



- Est 1975 -

Harborough Town Football Club

Building Community Together

Sponsors & Partners Pack

www.harboroughtownfc.org

01858 469532

Harborough Town Community Football Ground
Northampton Road
Market Harborough LE16 9HF



HARBOROUGH TOWN FC

WHO ARE WE?

Harborough Town F.C is the realisation of the merger of Harborough Town Juniors, Harborough Spencers and Harborough Minis in 2007, which created one club for all ages, gender and ability for the Market Harborough community.

We are based in Market Harborough, where our impressive facilities cater for all of the club's teams. The club became an FA Charter Standard Club in 2004 and through consistent development has achieved FA Charter Standard Community Club status which is the highest accolade currently available and recognises best practice, on-going development and a positive impact within the local community. The club currently has teams that include Minis, Girls, Junior, Youth, Ladies, Inclusive, Senior and Veteran sides.

Harborough Town Juniors was formed in 1975, running teams from U11 to U16. After initially playing at Symington's, they developed facilities on Northampton Road in the 1990s. However, there was a desire to have senior football for the youngsters to move on to, and consequently they formed links with Spencers United, and in 2007 they merged with **Harborough Spencers**, as they had become called. In the early 2000s **Harborough Minis** had been formed to cater for U11s, and in 2007 they also joined the merger to create **Harborough Town FC**.

After three seasons in the Northants Combination, managed by Andy 'Stan' Wilson, the club won promotion to the UCL by winning the Premier Division. On 14 August 2010 Market Harborough witnessed the return of UCL football for the first time since

Symingtons FC's last game in 1954, and by 2012 'The Bees', as they had become known, had won promotion to the UCL Premier Division.

In the early years of HTFC the Northampton Road ground had seen much improvement, with a new clubhouse, first team pitch, two stands and a 3G artificial pitch. The Bowden's Park ground had become a fine ground, but in 2018 the installation of a Class 1 artificial pitch (3G), funded by Market Harborough District Council, a Stadium Improvement Grant and the Football Foundation, saw the creation of **The Harborough Town Community Football Ground**. This was officially opened on 1 November 2018 with a game against an FA Representative XI, coached by England C Manager Paul Fairclough.

All areas of the club are thriving, with the senior side, completing a decade in the UCL. When the 2019/20 season was aborted we stood in 9th place. During that season HTFC had over 50 sides, covering all types and genders of football in the community.

After 10 years of steady progress within the United Counties League HTFC is ambitious for progression within the FA Pyramid.



WHAT IS OUR ROLE IN THE COMMUNITY?

As the club has evolved and grown over the last 15 years, as well as providing all the traditional functions of a sports club crucially the club has developed its Community awareness programme. This has seen the club focus on working closely with local schools, Harborough District Council, Harborough carnival and other local sporting groups etc. Our Disability section at Harborough Town FC is a key part of our family and we are committed to developing young disabled people to become more active and involved through sport and to integrate this element of our community into our club ethos.

The Football club through its Community awareness programme, provides over 1,000 girls and boys the opportunity to play football in a safe and fun environment from under 5 to our walking footballers at over 70. The club also supports the local primary schools within the Market Harborough district promoting School-Club links and providing coaching courses and experience for sixth formers training for their Coaching Badges. The Disability Section have plans to replicate the School-Club coaching experience throughout their section and with special festivals.

Through our community work we offer career advice, guidance and progression to young and disabled people including work placements, work experience, Junior Sports Leaders courses and holiday work.

We also run School Holiday Camps, Community Days, Disability Festivals and small Sided Competitions for boys and girls. All this requires funding and support from Sponsors and volunteers alike. The Club does this to "give something back" to the Community. As a Charity, we aim to run our events at a competitive price and have a hardship policy to allow everyone to participate.

WHAT ARE OUR VALUES?

Our continuing aim to build on the foundations we have established over the last five decades for a self-sustaining Community Based Club, providing sport (mainly football) to junior and senior players, boys, girls and disabled participants, in a positive, friendly and professional environment.

