



Epsom & Ewell Colts

Partnership opportunities 23/24



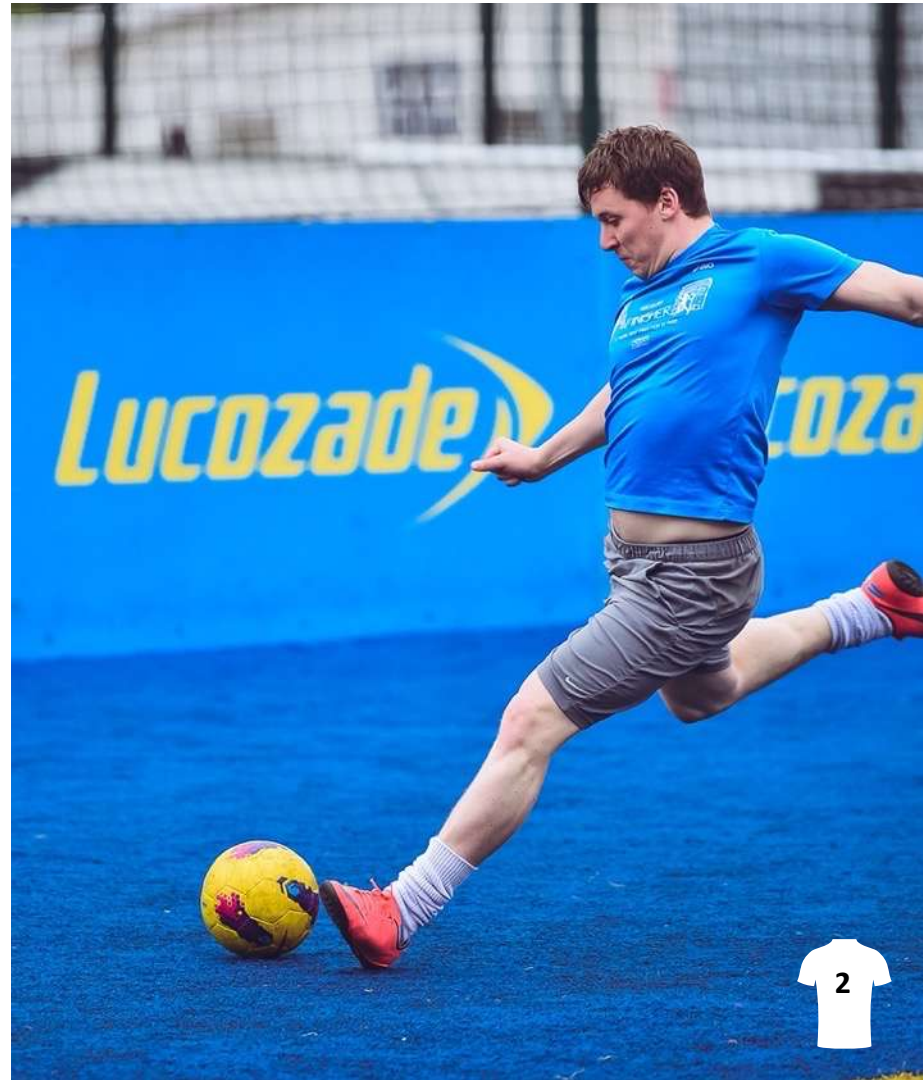


Introduction

Epsom & Ewell Colts are the largest football club in Surrey with a strong heritage, successful history and professional structure. The club goes from strength to strength thanks to the hard work and dedication of the committee and team managers.

