





The Club was established in the 2021-22 season to form a single football club for the local community. The outcome is the formation of one of the largest clubs in Cambridgeshire, covering football for boys, girls, men and women of all ages and abilities. At present we have 38 teams registered with the Football Association (The FA) and a number of non-affiliated teams/ groups.

Cambridgeshire FA have granted us Hub Club status, something which provides extended support and investment to the football community within Cambourne above what it currently receives. The support of the town council also means the vision for the club will be easier to realise over time. Involvement of the adult age teams within the club structure will provide a natural pathway to adult football for children in Cambourne.

**Our club vision:**

- To provide inclusive football to players of all ages and abilities, in a safe, friendly and fun environment
- To deliver age-appropriate coaching to support long-term playing and personal development
- To develop better players and coaches
- To encourage all players to be their best and achieve their full potential
- To offer a challenging but supportive environment where players learn from their mistakes without undue pressure and anxiety
- To promote excellence including good behaviour and respect for others

Together we look forward to developing the future of football in Cambourne.

## Introduction - Supporting Dreams and Building Community

Grassroots football, the heart and soul of the sport, is where young talents take their first steps onto the pitch, and local communities come together to cheer for their teams. In this vibrant ecosystem, local businesses play a pivotal role as sponsors, enriching the experience for players, fans, and themselves.

Local business sponsorship in grassroots football is not just about logos on jerseys; it's about investing in dreams, nurturing talent, and building a sense of community. The benefits extend far beyond the marketing aspect.

- 1. Enhanced Visibility and Community Engagement:** By sponsoring a grassroots football team, local businesses gain visibility and recognition within their community and access to our vast audience through web-presence (**24,627 unique Web visits**) and social media (**Facebook Reach: 56,100**). See *Social Media Reach* section for more detail.
- 2. Positive Brand Image:** Sponsorship creates a positive brand image. Businesses associated with youth sports evoke a sense of caring, community spirit, and commitment to a healthier, active lifestyle. These associations can influence customers' perceptions of the company.
- 3. Networking and Relationship Building:** Sponsoring a local team opens the doors for networking and relationship building. Businesses can connect with other sponsors, team members, and their families.
- 4. Customer Loyalty:** When businesses support the community, customers often reciprocate with loyalty. The goodwill generated through sponsorship can translate into more support from local customers, which is vital for the success of a local business.
- 5. Tax Benefits:** In many regions, sponsorship of community sports is tax-deductible.

Local business sponsors are unsung heroes of grassroots football, playing a vital role in supporting the sport and dreams, and building strong communities. It's about creating goodwill, fostering local talent, and developing lasting relationships within the community. Local businesses that choose to sponsor their grassroots football teams directly contribute to the overall health and vibrancy of their community.

Thank you for your consideration.



**Melanie Hadley**  
Co-Secretary, Cambourne Town FC  
clubsec@cambournetownfc.org.uk

Registered Charity Number: 1179148





## Minis - ages 7 to 11 (Boys & Girls)

Grassroots mini league football is accredited by The FA. Team sizes range from between 10-14 players. Two year sponsorship deals available.

### Option 1

- Logo on the Home and Away Team shirts.

### Option 2

- Logo on the Home and Away Team shirts.
- Logo on training tops or rain coat.

### Option 3

- Logo on the Home and Away Team shirts.
- Logo on training tops and rain coat, or winter coat.

- Opportunity to advertise your presence on social media.
- Your support will contribute to the continued success and development of Cambourne Town Football Club and its charitable initiatives.



**Option 1 Sponsorship: £40 per player**

**Option 2 Sponsorship: £80 per player**

**Option 3 Sponsorship: £160 per player**





## Colts - ages 12 to 17 (Boys & Girls)

Grassroots Colts league football is accredited by The FA. Team sizes range from between 16-20 players. Two year sponsorship deals available.

### Option 1

- Logo on the Home and Away Team shirts.

### Option 2

- Logo on the Home and Away Team shirts.
- Logo on training tops or rain coat.

### Option 3

- Logo on the Home and Away Team shirts.
- Logo on training tops and rain coat, or winter coat.
- Opportunity to advertise your presence on social media
- Your support will contribute to the continued success and development of Cambourne Town Football Club and its charitable initiatives.

**Option 1 Sponsorship: £50 per player**

**Option 2 Sponsorship: £90 per player**

**Option 3 Sponsorship: £170 per player**





## Adult - (Men & Ladies Teams)

CTFC have Saturday Men, Sunday Men, Ladies first team and Ladies development teams. Team sizes range from between 15-25 players. Two year sponsorship deals available.

