



COMMERCIAL BROCHURE 24/25

MORE THAN JUST A FOOTBALL CLUB, WE ARE A COMMUNITY



ABOUT US

Although the club gives its official formation date as 1912, Brodsworth Main Colliery (as we were first known) was actually founded two years earlier, entering the Sheffield Association League for their inaugural campaign in 1910-11. We joined the Yorkshire League in 1921 and won the title in 1924-25, but left the league in 1935.

After the Second World War, the club returned to the league. Two years later, in 1963, we were renamed Brodsworth Miners Welfare.

We played in the Doncaster Senior League throughout the 1980s and won the league title in 1985. In 1988 we joined the Northern Counties East League - Division Two. We were promoted to Division One in 1991 and won promotion to the Premier Division in 1999.

In 2006, we were renamed Brodsworth Welfare. After a period of decline, we were relegated at the end of the 2009-10 season. We resigned from the NCEL in the summer of 2011.

Since 2011, the club has had three spells back in the Doncaster Senior League and two spells in the Central Midlands League. Ahead of the 2018-19 season, the club changed its name to Brodsworth Main. This was short-lived, and the club again was dissolved at the end of the 2019-20 season.

The club has once again been resurrected for the 2022/23 season, entering teams to play in the Doncaster Rovers Saturday and Sunday league.

The 2022/23 season has seen astonishing strides made by the club both on and off the pitch. The Saturday team made it to the League Cup final, and the Sunday team won their league. Off the pitch, a club link was established with a local junior team, meaning the club will grow by 10 junior teams and 2 ladies teams for the 2023/24 season. This was a major step for the club as establishing ourselves as a community club is integral to our 5-year development plan. This creates a player pathway, but, more importantly, it creates positive activities for the young people of our community.

We have held free summer activity camps for children on the ground, during which the children engaged in football coaching, tag rugby, archery, and much more. This helps us further engage with our local community.

We also hold a weekly support group in the form of 'The 12th Man'; this is a football session for males who are or have struggled with their mental health.

We have established relationships with several local businesses, which have enabled us to roll out projects such as renovating the clubhouse, the main stand, the turnstiles, and the playing surfaces.

We have achieved this in less than 12 months. Imagine what the next 12 months could hold with the support from you!

#UpTheBroddy



WHY SPONSOR BRODDY?



TWITTER

This season we are consolidating our Twitter channels to maximise reach but collectively we have over 20k impressions



FACEBOOK

Again, we are consolidating our Facebook pages to maximise reach, but collectively, we have a reach of over 100k and 1000+ followers



INSTAGRAM

This year we intend to link Instagram to our Facebook page (post-consolidation) currently we have 90 followers



TIKTOK

This year will be the first year we have used TikTok, but given its increase in popularity, we are aiming to expand our reach through its use.



CLUB MEMBERS

We now have over 400 club members and the number continues to grow. We also have 15 teams representing the club.

- *We are more than just numbers though. We are a real family and community club.*
- *The women's game is growing fast, and we have expanded as a club to incorporate a ladies' team*
- *We are a growing and improving community club, with ambition*
- *You have an opportunity to be part of our growth, and we are as committed to your growth as well.*
- *You will have increased brand awareness.*
- *You are demonstrating your commitment to local initiatives.*
- *You're enhancing your brand image.*



CLUB STRUCTURE

OUR TEAMS, AGE GROUPS AND GENDERS

Age	Boys/Men	Girls/Ladies
Open age	Green	Green
Under 18s	Red	Red
Under 16s	Red	Red
Under 15s	Green	Green
Under 14s	Green	Green
Under 13s	Green	Red
Under 12s	Green	Red
Under 11s	Red	Green
Under 10s	Green	Red
Under 9s	Green	Red
Under 8s	Green	Red



SPONSORSHIP OPPORTUNITIES

DISABLED STAND - £1,500

What is included

Title sponsorship of the stand to be known throughout the agreement as chosen by the sponsor.

Chosen name/logo to be shown via:

- Across the top of the stand
- Club's email signatures, Club website and on weekly members email, over 350 subscribers and growing.
- All printed literature
- Mention on all social Media outlets as well as match day appreciation posts.
- Free entry to all Home games
- Logo on 'player of the match board'

Package also includes

- Initial press release, including photo.
- A framed team photo
- Your company logo on our player of the match, board
- Company details/link on our website and mentions in our social media
- Your company logo on all match day posts (see examples at the end of this deck)
- Business logo/link on all club emails
- Backlinks from our website to yours, ensuring visibility
- Business logo/link on the club members weekly newsletter
- Invite to all team events and presentations, providing further photo opportunities
- Video and written thank you message from a player and or coach that you can share from your company socials
- Weekly partner appreciation post
- 2 x stadium advertising boards
- One matchday hospitality package for up to 10 guest