- Around 70+ teams and 100 managers
- About 850+ players and 1,800+ parents (plus other family members)
- FA Standard Chartered Club (all coaches qualified)
- Circa 1,500 matches annually
- Planning to build a new 3G pitch in partnership with Glyn School

Our partnerships offer bespoke and creative solutions for local companies to be part of this great club and its future





History

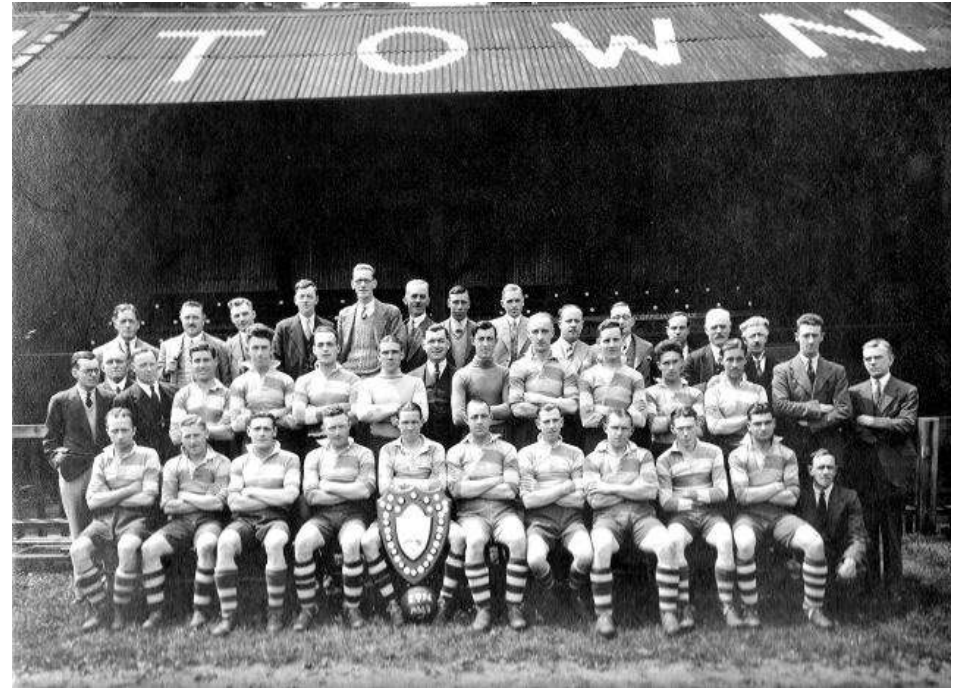
Epsom & Ewell Colts FC is an inclusive and diverse charter standard club committed to providing a safe and fun environment that allows players, coaches and managers to develop their skills and ensure a positive experience of youth football.

Our club has been in existence since 1971, originally being known as West Ewell Wanderers FC. In 2006 the club changed its name to Epsom & Ewell Colts FC.

Since 2006 the Colts have gone from strength to strength, not only on the pitch but also with its committee, managers and coaches who ensure the stability, standards and continued growth of the club.

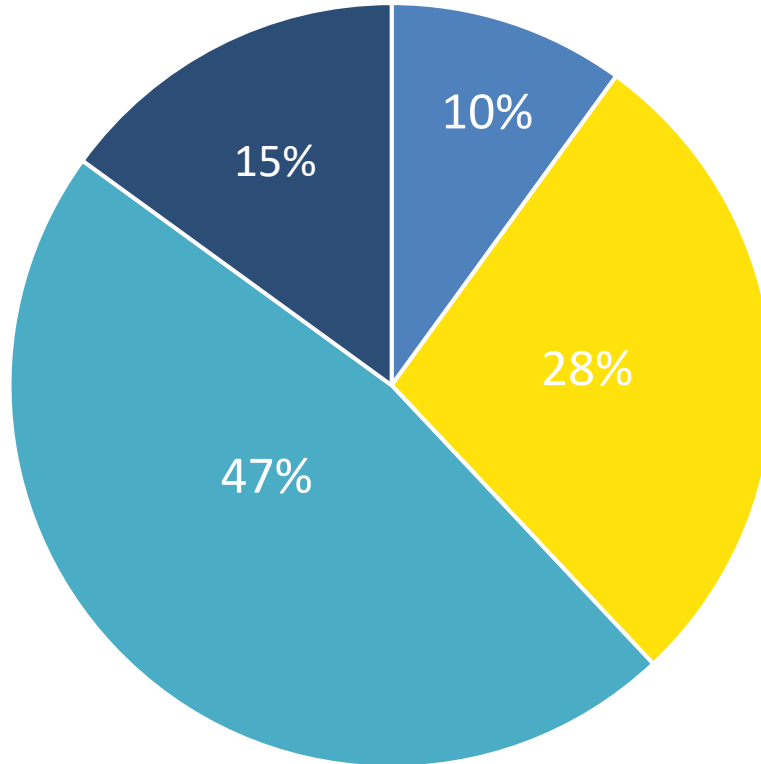
Currently we run a mixture of boys & girls teams, with the number of teams standing at 60 plus that play across Saturdays and Sundays. In setting out our three year development plan the Colts have identified these additional key priorities:

