

MK UNITED FC

SPONSORSHIP PROPOSAL





PACKAGES

Sponsorship

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MK United



ACCREDITATION ★★

Accredited

Affiliated Association: Berks & Bucks FA

INTRODUCTION



As a sport for all ages, football is one of the most family friendly sports in the country. Football in Milton Keynes continues to grow in popularity, especially after hosting the Women's Euros in 2022.

MK United Football Club is one of the Milton Keynes' fastest growing football clubs, increasing its player and membership numbers by approximately 10% every year. The club, which was established in 1975, has a great history and reputation for providing football for the community. We field teams for boys, girls, men and women under the Berks & Bucks FA.

Our club is located in in two areas of Milton Keynes: Hodge Lea Sports Pavilion and Fairfields Sports Hub. These two areas are dedicated to football and community projects.



- Sponsoring sports clubs can provide unique opportunities for businesses and help them develop in ways that general advertising doesn't.
- Consumers are generally aware that official sponsors contribute to the events or sports they love, and research shows that sports fans have a more positive perception of event sponsors.
- Sponsoring sporting clubs can help create loyalty towards your brand.
- Sponsoring sports clubs can increase brand awareness.
- Staff working for the sponsoring business may develop a sense of pride, and clients a sense of respect with the knowledge that the business is supporting the community.
- Sponsoring a sports club can help to grow community support and a positive perception for the business.
- Sponsoring gives access for your brand to target your market: Local residents of MK & surrounding areas.
- It's enjoyable to actively support your local team.
- The benefits for businesses can continue well after sponsorship.
- Sponsorship is a big driver towards CSR (Corporate Social Responsibility)
- Sponsorship allows relationships with other local businesses & communities to flourish into other yet considered opportunities.

WHY SPONSOR OUR CLUB?

THE TEAM HOME KIT SPONSOR

£700-£1000 (depending on team size)- for two seasons sponsorship

Team of Choice - Team sponsor company logo on all home MK United Football Club match kit of the team you are sponsoring.

Website & Social Media: Partner sponsor logo, advertising and website link on the club website, Facebook, Instagram and Twitter page.

Every sponsor will get an acknowledgement post throughout the season.

Newsletter: Team sponsor logo, advertising and company website link on the club newsletter.

Promotional Material & Events: Distribution of your promotional materials at all club functions throughout the season. All events hosted by MK United Football Club will proudly acknowledge your company and contact person as club's partner sponsor.

Promotional material provided by the partner sponsor should be beneficial to either our members directly and/or the club. This could be in the way of product, vouchers, discounts, membership benefits or monetary rewards directly back to the club.

THE TEAM AWAY KIT SPONSOR

£700-£1000 (depending on team size)- for two seasons sponsorship

PLEASE NOTE THAT INDIVIDUAL AWAY SPONSORSHIP PACKAGE CAN ONLY BE OFFERED IF THE TEAM ALREADY HAS A HOME KIT SPONSOR. IF NOT PLEASE REFER TO THE HOME SPONSOR PACKAGE

Team of Choice - Team sponsor company logo on all MK United Football Club match kit of the team – Away

Website & Social Media: Partner sponsor logo, advertising and website link on the club website, Facebook, Instagram and Twitter page.

Every sponsor will get an acknowledgement post throughout the season.

Newsletter: Team sponsor logo, advertising and company website link on the club newsletter.

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THE TEAM HOME AND AWAY KIT SPONSOR

£1500-£2000 (depending on team size) - for two season sponsorship

Team of Choice - Team sponsor company logo on all MK United Football Club match shirts of the team. Home and Away

Website & Social Media: Partner sponsor logo, advertising and website link on the club website, Facebook, Instagram and Twitter page. Every sponsor will get an acknowledgement post throughout the season.

Newsletter: Team sponsor logo, advertising and company website link on the club newsletter.

Promotional Material & Events: Distribution of promotional materials at all club functions throughout the season. All events hosted by MK United Football Club will proudly acknowledge your company and contact person as club's partner sponsor.

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THE TEAMWEAR SPONSOR

£1500-£2000 - Dependent on age group and team size - two year sponsorship

Team of Choice - Team sponsor company logo on chosen MK United Football Club team wear of the team for pre match,

Website & Social Media: Partner sponsor logo, advertising and website link on the club website, Facebook, Instagram and Twitter page.

Every sponsor will get an acknowledgement post throughout the season.

Newsletter: Team sponsor logo, advertising and company website link on the club newsletter.

Promotional Material & Events: Distribution of your promotional materials at all club functions throughout the season. All events hosted by MK United Football Club will proudly acknowledge your company and contact person as club's partner sponsor.

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SPONSOR A PLAYER

£300 - Per Season

Sponsor a Player for the season:-

This is a unique opportunity to help grassroots football by anonymously sponsoring towards the cost of a player for the season.

This will allow us to offer reduced, or even free, football to players from disadvantaged backgrounds who may not normally get the chance to participate in team sports.

You can choose to make the donation in confidence, and we will update you directly how your donation has helped a player in need.

If you wish, we will publish thanks in the following ways.

Website & Social Media: advertising and website link on the club website, Facebook, Instagram and Twitter page.

Newsletter: Advertising and company website link on the club newsletter.

MERCHANDISE

£TBD – based on the amounts required

Pick a Merchandise Item:-

Have your company logo alongside the club logo on a Mug, Scarf or Beanie Hat.

Website & Social Media: Merchandise sponsor logo, advertising and website link on the club website, Facebook, Instagram and Twitter page.

Every sponsor will get an acknowledgement post throughout the season.

Newsletter: Merchandise sponsor logo, advertising and company website link on the club newsletter.

Promotional Material & Events: Distribution of your promotional materials at all club functions throughout the season. All events hosted by MK United Football Club will proudly acknowledge your company and contact person as club's partner sponsor.

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Summary

MK United FC and its committee aim to partner with businesses and organisations that wish to give back to the community. Sponsoring our club enables a variety of players to be given the opportunity to participate in football and build a stronger more engaged community.

Sport is also a great way and to help with exercise and mental health.





Thank you

