

SPONSORSHIP OPPORTUNITIES

2025/26 Season



Thank you for considering coming and joining our Football family here at Binfield FC as one of club sponsors. With over 450 current playing members across some 36 teams and growing we have a significant large contacts database within the club with close to a thousand parents and club supporters. Our Club media Team is impressive with our commitment to provide up to date content across all social media platforms (excluding TikTok) and on our own website. Our website monthly impressions run into the tens of thousands and our bi-weekly club newsletter is growing significantly in terms of our readership.

Our success on the pitch has led to our 1st Team getting to Wembley in the FA Vase Final in 2021. This season alone saw us reach the furthest we've ever gone in both the FA Cup and the FA Trophy. Next season we will have played in the Isthmian South-Central Division (Step 4 of non-league football) for five seasons. Our Football Club is very active in the community, and we are proud to be led by a wonderful group of volunteers who offer football for ALL across an extremely diverse demographic here in Binfield/Bracknell and beyond.

What We Can Offer

What we can offer your business in return from your sponsorship:

- **Brand Exposure:** By sponsoring our football club, your company can gain exposure to a large audience, including supporters, players, and members of the local community. This exposure can help to increase brand awareness and recognition, potentially leading to increased sales and customer loyalty.
- **Local Engagement:** Binfield Football Club is central to the local community, and sponsoring our club can demonstrate your company's commitment to supporting and engaging within our community. This should help to build positive relationships with local residents as well as other businesses and can help to position your company as a responsible and ethical organisation.

- **Association with Success:** We are a truly progressive Football Club, and we are enjoying lots of successes across the whole club both in terms of results/achievements but also in the continued development of our Ground and Facilities which are wonderful. Our success on the pitch and off field activity will reflect positively on your company and help to create a positive brand image. Similarly, being associated with a club that has a strong track record of community engagement and social responsibility can enhance your company's reputation and credibility.
- **Networking Opportunities:** Sponsoring our club can provide opportunities to network with other sponsors, club officials, parents, and supporters. This can help to build new business relationships and may lead to new opportunities for your company in the future.
- **Return on Investment:** Sponsorship can be a cost-effective marketing tool, as the cost of sponsorship can be offset by the benefits of increased brand exposure and engagement. By carefully selecting the right sponsorship package and measuring the impact of the sponsorship, your company can achieve a positive return on investment.

The Numbers

Club

36 teams

450 players

Website

20k page views per month

Top month - 33k page views

Top post - 5k page views

Twitter

6,800 followers

500k impressions per month

Top tweet - 40k impressions

Regular Local Newspaper Coverage

ASCOT NEWS

Dzimba kick-starts Moles' winning run

KICKIE Dzimba booted Binfield into top form in the Isthmian South Central Division, with three victories ending a run of two draws and five defeats, writes Dave Wright.

He has given the Moles a real lift as they bounced back from heavy defeats at Farnham and Kingstonian to beat Sutton Common Rovers 2-0, Guernsey 2-1 and Badshot Lea 2-0.

The former Holyport and Uxbridge striker has netted four goals in six games and helped set up two others.

Having netted twice against Rovers the previous Friday, he turned provider for Jamie Hilton to open the scoring in Guernsey last Wednesday after just five minutes.

Skipper Ross Allen levelled for the Islanders with a 35th-minute penalty and it looked as if the game, watched by a crowd of more than 500 at the Footes Lane Stadium, would end all square as 90 minutes ticked past.

But the fifth minute of stoppage time brought Ross Weatherstone's men a golden moment.

Daquio Stewart broke swiftly down the left flank, beat a defender, and pulled the ball back towards the edge of the area, from where fellow substitute Ethan Gold hit a sweet volley past keeper Josh Addison.

The young goal hero had only been on the field for a few minutes, replacing Hilton.

"Our substitutes all did well when they went on; they made an impact," said Weatherstone.

"Stewart terrorised their back line, Goldie came on as the last

substitute and his execution in scoring the goal was excellent.

"But everyone involved has been fantastic. There has been a huge togetherness in the work we produced.

"To come here (to Guernsey) meant people had to take a day off work.

"Others couldn't get time off work but that is the reality of the level of football we play at.

"I thought we were the better team. We started on the front foot and showed belief in ourselves, stamping our authority on the game."

For Guernsey, this fourth defeat means they still have to win on the Island this season.

Fellow strugglers Badshot Lea have managed just one point from four home games following their defeat by Binfield.