- Partnering with a local organisation to secure a home ground that can provide excellent facilities for both the Colts and the wider community.
- Expanding the team structure to include a Ladies, Men's and Disability team.



Our audience

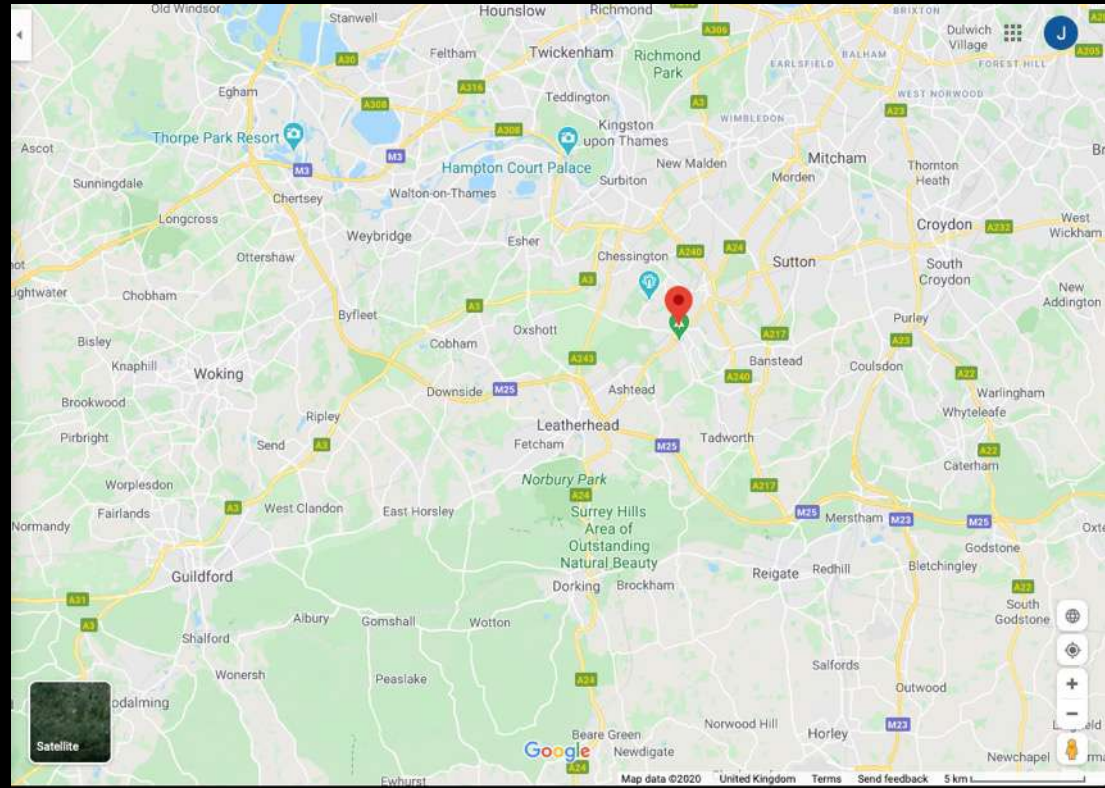
- 1,700+ players per week
- 3,000+ parents watching from both teams
- Over indexed on ABC1 & higher average salary



- Under 18
- 18-30
- 31-44
- Over 55



Where do we play



■ We use 5 local grounds to accommodate all our players

■ Our teams play all over Surrey every weekend



Connecting

Still going strong.....