### Option 1

- Logo on the Home and Away Team shirts.

### Option 2

- Logo on the Home and Away Team shirts.
- Logo on training tops or rain coat.

### Option 3

- Logo on the Home and Away Team shirts.
- Logo on training tops and rain coat, or winter coat.

- Opportunity to advertise your presence on social media
- Your support will contribute to the continued success and development of Cambourne Town Football Club and its charitable initiatives.

**Option 1 Sponsorship: £50 per player**

**Option 2 Sponsorship: £90 per player**

**Option 3 Sponsorship: £170 per player**





## Walking Football (over 50's)

Currently circa. 15-20 participants. The Walking Football training takes on place on Friday mornings on our 3G pitches. After training the team regularly de-camp in The Dugout for tea and bacon rolls.

- Logo on the Walking Football Training Tops
- Direct sponsorship benefits in relation to the Walking Football Tournament through wider exposure to other teams.

Walking Football Sponsorship: £500

---



## Parability Football

These sessions are supported by the Club, the Town Council and sponsor SEN Legal - a nationwide specialist legal practice representing the families of children with Special Educational Needs and Disabilities.

**SEN**legal

---



## Soccer School (ages 4-7)

Currently 20 boys and girls attend Soccer School on Sunday mornings to take part in fun football related training, games and learning; currently supported by Peasgood & Skeates. From Soccer School the children progress to grassroots mini league football accredited by The FA.



PEASGOOD & SKEATES 



‘When local businesses sponsor youth teams, they are investing in the development of young talent. Transferable skills such as teamwork, discipline, problem solving and fast thinking. These players might go on to represent the community at higher levels or maybe become the future workforce. In any event, society as a whole is all the better as a result’.

**Adam Smith**  
Early Years Officer, Cambourne Town FC





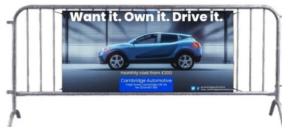
## An exciting opportunity for you to showcase products, services, or brand at the upcoming Football Tournament hosted by Cambourne Town Football Club on the 31st August and 1st September 2024.

With an impressive participation of 127 teams from villages throughout Cambridgeshire, Essex, Suffolk and Bedfordshire attending in 2023 spanning the age groups of under 7 to under 16, this coming tournament promises to be a vibrant and bustling event. Considering an average of 11 players per team and 1.5 parents or guardians accompanying each child, we anticipate a footfall of **over 2000 adults aged between 30 and 50** across the two days. This presents a fantastic opportunity to reach a diverse and engaged audience.

- Direct exposure to a large and captive audience, maximizing your brand visibility and generating potential leads.
- Opportunity to advertise your presence in the run up to the event with us tagging you on social media (See social Media Performance section).
- An occasion to speak directly to the local community at a relaxed family-focused event.
- Marquee space of 6m x 3m will be available for sales and marketing in prime position at the Tournament on 31st August and 1st September.
- Tournament marketing (including social media and Tournament app) will include logo. Links will be added where possible.



## Tournament Presence: From £499



In addition to the Showcase Areas, we are offering the opportunity to place advertising banners on the crowd control fencing around areas within the event space. These are offered at **£160 per banner** (inc. banner).

# Social Media Reach.



Facebook profile page for Cambourne Town FC. The header features the club's logo and a banner image of a football pitch at sunset with the text "GRASSROOTS FOOTBALL AWARDS Club of the Year". The profile name is "Cambourne Town FC" with 629 likes and 822 followers. The bio states: "Cambourne Town FC is England Football's National Grassroots Club of the Year 2023." The page includes sections for "Intro" (listing the club's address and website) and "Featured" (highlighting Christmas dates and training sessions).

Instagram profile page for cambournetownfc. The header shows the club's logo and name, with 4 posts, 32 followers, and 25 following. The bio reads: "Cambourne Town Football Club (Cambridgeshire) Established in 2021 to form a single football club for the local community. The outcome is the formation of one of the largest Cambridgeshire clubs." The main content area displays a grid of posts, including a group photo of the club and a portrait of a man.

LinkedIn profile page for Cambourne Town Football Club. The header includes the LinkedIn logo and search bar. The profile name is "Cambourne Town Football Club" with the tagline "The journey starts here...". The bio states: "Sports Teams and Clubs - Great Cambourne, England". The page features a banner image of a football pitch and a "The Double" award logo. The "You are viewing this page as a member" banner is visible at the top.

