

AFC WOLVES



Welcome To

AFC Wolves

Sponsorship
Proposal



AFC WOLVES



ENGLAND
FOOTBALL



CLUB
PROGRAMME
PART OF ENGLAND FOOTBALL



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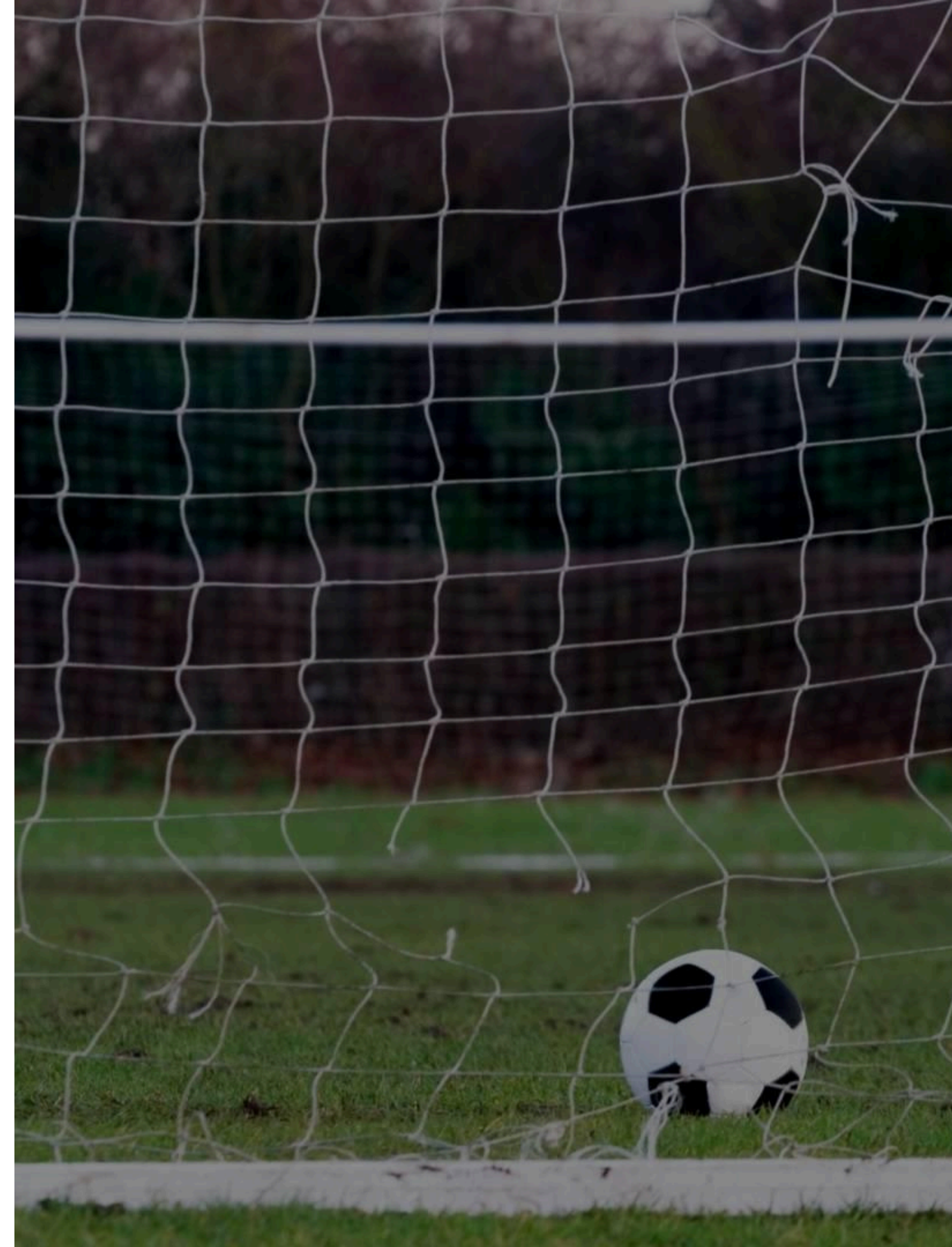
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AFC Wolves

Introduction

AFC Wolves is a dynamic and ambitious football club dedicated to fostering talent, community spirit, and excellence both on and off the pitch. With a growing fan base and a commitment to success, we aim to build lasting partnerships with businesses that share our vision for growth and community impact. Sponsoring AFC Wolves provides a unique opportunity to increase brand visibility, connect with a passionate audience, and be part of an exciting journey as we continue to achieve new milestones in football. We invite you to join us in shaping the future of the club and creating mutual success.



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AFC Wolves

Welcome To Our Club

Our club is built on a foundation of community values, cooperation, dedication and enjoyment.

