



Barnwood United AFC

Sponsorship Prospectus 2024



ACCREDITED
PART OF ENGLAND FOOTBALL

Club Overview

- Formed in 1978, originally named 'Vikings'
- Operating out of Wall's Club, Barnwood since mid-1980's until recent shock closure
- Created youth teams in 2022 and provided free football coaching to Coopers Edge school
- Using Coopers Edge School Field for youth team matches
- Opening new Coopers Edge Sports hub in 2024
- 2023/24 Teams:
 - First team in Gloucestershire Northern Senior League Div 2 (Level 12 of the English football league pyramid)
 - Reserve team in Stroud & District Football League Div 3 (Level 15)
 - Youth teams at U13 (x2), U10, U7 (girls), U6 (girls)
- Key personnel include:
Phil Powell, Chairperson | Mike Bolland, Club Secretary | James Culley, Health & Safety Lead
Rob Sherwood, Club Treasurer | Chris Coward, Business Operations

Our Strategic Development plan focusses on 4 key areas to move us forward:

- **Expanding Facilities**

Improvements to existing facilities and securing use of facilities elsewhere.

- **Increasing Participation**

Growing our number of volunteers, coaches, players and rewarding them.

- **Improving Performance**

Achieving success on the football pitch with promotions to higher divisions and impressive cup runs.

- **Give Back to the Community**

Coordinating effort to open up our club to wider interest with a two-way / cyclical support model.

Our Reach

- Barnwood United is one of the fastest growing Football Clubs in Gloucester, having doubled in size from 2 to 4 teams since July 2022. Our next milestone is to double in size again, to 8 teams, by July 2025.
- We currently have 20 volunteers (coaches, welfare officers, committee members and many other roles), exceeding our target of 16 by July 2025 and already progressing towards 26 by July 2027.
- We are renowned as a family club. Former members retain an affinity with us and often return; <2% of members who left in the last two seasons joined another football club such is the commitment to Barnwood United.
- 14% of our new volunteers in the last 2 seasons have been Black, Asian or of Mixed-Heritage (in-line with 2021 Census results of Gloucester's population being 84.9% white).
- 57% of our new volunteers in the last 2 seasons have been female.
- Social Media followers:
X (formerly Twitter): 942 Facebook: 403 Instagram: 280 LinkedIn: 32
- Average of 2 website visitors per day.
- Over 100 members, plus parents and supporters.

A sample of recent feedback from grandparents, parents, youth members and senior members.

On that note Cody mentioned the other day how much he loves being part of Barnwood and in his words "it's like a family" isn't it Mum? 🥰

12:25

We consider ourselves lucky that our son is part of such an inclusive team at Barnwood. It's clear Chris & Alex are genuinely all about the kids and doing what is best for them.

14:02

Elisha [REDACTED] "I love playing for Barnwood because the team works together really well and everyone has a play on the ball in every match. This team communicates really well and the coaches focus on warming up, stretching and fitness - I didn't have that with my previous team"

Mum/Eugenie [REDACTED] We felt welcomed by Chris and Alex from the word go and having come straight from a far more established team, the difference is night and day. This team wants it more, appreciates their players more and respects the game more. The encouragement of the boys makes all the difference and Barnwood really represents what teamwork is all about.

20:51

Our son Elisha has been able to try new positions and has really come into his own as a player since starting with Barnwood. We love watching him develop and grow with each game 😊

20:58

How about from my perspective - "The Barnwood youth team fosters a strong sense of personal responsibility and team work with an emphasis on team and individual development and behaviours as well as on field performance"

17:38

Hope this is ok - Barnwood has proven to be a great club and community for myself and my son since he joined the youth team from it's inception in 2022. The youth squad is run fantastically by the coaches with the support and input of the senior team - and this is reflected in the success they enjoyed in their first season and the growth of the squad.

