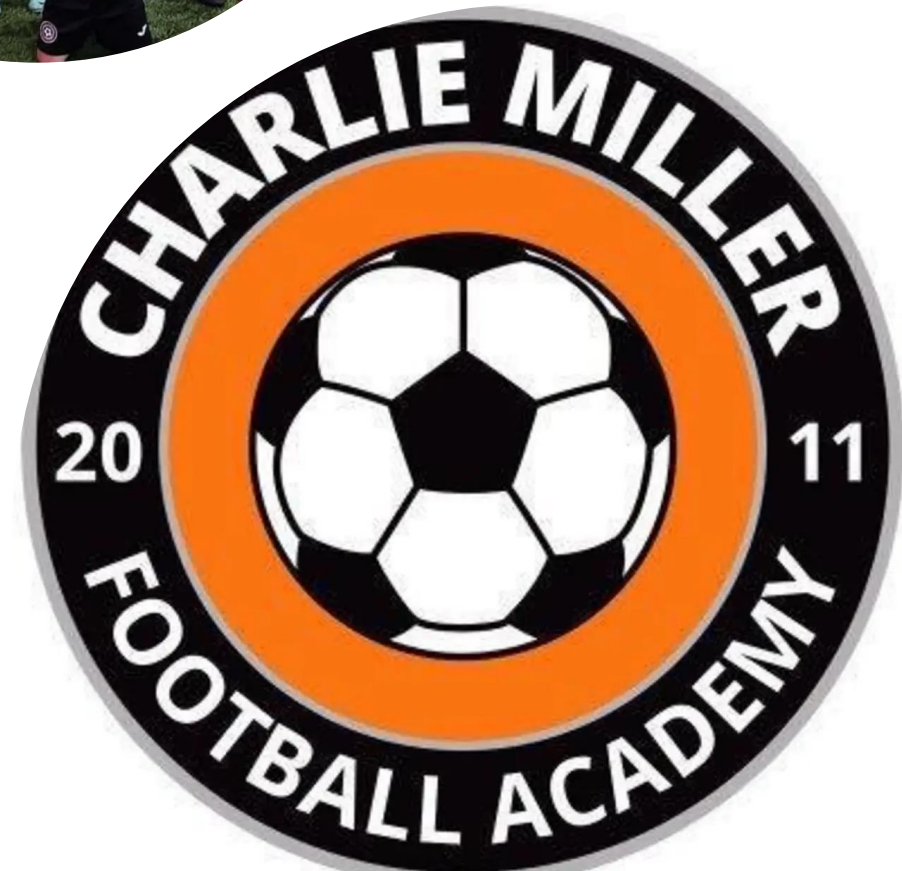


Charlie Miller FA Sponsorship Packages 2024/2025



Who we are

- Charlie Miller Football Academy was established in 2011 with the mission of providing a platform within the local community for children and young adults to nurture their footballing ability and enthusiasm for the sport in a safe and fun space to be coached by SFA qualified coaches.
- The Academy was formed initially as one age group team and has grown year on year to currently coach over 200 young footballers who play in organised matches directed by the SYFA structure progressing at aged 5 from fun 4's to 5 a side, 7 a side, 9 a side then at aged 12 begin competitive 11 a side leagues and cups, our 11 a side teams play in Division 1 of the Glasgow and District Youth Football League .
- We believe providing this space for you footballers to continually progress, be part of a team, develop social skills, keeping fit and feel engaged is essential to our kids and the local community in general.



Why we require Sponsorship

- During the 13-year period in which we have grown, the the costs in almost every facet required to run the Academy have been increasing at a rate which far outstrips inflation, we are very fortunate to have dedicated and enthusiastic parents who drive our fundraising committees to allow us to provide our kids with the fantastic journey of ups and downs as part of a football team and we try to give additional experiences such as seasonal tournaments, player of the year awards and self-funded trips.
- Our teams require funding to provide training lets, training equipment, training kits and match kits as well as Match pitch fees, referee fees, league fees, tournament fees, insurances, first aid courses for our coaches and regular SFA directed training for our coaches.
- We have increased our fees our parents pay to offset these increased costs but if we raised these to cover all increased costs these would then be at a level that we would almost definitely lose a large portion of our group and most likely these young players could be lost to the game – which is something we don't want to consider.
- We are now seeking to partner with local likeminded businesses who would like to be part of our incredible club and share the journey with our teams, we intend to keep growing and offering more opportunities to more young footballers within our community and finding sponsorship is a key part of this.



Available Sponsorship Opportunities



Kits – Our new Match day Home Kit is available for Sponsor at both 2009 & 2012 11 a side teams @ £1500 per team or £2500 for both 11 a side teams.

Benefits include:

- Main Logo printed on front of shirts
- Announcement across our social media platforms
- Shoutout on every match post even if sponsored shirt isn't used
- Free Shirt with company logo presented by Charlie Miller
- Social media opportunities with squad & invite to player of the year awards



Kits – Our new Match day Away Kit is available for Sponsor at both 2009 & 2012 11 a side teams @ £1500 per team or £2500 for both 11 a side teams.

Benefits include:

- Main Logo printed on front of shirts
- Announcement across our social media platforms
- Shoutout on every match post even if sponsored shirt isn't used
- Free Shirt with company logo presented by Charlie Miller
- Social media opportunities with squad & invite to player of the year awards



Match Day Sponsors – Match day Sponsorship is available for all 2009 & 2012 matches priced at £25 per match.

Benefits include:

- Match Day Shout out throughout or social media platforms
- Logo included on game result graphic after sponsored game

- Individual player sponsorship for season - £TBC
- Player of the Year awards sponsorship - £TBC
- Team Cup Sponsor - £TBC

If our sponsorship packages are not suitable for your business but you would still be interested in donating to our club, we would be delighted to have your business affiliated as a partner business and would provide the same exposure through social media as with our Kit sponsors and match day sponsors.

How We Will Help You

- *As a Sponsor or Partner of Charlie Miller Football Academy we will proudly share your company's logo and give thanks for any assistance in help given to our Community Interest Club, we will do that via our social media channels and offer your company the opportunity to meet the squads and coaches giving further opportunity for social media exposure to your company.*
- *We believe we offer your company a unique opportunity to be part of our passionate football club with the local community at its heart*
- *Thank you for taking the time to read or sponsorship brochure and please contact xxxxxxx@xxxxxxx.com should any of our packages be of interest or if you wish to be involved in any other way*