- Experience the passion and elation of parents watching their kids play, enjoy themselves and have fun
- Develop a rapport with the parents as a brand, building a relationship that can last for years
- Remind parents of your product or service each week so your business is always 'front of mind'
- Support local grass roots community football and generate enquiries for your company from our loyal and committed audience



Boy's teams

Our bread & butter

- Introduction to our own grass roots football academy
- Age group 7-18 – male
- Around 60 teams across the club
- Sponsorship of existing teams home kit until 2025
- Opportunity to play in senior and men's leagues



Girl's Football

Following the Lionesses' lead

- Introduced a pathway for girl's to get playing
- Help grow our girl's league presence via promotion
- Award winning women's coaching staff
- One of the fastest growing elements of the club currently
- Ladies social and adult teams introduced recently



Qualified coaches

Very committed as their kid's play for the club...

- All managers are encouraged to become FA accredited which includes safeguarding and first aid courses
- The club has FA qualified coaching staff currently employed by premier ship football clubs
- Everyone is 'Enhanced DBS' checked before embarking on their management career
- Ongoing development programme ensuring coaches are kept updated on all the latest regulations
- The club committee has a number of people to make sure every element of the club including coaching runs like clockwork



Training

Helping everyone improve

- All teams run well prepared weekly training sessions through the year including the summer holidays
- Year round training come rain or shine including floodlit 3G facilities at various different venues
- Many managers and coaches have built up years of experience supporting the club
- We also compete in numerous summer tournaments and organise football tours both at home and abroad so partners really do enjoy year round support
- Some teams have professional coaching staff on board helping them to develop the boys



Partnership opportunities



Our offering

Club shirt sponsorship

- Long-term partnership opportunity to become part of the fabric of the club

Website banners

- Banner adverts and MPU's on the club website year round acting as a constant reminder of your services

Bespoke pitch-side banners

- Pitch side branded banners at Court Recreation Ground, Nescot, Northey Ave, Wallace Fields and Priest Hill

Newsletter & email campaigns

- Enjoy a feature about your company each year and run adverts to promote your business services



Club shirt sponsor

Jewel Group headline club partner 21-25

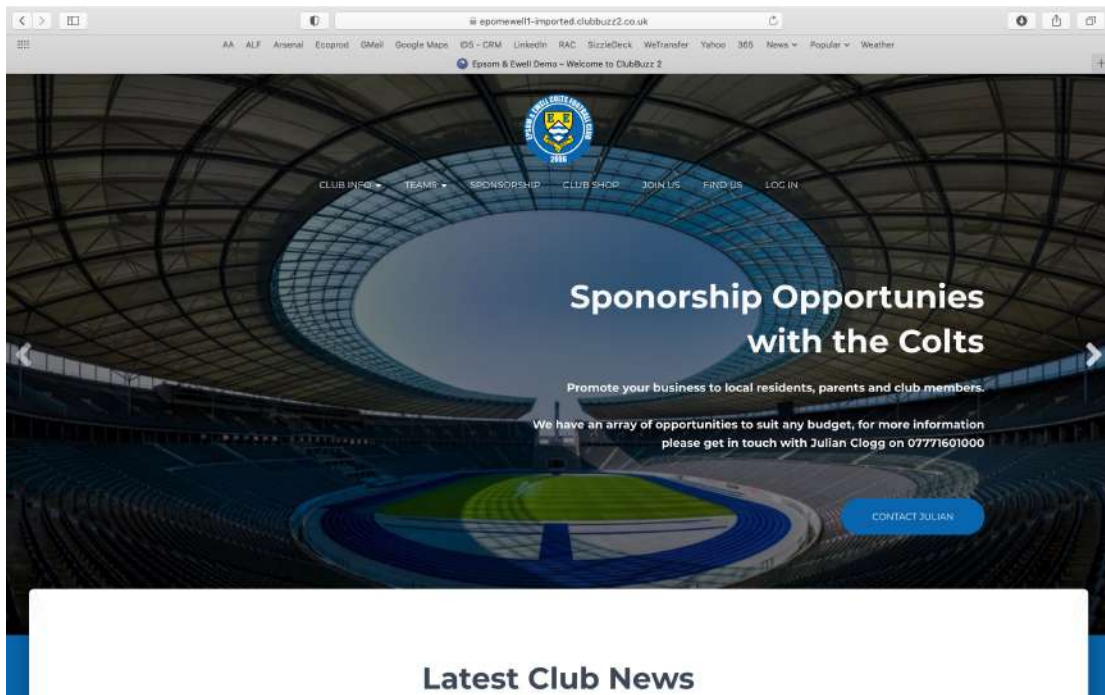
- Man City charge £60M for their shirt sponsor as fans feel 'connected and engaged' with their brand (we charge £10k which equates to just £6.66 per match!)
- Constant reminder of your business every time parents watch a match, training session or do the kit washing at home!
- Potential PR coverage in local press, on social media and from FA competitions as many of our teams regularly qualify, compete and win cup finals
- Partnership opportunity with Glyn School with a further 2,000 local families – more information available