SPONSORSHIP OPPORTUNITIES

PITCH SIDE BOARDS - £300

What is included

- Initial press release, including photo.
- A framed team photo
- Your company logo on a pitch side board (around the pitch)
- Company details/link on our website and mentions in our social media
- Your company logo on all match day posts (see examples at the end of this deck)
- Business logo/link on all club emails
- Backlinks from our website to yours, ensuring visibility
- Business logo/link on the club members weekly newsletter
- Invite to all team events and presentations, providing further photo opportunities
- Video and written thank you message from a player and or coach that you can share from your company socials
- Weekly partner appreciation post

Examples





SPONSORSHIP OPPORTUNITIES

TRACKSUIT SPONSOR - £1,200

What is included

- Initial press release, including photo.
- Your company logo on the back of player and management tracksuits (see example to the right), worn to every game and event
- Your company logo and write-up on the BWAFC website
- Your company logo on all match day posts (see examples at the end of this deck)
- You will automatically be the match ball sponsor for every game and, therefore, be mentioned in post-match interviews
- Backlinks from our website to yours, ensuring visibility
- Invite to all team events and presentations, providing further photo opportunities
- Video and written thank you message from each player and coach that you can share from your company socials
- Weekly partner appreciation post



Which teams are available to sponsor?

The table below shows age groups that are still available to sponsor for this type of sponsorship and the price is for one age group for the season. Discounts will be applied for subsequent seasons.

Age	Boys/Men	Girls/Ladies
Open age	Green	Green
Under 18s	Red	Red
Under 16s	Red	Red
Under 15s	Green	Green
Under 14s	Green	Green
Under 13s	Green	Red
Under 12s	Green	Red
Under 11s	Red	Green
Under 10s	Green	Red
Under 9s	Green	Red
Under 8s	Green	Red



SPONSORSHIP OPPORTUNITIES

WINTER JACKET - £1,000

What is included

- Initial press release, including photo.
- Your company logo on the back of player and management jackets (see example below), worn to every game and event
- Your company logo and write-up on the BW AFC website
- Your company logo on all non-match related posts
- Backlinks from our website to yours, ensuring visibility
- Invite to all team events and presentations, providing further photo opportunities
- Video and written thank you message from the team that you can share from your company socials
- Weekly partner appreciation post

Which teams are available to sponsor?

The table below shows age groups that are still available to sponsor for this type of sponsorship and the price is for one age group for the season. Discounts will be applied for subsequent seasons.



Age	Boys/Men	Girls/Ladies
Open age	Green	Red
Under 18s	Red	Red
Under 16s	Red	Red
Under 15s	Green	Green
Under 14s	Green	Green
Under 13s	Green	Red
Under 12s	Green	Red
Under 11s	Red	Green
Under 10s	Green	Red
Under 9s	Green	Red
Under 8s	Green	Red



SPONSORSHIP OPPORTUNITIES

HOME KIT - £1,000

What is included

- Initial press release, including photo.
- Your company logo on the home kit (see example to the right)
- Your company logo and write-up on the BWAFC website
- Your company logo on home match day posts (see examples at the end of this deck)
- You will automatically be the PoTM sponsor for league home games and, therefore, be mentioned in post-match interviews
- Backlinks from our website to yours, ensuring visibility
- Invite to all team events and presentations, providing further photo opportunities
- Video and written thank you message from the manager and club captain, along with team message that you can share from your company socials
- Weekly partner appreciation post
- Invite to any team celebrations



Which teams are available to sponsor?

The table below shows age groups that are still available to sponsor for this type of sponsorship and the price is for one age group for the season. Discounts will be applied for subsequent seasons.

Age	Boys/Men	Girls/Ladies
Open age	Green	Red
Under 18s	Red	Red
Under 16s	Red	Red
Under 15s	Green	Green
Under 14s	Green	Green
Under 13s	Green	Red
Under 12s	Green	Red
Under 11s	Red	Green
Under 10s	Green	Red
Under 9s	Green	Red
Under 8s	Green	Red



SPONSORSHIP OPPORTUNITIES

AWAY KIT - £1,000

What is included

- Initial press release, including photo.
- Your company logo on the away kit (see example to the right)
- Your company logo and write-up on the BWAFC website
- Your company logo on home match day posts (see examples at the end of this deck)
- You will automatically be the PoTM sponsor for league away games and, therefore, be mentioned in post-match interviews
- Backlinks from our website to yours, ensuring visibility
- Invite to all team events and presentations, providing further photo opportunities
- Video and written thank you message from the manager and club captain, along with team message that you can share from your company socials
- Weekly partner appreciation post
- Invite to any team celebrations



Which teams are available to sponsor?

