

Welwyn Pegasus Team Sponsorship Policy

Introduction

The Welwyn Pegasus Football Club is committed to providing the children and youth in the Welwyn Garden City area with the opportunity to play football at every level. As a self financed organisation, our mission is to provide quality coaching and player opportunities, expand player knowledge and skills and encourage all football players to seek the highest level of play. Sponsorship is a key to the income to the club to permit the club to maintain a high standard but to make football affordable to all. We therefore seek local support from businesses to assist our teams which we hope will equally give businesses additional advertising exposure through the clubs website, teams and club activities.

Policy on Sponsorship

- The purpose of sponsorship is to find a mutually beneficial arrangement between the Club and the Sponsor.
- All arrangements are to be transparent and shall stand up to any scrutiny.
- All sponsorships should involve negotiation so that each party is satisfied that the arrangement will benefit both.
- Preferably a written agreement should be sought so that each party is in no doubt as to their obligations. This should negate any potential disagreements over the honouring of any of these obligations.
- All Sponsors company names and logos will be approved by the Welwyn Pegasus committee. Company names and logos appearing on players' shirts will need to meet the criteria set by English Football Association and be approved by the Hertfordshire Football Association.
- 100% of donations will be given directly to a particular team if that team has secured the sponsorship. Preference will be given to allowing parents of players on each individual team to be sponsors for that team. Sponsorships are a 1 year commitment and priority will be given to previous years sponsors for the next season.

What Welwyn Pegasus FC will offer sponsors:

Welwyn Pegasus FC will make every effort to promote your business as one of our key partners. As a sponsor, your organisation may receive the following benefits:

- Recognition of your sponsorship on the Welwyn Pegasus FC website.
- Ability to have your company name or logo on a team's shirt or other clothing or equipment.
- A team plaque with a picture of the team for use in your place of business.
- Company name on pitch hoarding (not currently available for 2009/10)
- Company advert in the club newsletter

Through negotiation on a case-by-case basis, any one or a combination of these items can be tailored to suit the sponsor's requirements.

Web Site Exposure:

The club has its own web site, which is promoted throughout the club as the primary source of information for players and their families. This site is constantly being updated and expanded and has proven to be an enormous success with more than 15,000 hits last year. Each sponsor will have their company name or logo displayed on the clubs sponsors page which will link to their specific company website, (if available). In addition, the sponsor's name or logo will also appear on the team page of the team sponsored.

Kit sponsorship

The club will procure the current club kit colours for all the team players and have the company name or logo printed on the front of the shirt. The team will wear this kit at all home games in the league and cup, and away games where there is no clash of colour with the

opposition. In the case of a colour clash it may be that the team will have to wear a reserve kit which will not have the sponsor's name/logo printed

Pitch Hoardings at the Clubhouse:

It is the intention of the club to make available space around the Welwyn Pegasus pitches at Monks Walk for pitch hoardings. The hoardings will be made available to sponsors to display their company name and logo. Sign sizes and placements have not yet been agreed but we plan to have this available for the commencement of the following season.

Newsletter Advertisement:

The club publishes a regular newsletter to all club members (350+). This is sent through an e-mail distribution list. Space will be made available in the Newsletter for Sponsors advertisements on a case by case basis

Equipment sponsorship (Track suites, Water Bottles, , Jackets etc).

The club endeavours to give each player a water bottle for use throughout the season. Some teams also have track suits or wet weather jackets. If a sponsor is interested, these items can be used to advertise a sponsors name or logo. A sponsorship price will be agreed on application.