



# TUFFLEY ROVERS AFC

## CLUB SPONSORSHIP

2022/23



#uptherovers



# CLUB INFORMATION

Tuffley Rovers AFC were formed as a football club in 1929, initially offering only one team, playing Saturday men's' football. In the 93 years since that time we have grown considerably, so that we are now one of the biggest clubs in Gloucestershire, with:

- Five adult male Saturday teams
- One male Veterans' team
- An U18 squad
- & a Ladies' football team

The club has links to a youth section (Tuffley Rovers Youth Football Club), who are one of the largest youth clubs in Gloucestershire.

Our highest ranked team play in the ninth tier of English football – the UHlsport Hellenic League, Premier Division – which allows us to compete in The Emirates FA Cup and The Buildbase FA Vase each season, two national competitions that offer the opportunity to make it all the way to Wembley Stadium!



# CLUB INFORMATION

Seventeen years ago, the club had been operating with just one team, in the thirteenth tier of English football, but our first team will start 2022/23 in the ninth tier, our eighth consecutive season at that level, with our home (Glevum Park) transformed over the last few seasons.

Crowds of spectators have increased incrementally, so that we have averaged over 100 spectators at our first team games over the past four seasons.

We are committed to providing players, coaches, spectators, visiting clubs and officials, or anyone visiting Glevum Park a warm welcome, meaning we have won the Uhlsport Hellenic League's 'Most Hospitable Club' twice in three years.

With eight adult teams we are amongst the largest clubs in Gloucestershire and proud to be an FA Charter Standard Club.

Many of our sponsorship packages include season tickets\* for the companies or individuals who back us and we'd love to see you as part of the growing Tuffley Rovers fanbase.

\*excludes player sponsorship, unless multiple players are sponsored by a single company



# KIT SPONSORSHIP

If you choose to sponsor one of our eight teams, your company logo will be displayed on the playing shirts of our teams at all home and away games. We offer one and two season deals – reaching out to thousands of spectators, players and officials, across several counties.

Our club photographer provides us with thousands of images for use on our social media accounts (with Twitter, Facebook and Instagram pages supported by thousands of followers) and to the local press, offering opportunities to show off our sponsors' logos on the famous Claret & Blue strip over and over again.

If you choose to support us, we will proudly show off your logo as we look for success on the field of play.

We also offer alternative sponsorship packages that can see your logo displayed on our off-field kit, such as tracksuits, coats and bags.





# KIT SPONSORSHIP

Whichever team merchandise you choose to sponsor, we can ensure that your logo takes pride of place on club equipment, which is worn by our squads who compete throughout Gloucestershire, in a range of competitions, whilst our first team will travel across the country, both in league and cup competitions, with regular trips to South Gloucestershire, Herefordshire, Worcestershire and further afield.

Our club photographer is usually on-hand to capture images from games involving our teams and these are regularly published at a dedicated site, via our website, on club promotional material, across our social media platforms and in the local media.

If you join our fabulous group of kit sponsors, you'll also receive your own merchandise, too, either as a shirt to wear to games or a framed copy that can be displayed in your offices or other premises.

All kit sponsors will also have access to advertising in our first team match-day programme and on the club website.



# PITCH-SIDE ADVERTISING

We can offer pitch side advertising boards around the Glevum Park pitch, which hosts over 60 games per season, including games for our first team, Development Squad and U18s team, as well as representative matches and Cup Finals.

In addition, our annual six-a-side tournament has seen over 128 teams, from U7s up to adult age sides, competing on our main pitch, which guarantees exposure for the companies who advertise at Glevum Park.

Buy a 6x3 advertising board and it will take pride of place on the new fencing system installed ahead of the 2022/23 season! For a limited period, we are also donating £25 of every sale to a local charity, Heart Heroes, so that your logo will go further than simply supporting The Rovers!

We offer a variety of options around pitch-side advertising, all designed to promote your support for the club. Why not 'sign up' today!