We are incredibly proud of our teams, the people they are and all they continue to achieve.

Luke Thompson
Chairman





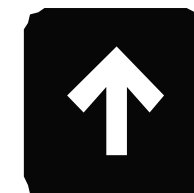
AFC Wolves

About The Club

AFC Wolves is a community-focused football club based in Wolverhampton, dedicated to promoting grassroots football and player development. With 16 teams for the 24/25 season teams ranging from youth to adult levels, we cater to players of all ages and abilities. Our club competes in Midland Junior Premier League, Walsall Junior Youth League & the Wolverhampton & District Sunday league. showcasing our commitment to excellence on the field. We are proud to be a part of the FA Club Programme, reflecting our high standards in coaching, safeguarding, and club management. AFC Wolves is passionate about fostering a love for football while making a positive impact in our local community.

AFC Wolves has the following membership characteristics

Adult Male Members	80
Adult Female Members	143
Under 18 Male Members	204
Under 18 Female Members	6
Volunteers/Coaches	43



Our growth

This is an increase of over 250 members since the 2023/24 season. We aim to grow by at least 350 more Members for the 25/26 season



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Our Teams

The Club runs the following teams:

Men’s 1 st team	1
Womens 1st Team	1
Under 18, 17, 16, 14, 12 boys	14
Under 16 girls	Girls pathway starting 2025/26 Season
FA wildcats girls	Girls Development centre starting March 2025



Our growth

This is an increase of 11 teams over the past 2 years



AFC Wolves was founded with the goal of creating a vibrant football community, but without a dedicated clubhouse, the club has relied on hiring local facilities across Wolverhampton to train and host games. Despite these challenges, the dedication of our players, coaches, and supporters has allowed the club to thrive, growing steadily year by year. We’re proud to have built strong relationships with local venues and businesses, which have helped us provide high-quality opportunities for players of all ages.

Excitingly, we are currently awaiting feedback from the local authority regarding a lease on a former playing field in Wolverhampton. If successful, this would be a transformative step for the club. With support from the Football Foundation, we plan to regenerate the space into a vibrant hub for football and community activities. This new facility would not only provide a permanent home for AFC Wolves but also allow us to expand our programs and strengthen our impact on the local community. Your sponsorship could play a vital role in helping us achieve this vision and leave a lasting legacy in Wolverhampton.

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Youth Teams

AFC Wolves' youth section has become the heart of our club, with over 200 young players representing us across various leagues and levels. Our teams compete in the Midland Junior Premier League and the Walsall Junior Youth League, providing opportunities for players of all abilities to develop their skills and enjoy the game in a competitive yet supportive environment. This section of the club has grown significantly in recent years, thanks to our commitment to organic growth through initiatives such as our dedicated development centre, after-school club sessions, and targeted marketing efforts. By creating accessible pathways for young players to get involved, we have built a thriving youth program that nurtures talent, encourages sportsmanship, and promotes a lifelong love of football.

League or level

Midland Junior Premier
League – Saturdays

Walsall Junior youth
league – Sundays



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Mens Teams

The men's section of AFC Wolves is a cornerstone of our club, with teams competing at various levels and leagues. Our current Sunday team represents us in the Wolverhampton and District Sunday League, providing competitive opportunities and a platform for local talent to shine. Additionally, we are excited to announce that our Veterans team will begin competing in the Staffordshire Veterans League starting in February 2025, further expanding our offerings for senior players.

Looking ahead, our vision is to establish a men's first team that will compete in the non-league pyramid. We plan to enter the West Midlands Regional League Division 1 or the Midland Football League Division 3, with aspirations to progress to Step 6 (The Midland Football League Division 1). This team will prioritize youth development, creating a clear pathway for talented young players within the club to advance and achieve their potential.

By building a strong and sustainable men's section, we aim to raise the profile of AFC

Wolves and become a force in regional football.

League or level

West Midlands Regional
League - Saturdays

Wolverhampton &
District League -
Sundays

Staffordshire Veterans
League - Fridays



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Women Teams

The female section of AFC Wolves is an exciting and rapidly growing part of our club. Currently, we are in the process of developing this section, with ambitious plans to launch a women's team in the Birmingham County Women's League for the 2025/26 season. This marks the beginning of our long-term vision to establish a complete female-only pathway from under-7s to adults. To achieve this, we will be creating a dedicated girls-only development centre, providing a supportive environment for young female players to develop their skills and enjoy the game. These efforts will enable us to form youth teams that will feed into our future women's first team, fostering talent and creating opportunities for female players to excel at all levels. Our commitment to this pathway highlights our ambition to make AFC Wolves a hub for women's football in the region.

