



2022-2023

SPONSORSHIP PACK



WHO ARE SHEFFIELD SEVEN HILLS AFC?

WHO ARE WE?

We're a community focused football team plying our trade in the Sheffield and Hallamshire FA Sheffield Flourish League. We have a strong focus on mental health, well-being and physical fitness.

We also play friendlies and raise money for charities.

OUR STORY

In 2022 just days before the start of a new football league season our team was disbanded.

The team we were, was created to support mental health, promote exercise, raise awareness of shared issues and raise money for charity... a cause all the players were behind. Stopping the team would have a negative impact on players and the community.

So a new team was born... With Sheffield having seven hills, just like Rome, it was agreed we'd take our identity from this.

The hills represent the constant challenges thrown at us in life, and the club that constant good, the thing helping us through it.

After 2 weeks the team was established, affiliated and back up and running.

But now we need funding to help us support each other and grow.



THE SEVEN HILLS VISION



OUR VISION

We want to build a team that gives players confidence and a strong sense of identity, working with sponsors we think we can achieve this and more.

We want to:

1. Establish a sports club and participate in football activities.
2. Develop a safe space for people to enjoy and practice football.
3. Have a positive effect on mental health and well-being of all involved.
4. Respect each player, coach, supporter and officials.
5. Develop positive community ties and an image of trust.
6. Help players gain confidence.
7. Help players gain fitness.
8. Develop a support framework for each player.
9. Raise money for charities.

OUR MISSION

We believe that having a goal to hit is how you succeed, both in footballing terms and in life. With that in mind we've set out some goals for the club that go beyond the day to day running of the club and try and set some ambitions.

We want to set goals that are bigger than what we are now, something to aim for. This may mean not be that all our players are with us on these journeys, or that anyone at the club is still involved when the club reaches its end goal... But we're all here for our part of the journeys, supporting and developing with the club.

FIVE YEAR GOALS

In five years time we should have achieved the following:

- Have an established adults Sunday League Team.
- Have an established community team, playing in the Sheffield Flourish League.
- Have an established women's team.
- Establish pathways for youth development through affiliations to local youth teams.
- Establish pathways for adult development by communicating opportunities to other teams and players where applicable.

TEN YEAR GOALS


In ten years time we should have achieved the following (or making progress towards them):

- Making progress to enter the football national league system.
- Have supported 100 players.
- Have signposted players successfully to play at a semi professional level.
- Be recognised locally as a positive community influence.
- To have a band wearing our shirts at tramlines.

AVAILABLE SPONSORSHIP PACKAGES

	PACKAGE	AMOUNT
1	HOME SHIRT SPONSOR	£600
2	AWAY SHIRT SPONSOR	£600
3	TRAINING SHIRT SPONSOR	£300
4	MATCH BALLS SPONSOR	£150
5	PLAYER SPONSOR	£50
6	CONTENT SPONSOR	£150
7	WEBSITE SPONSOR	£50

You can also ask for full club sponsorship. If you're interested in this please get in touch.



SHIRT SPONSOR HOME OR AWAY

£600

WHAT IS IT

Get our identity and your identity on our kit.
Your Logo on our Shirt, Home or Away.
Your Logo visible in all match photos.
Your Logo on our website.
Sponsor profile on our website.
Shout-outs on social media.
Team announcements featuring your logo.
Boosted social post to introduce our partnership.

COSTS

Shirt costs and printing costs are between £500 and £700, we'd aim to ensure your sponsor budget covers everything, and anything left will be used to cover pitch costs for charity fund raising games.

TRAINING SHIRT SPONSOR

£300

Costs cover purchase and printing of new training wear for all players.

Sponsor visible on training kit.
Mentions on social media when we play at home.
Boosted social post to introduce our partnership.
Your Logo on our website.
Sponsor profile on our website.
Training images on social media include your logo.

MATCH BALL SPONSOR

£150

Costs cover purchase of brand new FIFA rated match balls.

Mentions on social media when we play at home.
Boosted social post to introduce our partnership.
Your Logo on our website.
Sponsor profile on our website.





PLAYER SPONSOR

£50

Help cover a players registration and insurance cost.

Social Media shout-outs when players achieve.
Mentions on player content.

CONTENT SPONSORSHIP

£150

Help cover our pitch fees & raise money for charity.


Your logo could accompany various content:
Player interviews & Social Content
Game or Training Footage
Charity & Community work

WEBSITE SPONSOR

£50

Help cover our pitch fees & raise money for charity.

You Logo on our website.
Sponsor profile on our website.



YOU GET EXPOSURE

CONTENT TEAM

We have a team with a varied background of skills, from web design, social media management and content production. A team who have produced content for the likes of Sheffield Wednesday, BBC, C4, English Federation of Disability Sport, FourFourTwo, Financial Times, Observer, The University of Sheffield and Newsweek amongst others.

OUR CHANNELS

We want to help promote all of our sponsorship partners. And to achieve this, we'll be using a variety of social media platforms. We officially launch our social presences on w/c 20th September. The following stats speak more about the growth potential than our current reach.

Facebook Page View: 363

Facebook Page Likes: 63

Facebook Reach: 2,741

Facebook Engagement: 1,984

Video Views: 443

Facebook Engagement: Features from Twenty Two Shop UK

Instagram Reach: 157

Instagram Profile Views: 81

Instagram Followers: 28

Twitter Average Daily Engagement: 12%

Twitter Average Likes per day: 2

Twitter Re-tweets: 50% of content is re-tweeted

Twitter impressions: 272

Twitter Engagement: 100% for audience

Twitter Engagement: Re-tweets from Sheffield F.C. Disability, Twenty Two Shop UK, Help Sheffield,

NB: Website and TikTok account not yet officially launched.

WANT TO MAKE A DIFFERENCE?

If you're ready to make a difference and want to sponsor us, simply get in-touch on the following details and we'll set the ball rolling.

Contact:

James Dodd
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07950502352



WWW.SEVENHILLSAFC.COM