X profile page for Cambourne Town FC. The header shows the club's logo and name, with 188 following and 308 followers. The bio reads: "Cambourne Town FC is the Cambs FA Grassroots Club of the Year 2023 and is an England Football Accredited football club offering football for all." The page includes a "Posts" section with a recent post about the club's formation and a "You might like" section with recommendations for other football clubs.

cambournetownfc.com

Here's how you're performing

Site Visitors

5,768

+ 1,549 (last 30 days)

Orders

88

+ 54 (last 30 days)

Sales

£3,173

+ £2,030 (last 30 days)

Social Views

22,753

+ 1,607 (last 30 days)

94

You're one of the top-performing sites. [What is this score?](#)

Your Website PUBLISHED

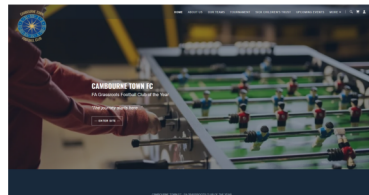


Cambourne Town FC  
cambournetownfc.com

Edit Website

Publish Site

Last published 12 Feb 2024

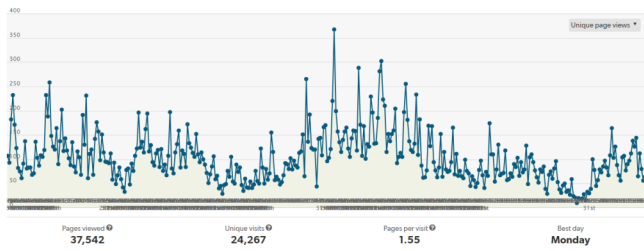


1662 Club Members in Pitchero Database

Pitchero

Website Traffic cambournetownfc.org.uk

01 Feb 2023 to 01 Feb 2024



LinkedIn page set up 28/10/2023



"A huge thank you to Cambourne Town FC for joining us in support of The Sick Children's Trust and raising money via a football event on 8th June. I'm sure this will be a brilliant day with lots of money raised for a fantastic cause."

**Joanne Knox**  
Chief Executive Officer, Cambs FA



"The Greater Game aims to harness the power of football to improve the health of young people throughout the country. The campaign will evolve over time, with the long-term ambition of inspiring healthier, happier lives whilst tackling the underlying problems that lead to poor physical and mental health. We are working with some great brand partners who understand and care about health and young people, and we are all committed to doing our best to drive positive change."

**Mark Bullingham,**  
Chief Executive Officer, The FA

Cambourne Town FC Champions Health and Wellbeing with The FA Greater Game Initiative



Founded in May 2021, Her Game Too is a voluntary campaign led by a team of dedicated female football fans who are passionate about creating a positive change in football and the wider sporting world. They aim to raise awareness and educate others on the importance of inclusivity and diversity in sports.

Our joint goal is to create a safe and welcoming environment for everyone, regardless of their background, ability, or gender. Together, we believe that everyone should have the opportunity to participate in sports and have access to the same resources and opportunities.

Cambourne Town FC in the community.



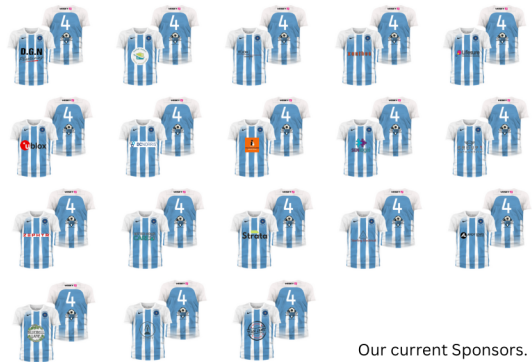


## The Double.

Cambridgeshire FA and England Football  
Grassroots Club of the Year

*'Cambourne Town FC offer opportunities for children to play the beautiful game in a range of formats; providing organised football to players of all ages, regardless of gender, sexuality, ethnicity, ability or disability, or faith.'*

**Emma Smith, Co-Secretary, CTFC**



Our current Sponsors.

‘Local business support is vital to sustaining grassroots football in the community; enabling local clubs to provide an inclusive and affordable pathway for boys and girls of all backgrounds and abilities.’

**Cllr Greg Thompson**  
Club Chairman, Cambourne Town FC

Please contact our team via the club email address:  
[marketingandsponsorship@cambournetownfc.org.uk](mailto:marketingandsponsorship@cambournetownfc.org.uk)  
to discuss joining our family of sponsors and to make a difference in the community.





   @CAMBOURNETOWNFC  
[WWW.CAMBOURNETOWNFC.COM](http://WWW.CAMBOURNETOWNFC.COM)

[marketingandsponsorship@cambournetownfc.org.uk](mailto:marketingandsponsorship@cambournetownfc.org.uk)