# MATCH-DAY ADVERTISING

We can offer several opportunities for you to support the club and advertise your brand, via match-day sponsorship and match-day hospitality at first team fixtures, including:

**Match sponsors**, who will receive complimentary entry to sponsored fixtures, as well as acknowledgement in the run-up to the selected fixture—via social media—as well as the company logo appearing across the match-day programme and on match-day team sheets. We will also invite you to be VIP guests at a home fixture.

**Ball sponsors** will receive an acknowledgment in the match-day programme and match-day team sheets, as well as on our social media coverage of the game.

We can also offer **match-day hospitality**, where you and your guests will receive complimentary food and drink, as an acknowledgement of your support of the club. The package can be tailored to meet your budget and the size of your party.

All packages give you the chance to get directly involved in the match-day experience!





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# PROGRAMME ADVERTISING

We produce a full colour match-day programme, printed for all home league and cup games, distributed to spectators, meaning that an average crowd approaching 100 people will be exposed to your brand.

We also be offering the opportunity for people to access the programme online (as well as the printed version) , which will help increase the level of exposure we can offer to your company.

There are three options for advertising:

**Quarter page**

**Half page**

**Full page**

Whichever you choose, we will also provides links to your company website via our own site ([www.tuffleyroversfc.co.uk](http://www.tuffleyroversfc.co.uk)) and will look to promote your business via our social media pages.



# PLAYER SPONSORSHIP

Sponsor your favourite player, from any squad, and we will acknowledge your support in our full colour match-day programme, as well as sharing your support via an announcement on our social media feeds on Twitter, Instagram and Facebook.



Don't delay, act quickly, as the most popular squad members very often sell out almost as soon as we've advertised availability!

We are all about the team, but you can still back your favourite, individual Rovers player for the 2022/23 playing season!



# BESPOKE PACKAGES

Running eight adult teams means we need all the support we can get, in order to help ensure that football remains accessible to all, with as diverse a group of players, coaches or supporters participating in club activities.

Football is our national sport and the benefits for physical and mental-health well-being are there for all to see. By sponsoring us, via any of the packages advertised, you help make our club as inclusive as possible.

So that we can ensure that we never turn away any sponsor, we are prepared to create tailor-made packages to any company or individual who wants to back the club—  
put simply, you tell us your budget and we will find something to help you to help us.

Just get in touch via our dedicated e-mail address ([admin@tuffleyroversfc.co.uk](mailto:admin@tuffleyroversfc.co.uk)) and we will work with you to identify the right package to suit you.

When it comes to sponsorship, there is no budget too big or too small. We want you to become the next member of the Tuffley Rovers family!

Sign-up today.

**#uptherovers**





# PRICES

<b>Sponsorship package</b>	<b>Content of Package</b>	<b>Sponsor Benefit</b>	<b>Additional Info</b>	<b>Price</b>
<b>Match ball sponsorship</b>	<ul style="list-style-type: none"> <li>- Social media shoutouts in the week leading up to the game</li> <li>- Quarter page programme advert</li> </ul>	<ul style="list-style-type: none"> <li>- Brand exposure</li> <li>- 2x match day tickets</li> <li>- Half time refreshments</li> </ul>	Price per match	£50 +VAT
<b>Match day sponsorship</b>	<ul style="list-style-type: none"> <li>- Sponsor pays to sponsor for a specific match</li> <li>- Social media shoutouts in the week leading up to the game</li> <li>- Quarter page programme advert</li> </ul>	<ul style="list-style-type: none"> <li>- Brand exposure</li> <li>- 4x match day tickets</li> <li>- Half time refreshments</li> </ul>	Price per match	£100 +VAT
<b>Individual player sponsor</b>	<ul style="list-style-type: none"> <li>- Player/business sponsorship in the match day programme</li> <li>- Social media shoutout at the start of the season</li> </ul>	<ul style="list-style-type: none"> <li>- Brand exposure</li> </ul>	Price per player	£50 +VAT
<b>Match day programme</b>	<ul style="list-style-type: none"> <li>- Advert in every first team match day programme</li> </ul>	<ul style="list-style-type: none"> <li>- Brand exposure</li> </ul>	Price per season	¼ page - £75 +VAT ½ page - £100 +VAT Full page - £150 + VAT