League or level

Birmingham County
Womens League



Add club name

Our History

AFC Wolves was founded in January 2017 with a vision to create a welcoming and inclusive football club that would serve as a hub for the local community. The club was established by Luke Thompson, who shared a passion for football and a commitment to providing opportunities for players of all ages and abilities to develop their skills in a supportive environment. What started as a small team has grown into a thriving club with 16 teams competing across various leagues and age groups.

From humble beginnings, AFC Wolves has become a cornerstone of the local footballing scene, earning a reputation for its professionalism, sportsmanship, and dedication to player development. Over the years, the club has achieved numerous successes on the pitch and established itself as a beacon of grassroots football, creating a legacy that continues to inspire players, coaches, and supporters alike.

Formed in:

2017

Historical fact

AFC Wolves became part of the FA Club Development Program in 2023.

Historical fact

Our Development Centre has helped over 700 children access football since 2017



Mission 01

Increase membership, player participation & community outreach



Mission 02

Create a full player pathway for both Male and Female Players



Mission 02

Secure a facility we can transform in to our home



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Club Missions

At AFC Wolves, our goals and objectives are rooted in growth, development, and community impact. We aim to achieve promotion for our teams, increase membership by 50%, and establish stronger links with local schools and further education providers to inspire the next generation of players. A key priority is to grow our football offerings by creating a complete pathway from under-7s to adults in both the male and female areas of the game, ensuring opportunities for players of all ages and abilities.

Securing our own facility and establishing a permanent home is a vital part of our vision, as it will enable us to expand and enhance our programs. We also aim to improve our community outreach by offering more sessions, including development programs and grassroots initiatives that engage the local area. By achieving these objectives, AFC Wolves will continue to evolve as a hub for football excellence and community connection in Wolverhampton.



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Our Achievements

AFC Wolves has made remarkable strides in both footballing achievements and community engagement, with the club being a prominent part of the FA Club Development Programme. This prestigious programme supports clubs in enhancing their infrastructure, improving coaching standards, and fostering the overall growth of the club's youth development. Through participation, AFC Wolves has benefitted from access to cutting-edge training resources, coaching education, and a structured pathway for developing talented young players. This commitment to excellence and continuous improvement has allowed the club to grow both on and off the field, nurturing the next generation of football talent while building a strong foundation for future success.

AFC Wolves has also forged valuable partnerships with leading organizations, contributing to its growth and enhancing the club's impact on both the local and wider community. Collaborations with esteemed partners such as The City of Wolverhampton University, Kitlocker, 360 Player, Joma, and The Black Country Chamber of Commerce have been instrumental in supporting the club's objectives. These partnerships help provide the club with vital resources, including state-of-the-art sportswear, performance analysis tools, and enhanced business opportunities. The relationships fostered with these partners reflect AFC Wolves' dedication to innovation, community engagement, and the development of both players and infrastructure.

Founded in 2017

AFC Wolves has gone from strength to strength. Starting from 1 team in 2017, the club now boasts 14 teams as of the 24/25 season.



**CLUB
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Value 01

Ambition



Value 02

Integrity



Value 02

Inclusivity



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Club Values

AFC Wolves is a community-focused football club based in Wolverhampton, dedicated to providing quality coaching and development opportunities for children.

Established in 2017, the club has grown to offer specialized training sessions for young players from Reception up to Year 6, fostering a nurturing environment where children can develop their skills and passion for football.

As a 2-star England FA accredited club and a member of the FA Clubs programme, AFC Wolves is committed to continuous improvement and excellence in youth football development. The club's mission is to offer a safe and enjoyable environment for players to have fun and develop not only their football skills but also their social and team skills.

AFC Wolves believes that attitude, commitment, and hard work will always overcome ability, and they strive to provide fun and opportunity for every child.



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Sponsorship Benefits

We are eager to work with our sponsors to ensure they benefit as much as possible from the partnership. Benefits we have identified include:

- Promotional access to potential customers via the Club and all its networks
- Advertising exposure via the AFC Wolves website which is accessed by club members, other Clubs and other players. Our website is updated regularly and is a highly effective promotional vehicle with a wide reach. Many Club members have joined as a result of finding us on the Web
- Publicity opportunities at tournaments and a chance to reach other teams and their supporters.
- Publicity opportunities at social events. Our social committee runs an active social calendar
- An opportunity to extend your marketing database, for example via a raffle held at a tournament
- Recognition of working with a leading community club
- Promotion at club events including AGM, Cup Finals, Youth Events
- Exposure through press releases issued locally and associated with each activity
- Branding of programmes – The “Corporate Partner” of AFC Wolves
 - Branding to be extended to Clothing, Resources developed, Publicity material
- Use of images to promote partnership
- Promotional launch
- Provide the opportunity to present prizes at appropriate events



AFC Wolves

Advertising



Our home games and youth training session regularly attract over 100 fans from the local community

AFC Wolves Football Club offers a variety of advertising opportunities that provide broad exposure both on match days and throughout the week. Our training sessions and match days attract a large number of players, coaches, parents, and supporters, ensuring consistent foot traffic at our facilities.