Website

Epsom & Ewell Colts website

- Club website offering both club and team level sponsorship packages
- Everyone visits the site regularly to check fixtures, make payments and see club news
- Traffic increasing constantly
- Promote your business to parents and visitors using banners and video MPU's



Social Media

Epsom & Ewell Colts use various social platforms

- ✓ Hundreds follow us on Twitter
- ✓ Facebook with hundreds of followers

We get social





Bespoke events

Take over our new 3G pitch and clubhouse facility for a corporate day or customer facing activity coming soon in 2024

- Fully brand the site to create a completely immersive experience
- Use our stunning new 3G pitch for a company tournament, coaching or unique activation
- Make use of our location for product launch days, filming, sales meetings, team get togethers, press conferences and networking events
- Our new clubhouse opened in winter 2022
- Car parking and catering facilities available including café and clubroom with full AV equipment



Communications

NEW
App
coming in
2024

A highly targeted and engaged audience

- Inclusion in our monthly newsletter or create a solus message to our families by email, through our website or via the new Club App in future
- The App will list ALL club partners/sponsors giving contact info and will be packed full of special offers, discounts, promotions, news and more
- High open rates – great engagement levels - relevant content to our targeted audience
- Brand presence and measurable calls to action to generate enquiries

Database 1,000+ local families & 80+ managers

Average time at the club 8 years

New club App coming soon



Gillette are giving your team the chance to **WIN** an amazing trip to see FC Barcelona play live!

WIN
an all-expenses paid trip to see FC Barcelona live!

Join Gillette™ the official partner of The Movember Foundation and show your support for men everywhere by growing a Mo and raising funds and awareness in the name of men's health.

to see the biggest club in the world! Read full T&C's online for full details on the winning package.

Sign up now and get as many donations as you can before **30th November 11:59pm** when the competition will close.

To **WIN**, you and your team need to sign up to Movember and raise £500 to be entered into the draw for your chance

[CLICK HERE TO SIGN UP NOW](#)





Digital media screen



Promote your business on our state of the art digital club noticeboard screen with all the club news



Speculate to accumulate

Media format	Partners	Members
Club shirt sponsor	£900 pcm for 60 months	£800 pcm for 60 months
Team kit sponsor	£300 per season	£250 per season
Newsletter sponsor	£200 per quarter	£150 per quarter
Web banner/MPU	£50 pcm - £600 pa	£40 pcm - £480 pa
Pitch side banner *	£60 pcm - £720 pa	£50 pcm - £600 pa
Digital screen ad	£90 pcm - £1,080 pa	£80 pcm - £960 pa
Email campaign	£200 per campaign	£150 per campaign

- Rates per month unless stated otherwise and contracts run for min 3 months
- Payment with campaign confirmation
- We offer a full design, commercial production and printing facility
- * Available at all home grounds throughout the season – cost per venue

Thank you

For information or to discuss working with us please get in touch for a chat.

We can accommodate all sorts of partners from sole traders to national organisations.

Our partnerships team can tailor a bespoke package to reflect your aspirations, marketing aims and budget.

There are lots of things to sponsor for lower budgets such as: coffee/balls/trophies/medals/kit/equipment/defib machines/first aid kits and more

We look forward to hearing from you soon.

Julian Clogg

Julian@mediaactivation.co.uk

07771 601000

