



CHARITY FOUNDATION

*Your Club
Our Community*

A FORWARD THINKING FOOTBALL CLUB

Sponsorship Packages and Opportunities



CADBURY ATHLETIC FC

A FORWARD THINKING FOOTBALL
CLUB



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 League West, our under 18s 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.





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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.



CHARITY FOUNDATION

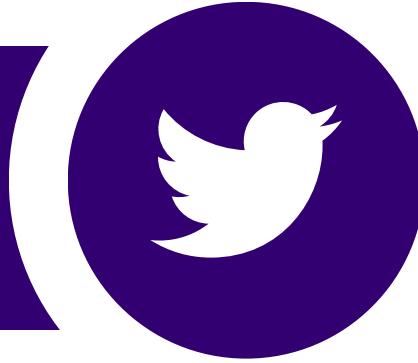
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ADVERTISING OPPORTUNITIES



SOCIAL MEDIA

6K+ followers across our social channels



ONLINE

50K+ unique site visitors annually to the club website

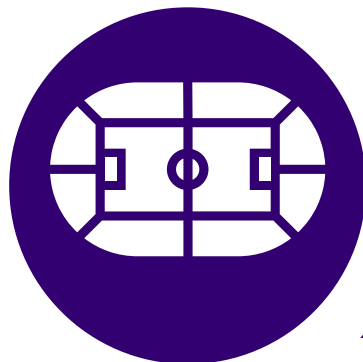
COMMUNITY

Our club has an annual membership of over 200 local families, each will be encouraged to support your business.



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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. With 600K annual visitors to the world famous Cadbury factory your business can advertise directly to the thousands of tourists who pass through our grounds every week.



ALL SPONSORSHIP OPPORTUNITIES

THE KIT

HOME SHIRT WHOLE CLUB SPONSOR U7S TO
FIRST TEAM & WALKING FOOTBALL
FRONT OF SHIRT £4,500
BACK OF SHIRT £2,500

THE FIRST TEAM

MATCHDAY WEAR £1,500 (includes pitch side and & programme ad)
TRAINING WEAR £850 (Includes pitch side & Programme ad)
MAN OF THE MATCH £1000 (dedicated weekly social media post, pitch side &
programme ad)
MATCH BALL £50 PER GRAME
PLAYER SPONSORS £35 PER PLAYER

THE GROUND

PITCH SIDE ADVERTISING £250 (renewable at £100)
MATCH DAY PROGRAMME (£250 half page ad season long)

DEVELOPMENT | JUNIORS | WALKING FOOTBALL

£500-£1200 PER TEAM DEPENDING ON
AGE GROUP

Equipment/training wear/away kits

COMMUNITY PARTNERS

£2500 PER SEASON

To support our accessible community football
programmes.