<b>Advertising board</b>	<ul style="list-style-type: none"> <li>- Advertising banner around the ground</li> </ul>	<ul style="list-style-type: none"> <li>- Brand/company visibility to everyone that visits the ground</li> <li>- Banners can be seen in both photos and videos shared across social media</li> </ul>	Price based on two year deal	£300 +VAT
<b>Half-way line stand sponsorship</b>	<ul style="list-style-type: none"> <li>- Sponsorship of pitch-side stand (50 seater)</li> <li>- ½ page match day programme advert</li> <li>- Year-round social media shoutouts</li> </ul>	<ul style="list-style-type: none"> <li>- 2x season tickets for your company</li> <li>- Members discount on refreshments</li> <li>- Brand exposure</li> <li>- Banner across the top of the seated stand</li> <li>- Banner visible from all areas of the ground and exclusively from our video platform</li> <li>- Sponsors day for 10 guests</li> </ul>	Price is per season based on a two year package	£1,500 +VAT
<b>Ground Sponsor</b>	<ul style="list-style-type: none"> <li>- Sponsorship board at the main entrances</li> <li>- Sponsorship board across the full width of the pitch</li> <li>- Year-round social media shoutouts</li> <li>- Full page programme sponsor</li> <li>- Man of the match sponsor</li> <li>- Ground naming</li> </ul>	<ul style="list-style-type: none"> <li>- 10x season tickets</li> <li>- Visibility of business across all areas of the ground</li> <li>- Brand exposure</li> <li>- Members discount on hospitality</li> <li>- Sponsors day for 10 guests</li> </ul>	Price is per season based on a minimum of two year package	£5,000 +VAT

<b>Veo Sponsorship</b>	<ul style="list-style-type: none"> <li>- Sponsorship of our recorded matches through our Veo system</li> <li>- Social media shoutouts when we post game footage</li> <li>- ½ page match day programme advert</li> </ul>	<ul style="list-style-type: none"> <li>- 5x season tickets</li> <li>- Sponsors day for 10 guests</li> <li>- Members discount on hospitality</li> <li>- Brand exposure</li> </ul>	Price is per season	£600 +VAT
<b>Team tracksuit sponsor</b>	<ul style="list-style-type: none"> <li>- Sponsorship of full tracksuits (1/4 zip jacket &amp; tracksuit bottoms) x20</li> <li>- Company logo across the back of the jacket</li> <li>- Year-round social media shoutouts</li> <li>- ½ page match day programme advert</li> </ul>	<ul style="list-style-type: none"> <li>- Visibility of business as all teams wear to home and away games</li> <li>- 2x season tickets</li> <li>- Members discount on refreshments</li> <li>- Brand exposure</li> <li>- Sponsors day for 10 guests</li> </ul>	Price is per season based on a two year package	1st team - £2,000 Development team - £1,600 U18's - £1,600 Ladies - £1,600 3rds/4ths/5ths - £1,600  All above prices are +VAT
<b>Team Sponsorship</b>	<ul style="list-style-type: none"> <li>- Logo displayed on the playing shirt for duration of the season</li> <li>- ¼ page advert in first team match day programmes</li> <li>- Year-round social media shout outs</li> </ul>	<ul style="list-style-type: none"> <li>- Visibility to spectators during the game</li> <li>- 2x season tickets</li> <li>- Membership discount on refreshments</li> <li>- Framed playing shirt</li> <li>- Brand exposure</li> <li>- Sponsors day for 10 guests</li> </ul>	Price per season subject to availability, based on two season package	1st team (3 strips) - £2,000 Development team - £1,250 U18's - £1,250 Ladies - £1,250 3rds home kit - £750 4ths home kit - £750 5th home kit - £750  All above prices are +VAT



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