



A FORWARD THINKING FOOTBALL CLUB

Sponsorship Packages and Opportunities



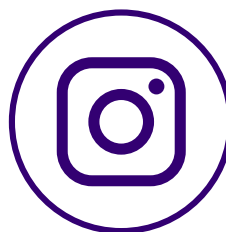
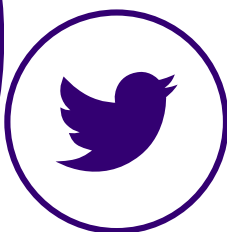
CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity number: 1201195

www.cadburyathleticfc.co.uk

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ABOUT US

Thank you for taking the time to investigate how your support and sponsorship of Cadbury Athletic FC cannot only help the football club but also your business and local community. Our football club is at the heart of our local community in Bournville and the wider south Birmingham area. As a non-profit registered charity, run solely by volunteers, our ethos is built on the legacy of the Cadbury family name in Bournville. All of our income and efforts are invested in the support of our local community to improve the lives of our members and their families through sport.

The club was formed in 1994. Our First Team play in the Midland Football League Division Two and our U21s compete in the Midland Football U21 League, our U18s compete the Midland Junior Premier League. Our thriving Youth section has a further 14 teams competing across ten age groups in the Central Warwickshire Youth League. As our football family continues to grow we're delighted to incorporate walking football to our family meaning we boost a playing body aged 6 up to 70+. In our relatively short-history we have produced eight professional footballers, two current Premier League players including a full England International and world-cup goal-scorer. Our home ground can be found in the heart of Bournville in the picturesque surroundings of the world-famous Cadbury factory.

The commitment of our sponsors makes a real difference to the club, and in return we do everything we can to raise sponsors' profiles, both amongst our supporters, club user's and businesses. We would like to take this opportunity to introduce you to our forward-thinking football club. As a club we have several sponsorship packages that will not only benefit your company, but our club and the community. Within you will find an array of packages but we also welcome any expressions of interest or support.





A FORWARD-THINKING FOOTBALL CLUB



YOUR CLUB

We are a non-profit organisation and registered charity (1201195) Governed by a board of trustees, run by and for our local community in Bournville and the wider south Birmingham area. Using the power of the Cadbury Athletic FC name to help our local community achieve, thrive and succeed through the impact of sport.

OUR COMMUNITY

We are committed to breaking down barriers and working closely with other key stakeholders within the community to meet our strategic objectives.





AIMS & VALUES

➤ INCLUSIVE

Accessible to everyone regardless of circumstances, actively breaking down barriers to participation and developing programmes which cater for all and celebrate our diversity.

➤ SUSTAINABLE

Financially and environmentally viable and sustainable so that we can ensure the long-term impact in our local community.

➤ INNOVATIVE

Consistently evolving the way we work with and for our community, working collaboratively with like-minded organisations to ensure we provide a lasting impact.

➤ LEGACY

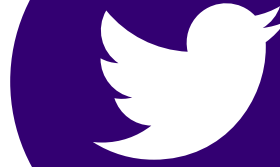
Building on the ethos of the Cadbury name in Bournville to provide a lasting legacy and make a real difference to those within our local community.

ADVERTISING OPPORTUNITIES



SOCIAL MEDIA

6K+ followers across our social channels
with 500k+ impressions

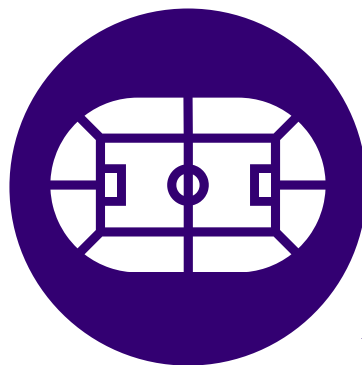


ONLINE

50K+ unique site visitors annually
to the club website

COMMUNITY

Our club has an annual membership of
over 250 local families, each will be
encouraged to support your business.



GAMES

Over 300 games and teams play at our
home ground in Bournville from across
the West Midlands.

LOCATION

Our iconic home ground provides a unique
opportunity to promote your business in
the heart of Bournville to 600K annual of
tourists.



SPONSORSHIP OPPORTUNITIES

CLUB KIT PARTNER

HOME SHIRT WHOLE CLUB SPONSOR U7S TO FIRST TEAM & WALKING FOOTBALL
FRONT OF SHIRT £5000
BACK OF SHIRT £3,000

TAKEN FOR 2024/25

OFFICIAL FIRST TEAM PARTNER

£4,000

Company logo on all First Team training wear |
Coverage across all First Team Social Media |
Website & Email Marketing | Pitch side & full
page programme ad

MATCH DAY OPPORTUNITIES

MAN OF THE MATCH SPONSOR £2000 (Weekly social media post | Pitch side & programme Ad)

PITCH SIDE ADVERTISING £350 (renewable at £150)

MATCH DAY PROGRAMME (£150 half page ad season long)

MATCH BALL SPONSOR £75 PER GAME

PLAYER SPONSOR £50



SPONSORSHIP OPPORTUNITIES

DEVELOPMENT SQUAD SPONSOR

£2500 PER SEASON

Company logo on all U18/21 training wear | Coverage across all Development Squad Social Media | Website & Email Marketing | Pitch side & half page programme ad at First Team Matchdays

JUNIOR/WALKING FOOTBALL

£500-£1200 PER TEAM DEPENDING ON AGE
GROUP

Equipment/training wear/away kits

Talk to us

We welcome all expressions of support & are happy to discuss ideas to create a package which suites your business needs



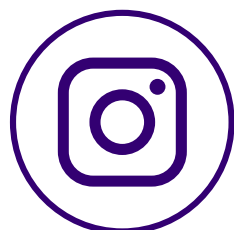
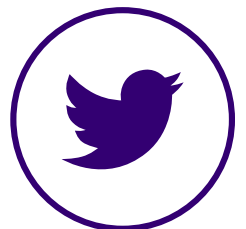


It has been incredible to be partner sponsors of Cadbury Athletic for the 2023/2024 season. The sponsorship provided us some great exposure in the local area and further afield.

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

RLK
SOLICITORS



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