The table below shows age groups that are still available to sponsor for this type of sponsorship and the price is for one age group for the season. Discounts will be applied for subsequent seasons.

Age	Boys/Men	Girls/Ladies
Open age	Green	Green
Under 18s	Red	Red
Under 16s	Red	Red
Under 15s	Green	Green
Under 14s	Green	Green
Under 13s	Green	Red
Under 12s	Green	Red
Under 11s	Red	Green
Under 10s	Green	Red
Under 9s	Green	Red
Under 8s	Green	Red



SPONSORSHIP OPPORTUNITIES

THIRD KIT - £900

What is included

- Initial press release, including photo.
- Your company logo on the third kit (see example to the right)
- Your company logo and write-up on the BWAFC website
- Your company logo on home match day posts (see examples at the end of this deck)
- Backlinks from our website to yours, ensuring visibility
- Invite to all team events and presentations, providing further photo opportunities
- Video and written thank you message from the manager and club captain, along with team message that you can share from your company socials
- Weekly partner appreciation post
- Invite to any team celebrations



Which teams are available to sponsor?

The table below shows age groups that are still available to sponsor for this type of sponsorship and the price is for one age group for the season. Discounts will be applied for subsequent seasons.

Age	Boys/Men	Girls/Ladies
Open age	Green	Red
Under 18s	Red	Red
Under 16s	Red	Red
Under 15s	Green	Green
Under 14s	Green	Green
Under 13s	Green	Red
Under 12s	Green	Red
Under 11s	Red	Green
Under 10s	Green	Red
Under 9s	Green	Red
Under 8s	Green	Red



SPONSORSHIP OPPORTUNITIES

BAG - £750

What is included

- Initial press release, including photo.
- Your company logo on the players bags (see example to the right)
- Your company logo and write up on the BWAFC website
- Your company logo on home match day posts (see examples at the end of this deck)
- You will automatically be the PoM sponsor for league home games and, therefore be mentioned on post match interviews
- Back links from our website to yours, ensuring visibility
- Invite to all team events and presentations providing further photo opportunities
- Video and written thank you message from the manager and club captain, along with team message that you can share from your company socials
- Weekly partner appreciation post
- Invite to any team celebrations



Which teams are available to sponsor?

The table below shows age groups that are still available to sponsor for this type of sponsorship and the price is for one age age for the season. Discounts will be applied for subsequent seasons.

Age	Boys/Men	Girls/Ladies
Open age	Green	Green
Under 18s	Red	Red
Under 16s	Red	Red
Under 15s	Green	Green
Under 14s	Green	Green
Under 13s	Green	Red
Under 12s	Green	Red
Under 11s	Red	Green
Under 10s	Green	Red
Under 9s	Green	Red
Under 8s	Green	Red



SPONSORSHIP OPPORTUNITIES

PLAYER SPONSOR - £120

What is included

- Initial press release, including photo.
- Initial social media posts (see example at the end of this deck)
- Social media posts when player scores, keeps a clean sheet or is awarded PoM
- Your company logo and write up on the BW AFC website
- Back links from our website to yours, ensuring visibility
- Mention in post match interview if player partakes or is PoM
- Invite to all team events and presentations providing further photo opportunities
- Video and written thank you message from the player that you can share from your company socials

Which players are available to sponsor?

We have a number of players still available to sponsor, across all age groups etc. Please reach out and let's chat about options.

Example posts



Sponsored by
ACCELER8 GROUP LTD



Sponsored by
HOLLIE'S BAKES





SPONSORSHIP OPPORTUNITIES

SPONSOR WALL - £150

What is included

- Initial press release, including photo.
- Your company logo on a wall of sponsors board (back of the main stand)
- Company details/link on our website and mentions in our social media
- Backlinks from our website to yours, ensuring visibility
- Business logo/link on the club members weekly newsletter
- Invite to all team events and presentations, providing further photo opportunities
- Weekly partner appreciation post

MATCH BALL SPONSOR - £25

What is included

- Your company logo on posts associated with the game you sponsors
- Company details/link on our website and mentions in our social media
- Invite to all team events and presentations, providing further photo opportunities
- Company details in the clubhouse
- Company details on any match day communications for the game you sponsor

HOW DO I JOIN THE FAMILY?

WHO TO CONTACT

You can simply message the Facebook page or contact us on the details below:

- hello@bwafc.com
- Chris Toyne - 07896 548466
- Tony Richardson - 07447 486638



OUR CURRENT PARTNERS

