is entirely self-run. In order to fulfil our model, we need external support to ensure we can continue to effectively run the senior side of our club.

ABOUT THE CLUB

- **Founded in 1986**
- **5 x competitive teams in 2014/15 season**
  - First, Reserve and Veteran's teams
  - U18 and U16 at youth level. U15 due in 2015
  - The link between youth and adult football
- **Competes at Step-7 of the FA national league system**
  - First team current Middlesex County Premier league and cup champions
  - Represents highest standard of adult football currently played in the borough of Hackney
- **Current anchor tenant at the refurbished Hackney Marshes**
  - Under the Community Use Agreement (CUA) with Hackney Council
  - Club objectives aligned with Hackney Council
- **FA Charter standard club, representing quality mark for football and recognised as;**
  - Well-run and sustainable
  - Committed to raising standards and behaviour
  - A benefit to the community
- **5-year club development plan submitted to Hackney Council in summer 2013**
  - Ambition to realise 'Community Club' status
  - Requires 10 competitive teams fielded by 2017/18
  - Vision to provide bridge between youth and adult football
- **Owned, operated and directed by its members**
- **Self-funded by player subscriptions**
  - Costs including kits, equipment, match and training pitch hire, league registration fees, referee & assistants fees, match-day programme production and food for guests (league requirements)

PARTNERSHIP PROPOSAL

SPONSORSHIP PACKAGE

In order to make Sporting Hackney work as a positive, community football club, we need financial support. The cost to run all teams on an annual basis is £10,000

BENEFITS

- **Association with positive, successful community enterprise**
- **Exposure to family networks at youth team level**
- **Company name/brand on any sponsored materials e.g. team kit**
- **A full-page advert in the match-day programme**
  - All first-team home games
- **Local media coverage**
  - Photos and match reports weekly in the Hackney Gazette and Citizen
- **Branding and company overview on the club website, www.clubwebsite.co.uk/sportinghackney**
  - 148,000 website page views to date
- **Social media promotion via club twitter handle @ sportinghackney and Facebook**
  - 460 followers on Twitter
  - 3562 total timeline impressions for month in May 2013
  - Over 300 followers to FB page – updated daily
- **Our custom and support**
  - Support for your ongoing initiatives or community work
  - Where possible, club custom for your company's products or services

SUMMARY

Thank you for reading this far. We appreciate your consideration for our proposal and look forward to discussing potential sponsorship packages, both how you can help our club to run successfully and provide an important local service, but also how we can ensure you receive a positive return on your investment.

Sport 1

Meet the mean machine: the team who haven't conceded for 12 hours

Meteors h... up cup final return after 7-0 victory

Borough girls back in action at

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