The Moles went into last Saturday's match in a confident mood, and that was boosted by a 39th-minute goal from Dzimba, who raced onto a long ball down the middle and rounded the keeper before finding the net.

Badshot's hopes of getting back in the game suffered a blow in the 77th minute when Lanseny Traore was shown a yellow card by referee James Kerten, who quickly followed up with a red.

Soon after, Riley Robinson replaced Hilton, and it proved to be another good substitution, as it was Robinson who made sure of all three points by scoring in the third minute of stoppage time.

With 11 points from 10 games, the Moles moved up to 14th in the table. This coming Saturday,



Binfield striker Kickie Dzimba celebrates. Picture: Daisy Spiers

they host ninth-placed Westfield at the Iconic Stadium.

Last night (Tuesday), Weatherstone's side faced Dulwich Hamlet at Champion Hill in the third round of the Velocity Cup.

Their hosts sit fifth in the Premier Division with 17 points from 10 games. Last Saturday, they defeated Hastings 3-0 in

front of a crowd of 3,300.

Binfield U23s put up a very spirited performance before losing 2-1 to Thames Valley Premier League champions Westwood Wanderers in the Berks & Bucks Charles Twelftree Trophy, the winning goal coming after 80 minutes. Jake Cook scored for the Moles.

Award Winning Website



Sponsorship Packages

Our Sponsorship packages are not always cast in stone, but the following is hopefully a useful guide to help you explore what the possibilities are for your company in partnering with Binfield FC where we are keen to support the goals and preferences of your business.

For more information and if you want to discuss becoming a sponsor of the club, please do not hesitate to contact our Commercial Team at binfieldfc.commercial@gmail.com who would be delighted to speak with you.

Main Club Sponsor & Shirt Sponsorship Package 1st Team

- Company logo on the front of the team's home and away shirts
- Company branding on the club website and social media platforms.
- 4 x Pitch Side Advertising boards at our home ground
- 2 x Full Page Colour Advert in 1st Team Matchday Programme
- Complimentary tickets to all games – 4 x Tickets to all home fixtures
- 4 x Complimentary Mole Burgers and Hot Beverages at each home Game
- Meet and greet with the players and coaching staff



Stadium Naming Rights Package

- Naming rights to the Ground
- Use of Clubhouse for ad hoc use on Non-Football days
- Company branding displayed prominently around the Ground.
- 6 X Pitch Side Advertising boards at the home ground
- Single use Advertising Space of extensive New Ground Enclosure, New Stand and Car Park
- Recognition on the club website and social media platforms
- Full Page Colour Advert in Matchday Programme
- Complimentary tickets to games – 6 x Tickets to all home fixtures
- 6 x Complimentary Mole Burgers and Hot Beverages at each home Game
- Meet and greet with the players and coaching staff
- Boardroom Access to all Home games

Welcome to

THE
Iconic
STADIUM

Home of Binfeld Football Club

TODAY'S OPPONENTS



NEXT GAMES



Iconic
PROJECT MANAGEMENT

Shirt Sponsorship Package 2 Under 21/23 Development Team

- Company logo on the front of the team's home and away shirts
- Company branding on the club website and social media platforms.
- 2 x Pitch Side Advertising boards at our home ground
- Half Page Colour Advert in 1st Team Matchday Programme
- Meet and greet with the players and coaching staff
- Complimentary tickets to all games – 2 x Tickets to all home fixtures



Community Sponsorship Package

- Sponsorship of the club's community initiatives, such as coaching programmes or youth team
- Company branding on promotional materials for community initiatives
- Recognition on the club website and social media platforms
- Complimentary tickets to games 4 x Tickets to all home fixture
- 2 x Pitch Side Advertising boards at our home ground
- Quarter Page Advert in Matchday Programme



Matchday Sponsorship Package

- Sponsorship of a specific matchday
- Matchday programme advertising
- Complimentary tickets for the match x 4
- Recognition on the club website and social media platforms
- Meet and greet with the players and coaching staff
- 4 x Complimentary Mole Burgers and Hot Beverages at each home Game



1st Team Player Sponsorship Package

- Sponsorship of a specific player
- Your company logo against the player profile on the club website, match day programme and social media platforms
- Meet and greet with the sponsored player



Pitch Side Advertising Board Package

- 1 X Pitch Side Advertising Board
- Recognition on Club Website
- Social media post – welcoming you on board
- ¼ Page Advert in Match Day Programme