17:14

I joined Barnwood United Football Club back in 2021, I have played for multiple clubs in Gloucester, Hardwicke Rangers, Quedgeley Wanderers, Tredworth Tigers, Kingsway Rovers and found myself at home at Barnwood United. ✓

The club have a homely feeling about of it and make everyone feel apart of the group, with a management group that strive to better the club year on year. With the introduction of the youth team shows the club's ambition around longevity at all ages. With the decline in grassroots football in recent years I think it's important to support the clubs that are supporting kids football and really give them the platform they deserve help kids fall in love with sport. I remember waking up early ever Saturday getting ready for football and I would love for my children to have that passion to, however without kids football and supporting those that are supporting children's sport the dream dies.

15:53

Sponsorship Packages

!! Each package is flexible and up for discussion. Please highlight anything you like / don't like and we can customise !!

Title	Fun Day	Volunteer	Adult	Youth	Ceremony	Sleeve
Description	A one-time opportunity to be title sponsor, or smaller sponsor, or our family fun day to launch our brand-new facility in Coopers Edge	Reward our hardworking volunteers with a tee shirt and zip top for use while acting on behalf of the club	Both adult teams are entering the second year of 2-year match day kit sponsorship packages, but they are seeking warm up tops to wear prior to kick off	Provide one of our youth teams with a full match day kit, away shirt and zip top. We reuse the kit as children grow so it should last several seasons	Provide the trophies and awards to our players at the end of season presentation ceremony, your participation in the ceremony itself is optional	A cheaper alternative to sponsoring a team, whilst enabling you to still be a part of it, is to be a sleeve sponsor. Kit is reused as children grow so should last several seasons
Price	£1,500	£1,000	£800	£750 (3 available)	£500	£250
Physical	<ul style="list-style-type: none"> Flyers and posters advertising the event around the area Signage at the event A3 logo displayed at entrance to new facility 	A4 logo displayed at entrance to new facility	A5 logo displayed at entrance to new facility	A5 logo displayed at entrance to new facility	Banner on trophy table	-
Clothing	Your logo will be printed on bright tops of our volunteers who are helping on the day	Your logo will be printed to the chest of tee shirts and zip tops for our 20 volunteers to wear	Warm up tops	Your logo will be printed to the chest of tee shirts and zip tops for 16 youth players to wear	-	Your logo will be printed on the sleeve of 1 of our team or volunteer shirts
Social Media	<ul style="list-style-type: none"> Posts advertising the event A photo of the volunteers in their tops Your logo will be included on our weekly posts for 1 season 	<ul style="list-style-type: none"> A photo of the volunteers in their tops Your logo will be included on our weekly posts for at least 2 seasons 	<ul style="list-style-type: none"> A photo of the players in their tops Your logo will be included on our weekly posts for 1 season 	<ul style="list-style-type: none"> A photo of the players in their tops Your logo will be included on our weekly posts for 1 season 	<ul style="list-style-type: none"> Photo posted of trophy table Your logo will be included on our weekly posts for 1 season 	Your logo will be included on our weekly posts for 1 season
Website	Your logo will be included on our homepage	Your logo will be included on our homepage	Your logo will be included on our homepage	Your logo will be included on our homepage	Your logo will be included on our homepage	Your logo will be included on our homepage
Options (to reduce price)	Just sponsor one aspect and/or be a non-title sponsor	Instead of all volunteers, just sponsor a section e.g. coaches or a specific team	Sponsor just one team for half the price	The price covers full sets, we can break down by home kit, away shirt or zip top only	Just sponsor one team/section at a reduced rate	-

Next Steps to Sponsor Us

We believe that through collaboration and shared values, we can achieve remarkable results. We invite you to join us on this exciting journey of growth and transformation. Together, we can make a lasting impact on the lives of individuals and families in our community.

We look forward to discussing how we can work together to create positive change and lasting memories.

To discuss further please contact:

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Thank you for considering this opportunity to partner with Barnwood United.