



**CANTERBURY EAGLES**

**SPONSORSHIP OPPORTUNITIES**

**2022-23**



# HELP THE EAGLES SPREAD THEIR WINGS

Over the past year we've been working closely with Simon Langton Girls' Grammar School in Canterbury to build a case for the funding of a full-sized floodlit 3G pitch. It's a facility that would transform sport at the school and provide the Eagles with the permanent home we've lacked in over 40 years as a club. In November 2020 our hopes received a huge boost when the Football Foundation published its Local Football Facilities Plan (LFFP) and listed our project as a priority.

## WHAT THIS WOULD MEAN FOR CANTERBURY EAGLES FC:

- A quality, permanent base for the club providing an administrative, social and playing centre
- A hub for girls' and womens' football in East Kent
- A focal point for senior football in the city of Canterbury
- Playing opportunities for over 600 people in the local community, across all ages, genders and abilities, boosting physical and mental health
- Opportunities for links with professional clubs
- Ability to host teams from outside of the local area and overseas, broadening players' awareness of other cultures, building coaching networks and encouraging new friendships

AS PRIMARY PARTNERS IN THE PROJECT, WE AIM TO CONTRIBUTE **£30,000**, SECURING A HOME AND A LONG TERM FUTURE FOR THE CLUB.

**FOOTBALL  
FOUNDATION**

**"WE WOULD LOVE TO  
HAVE THE FACILITIES  
TO GIVE THE FEMALE  
FOOTBALLERS OF THE  
FUTURE THE CHANCES  
THAT WE NEVER HAD."**

**JO TREHARNE, FOUNDER OF CANTERBURY OLD  
BAGS UNITED AND EAGLES' WOMEN AND GIRLS  
DEVELOPMENT OFFICER**



# CORPORATE PARTNERSHIPS

While the majority of the cost of the new facility is covered by the Football Foundation and the school, Eagles are determined to reach our £30,000 target. We feel strongly that only as genuine stakeholders in the project can we commence our ambitious plans for the club in full confidence, with our long term future and home secured. This, however, is a considerable sum of money for an amateur football club to raise, so we're seeking corporate assistance to help us realise our goal. In helping us, you'll become a key player in bringing football back to Canterbury and benefit from association with this great community story.

## WHAT WE CAN OFFER:

- Company logo on our team jersey
- Company logos displayed on club website
- Company logos displayed elsewhere, such as training and coaching kit
- Company logos on club printed collateral
- Company logos on our social media channels/regular social posting about the company
- Inclusion in any club events
- Sponsored promotions
- Thank you plaque at finished venue

## PREMIER

As one of our elite partners you'll be providing the financial foundations for this exciting project.

£5K+

## CHAMPIONSHIP

A key partner in helping us achieve our goal, this level of sponsorship would be a huge boost to our ambitions.

£3K+

## LEAGUE

An essential partner, you'd be providing a vital building block in our bid to transform the local football landscape.

£1K+





**“WHEN YOU LOOK BACK ON YOUR CHILDHOOD,  
SOME OF YOUR FONDEST MEMORIES WILL  
COME FROM PLAYING FOR CANTERBURY  
EAGLES.”**

**OLLY RULE, PLAYER 2012-2015, COACH 2014-2022**

## **WHY BE A SPONSOR?**

Sponsoring grassroots football is a great way to build an association with community values, health and wellbeing and positive youth development. Our teams aren't playing in front of huge crowds, so your brand exposure may be relatively limited. However, they will be travelling around the East Kent area every weekend, playing in front of local parents and families and their achievements over the season will be shared on the club's social media channels.

It's worth looking at the bigger picture too. By supporting a local football team you'd be playing a big part in enabling children - and adults - in Canterbury to have fun, make new friends and learn new skills - both physical and social. And by making such a positive impact on the kids' lives, you'd be building on your reputation in the local community, and generating huge amounts of goodwill.



# FURTHER SPONSORSHIP OPPORTUNITIES

## HOME

Associate your company with one of our teams and follow their progress in the knowledge you've given them much needed support.

- Your company logo on a team's home shirts
- Your company logo on the sponsor section of our website
- Team photo print featuring your logo
- Further PR opportunities

£800

## AWAY/TRAINING

Keen to support a team without the commitment of being a home sponsor? You can still associate your brand with one of our teams by sponsoring their away/training shirts.

- Your company logo on a team's away shirts
- Your company logo on the sponsor section of our website
- Further PR opportunities

£500

## SATURDAY SOCCER

Our regular sessions for children aged 5-7 are a vitally important first step into football. With your support we can provide more coaching and better equipment.

- Your company logo on our welcome banner
- Your company logo on Saturday Soccer t-shirts
- Your company logo on all Saturday Soccer marketing

£1000

## WEBSITE

Get seen by hundreds of families in the Canterbury area by sponsoring our online activity. By sponsoring our website you'll help us get the word out about Canterbury Eagles and raise awareness of your own business at the same time.

- Prominent logo presence on our popular website
- Logo inclusion on social media posts

£750

**"EAGLES HAS BECOME LIKE A SECOND FAMILY TO MY SON. THE COACHES ARE WELCOMING AND PROFESSIONAL AND ABOVE ALL EXTREMELY CARING AND KIND."**

ESTELA, PARENT



These companies are already supporting Canterbury Eagles.  
If you're interested in joining our growing club and would  
like to discuss sponsorship, please contact:

Dan Porter (Club Development Officer)  
07866 507099  
canterburyeaglesfc@gmail.com

**Barentz.**



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**KENT  
BARBERS3**

**"EAGLES IS AN ENJOYABLE FAMILY CLUB WHERE THE PARENTS ARE ALWAYS  
WELCOME TO GET INVOLVED. FOOTBALLING DEVELOPMENT IS ENCOURAGED BUT  
ENJOYMENT IS ABSOLUTELY PARAMOUNT."**

HUGH AND NESSY, PARENTS