In addition to this, our digital platforms provide ongoing visibility for our partners, including:

- Facebook
- Instagram
- TikTok
- LinkedIn
- Club website: [afcwolves.com](https://www.afcwolves.com)

We also feature video highlights of our youth teams on YouTube, providing valuable exposure to both local and wider communities. These platforms combined ensure that any advertising placed with us gets significant reach, making AFC Wolves an ideal partner for brands looking to connect with a diverse and engaged audience.



Your company here



AFC Wolves

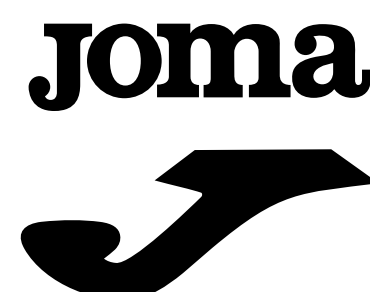
Match and Training Kit



Our home games and youth training session regularly attract over 100 fans from the local community

By sponsoring AFC Wolves, your brand will be prominently displayed on the kits of all 14 teams across the club, including youth, adult, and competitive squads. This sponsorship ensures your logo is visible not only during our matches but also at training sessions, tournaments, and community events, offering extensive exposure throughout the season. Our teams play in front of a growing audience, with fans/Parents/Extended family members regularly attending home and away games, providing an excellent platform to showcase your brand. Additionally, photos and videos from our matches are shared across social media platforms, matchday programs, and local press, significantly expanding the reach of your sponsorship. Kit sponsorship is the most visible way to support AFC Wolves and delivers the greatest impact for our partners, aligning your business with our success on and off the pitch.

Working in partnership, Our kit is manufactured by Joma and distributed by Kitlocker.



WWW.AFCWOLVES.COM



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Team Sponsorship Packages

Team sponsorship with AFC Wolves provides a fantastic opportunity for businesses to connect with the community while gaining valuable brand exposure.

Sponsors benefit from having their branding prominently displayed on team kits, offering visibility at matches, training sessions, and club events. Additionally, we offer flexible options to suit different budgets and goals, including multi-team sponsorships at a discounted rate, allowing businesses to maximize their exposure across several teams.

For those seeking even greater reach, our whole-club sponsorship option provides branding opportunities across all age groups, club facilities, and digital platforms. This level of sponsorship ensures extensive visibility and a strong partnership with a growing, family-focused football club.

Gold

Includes:

- 1.Home Kit
2. Away Kit
3. Training Kit
4. Social Media
5. Tournament

From £1500

Silver

Includes:

- 1.Home Kit
- 2.Away Kit
- 3.Coach Kit
- 4.Social Media

From £1000

Bronze

Includes:

- 1.Home Kit
- 2.Coach Kit
- 3.Social Media

From £750



Example Sponsorship Packages

The Silver Sponsorship Package – £1,000 Contribution

The Silver Package offers an incredible opportunity to showcase your brand while supporting AFC Wolves and the local community. This package includes:

- A prominent feature on the sponsorship page of our club website, ensuring ongoing visibility for your business.**
- The chance to expand your marketing database by collecting names at club events, such as holding a raffle (the prize and logistics managed by you as the sponsor).**
- Two opportunities per year to market directly to club members via our club emailing list and app, giving you a direct line to our engaged community.**
- Your logo and business details included in membership packs provided to all new members, offering direct exposure to our growing base of players and families.**
- Your companies Logo on your selected Teams home kit.**
- Two complimentary tickets to our annual Fun Day, a fantastic networking opportunity and a chance to celebrate with the AFC Wolves family.**

This package is an excellent way to build your brand's profile while supporting grassroots football and aligning with a trusted community-focused club.



AFC Wolves

Come & Join Us

We would love to welcome your company into the AFC Wolves family and build a long-term, mutually beneficial partnership. By working together, we can help your business achieve greater visibility and engagement within our vibrant community while supporting the growth and success of our club. Together, we can make a meaningful impact both on and off the pitch, and we look forward to the opportunity to collaborate with you on this exciting journey.



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Thank You.



**Interested in
becoming a sponsor?**

Please contact:

Luke Thompson



07957437419



contact@afcwolves.com

WWW.AFCWOLVES.COM