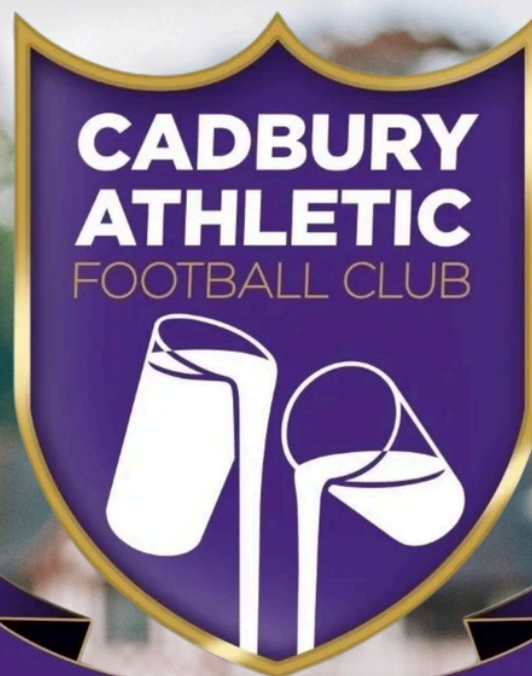




CADBURY ATHLETIC FC

COMMERCIAL & SPONSORSHIP BROCHURE 2025/27



CHARITY NUMBER 1201195
WWW.CADBURYATHLETICFC.CO.UK

A FORWARD THINKING FOOTBALL CLUB



ABOUT US

Founded in 1994, Cadbury Athletic FC is a registered charity and a community-rooted football club with a proud history of developing talent and strengthening local engagement. Our First Team plays in the Midland Football League Division Two, supported by a growing development and youth setup now expanded to 20 teams, including U21s, U18s, and a dynamic Youth Section competing in the Central Warwickshire Youth League.

We have recently embarked on the development of our Women's and Girls' section, ensuring that opportunities in football are open to all. We've also launched Just Play initiatives and the Cadbury Mini Kickers programme, welcoming boys and girls aged 4–8 of all abilities every Saturday morning.

Our club now proudly supports players aged 4 to 70+, including a thriving walking football setup. In our relatively short history, we've helped develop eight professional footballers, including two current Premier League stars and an England international & World Cup goal scorer.

With a growing online presence of 8,000+ Social media followers with a quarterly reach of over 500k our digital reach continues to grow. We've featured on TalkSport, engaged with global audiences, and collaborated with football media companies, offering our sponsors a regional, national, and international platform.





WHY SPONSOR US?

CONNECT YOUR BUSINESS TO A BRAND WITH WORLDWIDE APPEAL.

Cadbury Athletic FC represents more than just football – it's about community, development, and opportunity.

Sponsorship with us is an invitation to be part of a legacy that aligns with your corporate social responsibility goals. As a registered charity, your support directly helps make sport accessible, inclusive, and impactful.

Whether you're a small business or a national brand, we provide tailored opportunities to promote your company through:

- **Social media exposure across thousands of engaged followers**
- **Matchday and pitchside advertising**
- **Collaborations with popular football media channels**
- **Website and programme presence**
- **A real, lasting presence in South Birmingham**

DIGITAL & COMMUNITY REACH



OVER 10,000 FOLLOWERS
ACROSS SOCIAL MEDIA

OVER 500,000 QUARTERLY
SOCIAL MEDIA ENGAGEMENTS



50,00 UNIQUE MONTHLY WEBSITE
VISITS

CLUB MERCHANDISE SOLD
NATIONALLY & INTERNATIONALLY



ENGAGE DIRECTLY WITH 250+
LOCAL FAMILIES THROUGH
DIRECT CLUB CHANNELS



OVER 1000 GAMES PLAYED AT
OUR HOME GROUNDS EVERY
SEASON

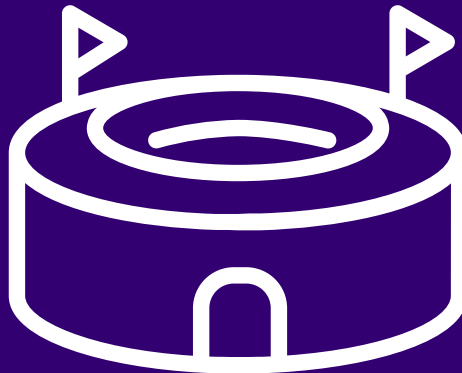
PRESENCE IN THE HEART OF
BOURNVILLE WITH 600,000
TOURISTS ANNUALLY

SPONSORSHIP PACKAGES

WE OFFER A RANGE OF SPONSORSHIP PACKAGES DESIGNED TO BENEFIT NOT ONLY YOUR BUSINESS, BUT ALSO OUR CLUB AND THE WIDER COMMUNITY. WE'RE ALWAYS OPEN TO NEW IDEAS AND WELCOME ANY EXPRESSIONS OF INTEREST OR SUPPORT.



THE KIT



MATCHDAY



PLAYERS

THE KIT CLUB PARTNER SPONSORS

On all home kits across the club and replica shirts including all junior, development and first team kits.

**Front of Shirt: £6,000
Back of Shirt: £3,000
Shirt Sleeve £1,500**

*kit sponsorships are for a 2-year period

Includes pitch side & programme ad, your company logo will also be promoted on first team social media activity, club website & email marketing.

FIRST TEAM SPONSOR

£2,000

Includes logo on training wear and tracksuits across the first team.

Full social media coverage for first team fixtures, website/email marketing, pitchside ad and full-page programme ad

MATCHDAY OPPORTUNITIES

Man of the Match Sponsor: £2,000

dedicated weekly social media post & programme ad, website presence

Pitchside Ad: £350

Matchday Programme Ad full season (Half Page): £180

*Two free season tickets

Matchball Sponsor: £75 per game

Dedicated Social media post, ad in matchday programme. Three complimentary matchday tickets & hospitality.

Player Sponsor: £60

DEVELOPMENT/JUNIOR TEAMS

£500-£1000 per team depending on age group

Sponsorship includes equipment, away kits, and visibility across youth and walking football activities

Let's create something special together

CONTACT US:

Website: www.cadburyathleticfc.co.uk
Email: secretary@cadburyathleticfc.co.uk
Phone: 07835 775934

We welcome tailored sponsorship conversations. Let us help craft a partnership that fits your brand goals and supports our growing football family.



It has been incredible to be partner sponsors of Cadbury Athletic for the 2023/2024 season. The sponsorship provided us some great exposure in the local area and further afield. Bryan and the team have been brilliant to work with, our brand has been shared across the month on all Cadbury FC activity. The team have also been really engaged with our content and activity as a firm, always sharing and interacting with us across all Cadbury Athletic media channels.

CHRIS GUY, DIRECTOR RLK SOLICITORS