Harborough Town FC strives to deliver the very best aspects of youth and adult sport. We aim to teach

young people; competitiveness but fairness. We teach respect for the Club, for our environment, team-mates, managers, coaches, officials and most importantly themselves.

Harborough Town FC works to deliver increased participation in Sport across all sectors of our Community. We aim to promote and encourage active and healthy lifestyles. Crucially we aim to educate our young people to recognise the need for tolerance, inclusiveness and understanding. It underpins everything we do. We feel that sport can deliver these objectives and the Club's role is to deliver in the most effective and holistic way possible to as many young people as we can reach. We are the Community.

WHY BECOME A PARTNER WITH HARBOROUGH TOWN FC?

The benefits of partnership and sponsoring sport at the Grass Roots level are many and varied and we as a Club stand at the vanguard of that opportunity. Partnership with us is a very positive but also practical and visible way of supporting the community where you are based. This is also where your customers may operate and where your employees live and work. Our size and presence, means that it is highly likely that among your employees and your customer base there are parents or family members of players, a manager, coach or volunteer or two and the high probability you will encounter regularly our vast family of former players and coaches developed over the near 50 history. Everyone in our town knows someone connected to Harborough Town FC and the brand that only carries positive connections.

We at Harborough Town FC want to partner with organisations that share our values and support our vision. The key word here is 'partner'. Our Commercial Manager will work alongside our partners to develop long lasting and meaningful relationships which are beneficial for all parties involved.

Partnering through one of our range of Sponsorship options will provide your organisation with increased visibility in our Community and the opportunity to be connected to and be seen to visibly support a strong and positive brand that is respected by all. Being part of our 'family' can only bring positive results.

EXPOSURE



- 1,500+ Club Shirts & Tracksuits in circulation
- Active social media presence:
Website, Twitter - 2,600 followers, Facebook - 1,500 followers,
Instagram - 846 followers as well as LinkedIn and YouTube channels
- 1,000+ Copies of the Match Day Programme sold pa
- 1,500+ Members of the Football Club
- 15,000+ Spectators per season (at all levels)
- Entry into prestigious National Cup Competitions - FA Cup & FA Vase



TEAM SPONSORSHIP

Principal First Team Sponsor

- Sponsors logo on front of shirt
- Sponsors branding on website including link
- Adverts and branding in the home match day programme
- Name on sponsor board
- Match day sponsorship package of one match
- 2 Complimentary season tickets & 4 tickets to end of season awards

£2,500 - 1 SEASON

£4,000 - 2 SEASONS

First Team Secondary Sponsor

- Sponsors Logo on back of shirt (across shoulders or at base)
- Logo and link on website
- Adverts and branding in the home match day programme
- Match day sponsorship package of one match
- 2 complimentary season tickets
- 4 tickets to end of season awards

£2,000 - 1 SEASON

£3,500 - 2 SEASONS

First Team

Tracksuit Sponsorship

- Sponsors logo on back of tracksuit
- Logo and link on website
- Adverts and branding in the home match day programme
- 2 complimentary season tickets

Training Kit Sponsorship

- Sponsors logo on front of training kit (team warms up in this kit before the match)
- 2 complimentary season tickets
- Logo and link on website
- Adverts and branding in the home match day programme

TRACKSUIT ONLY: £1,250 - 1 SEASON OR £1,750 - 2 SEASONS

TRAINING KIT ONLY: £1,250 - 1 SEASON OR £1,750 - 2 SEASONS

Bench Jacket Sponsorship

- Sponsors logo on back of jacket (jackets are worn by players during winter)
- Logo and link on website
- Adverts and branding in the home match day programme
- 2 complimentary season tickets

£750 TEAM

Academy Teams

- Sponsors logo on front of match day shirts, polo shirt and training kit
- Sponsors logo on tracksuits
- 2 complimentary season tickets
- Logo and link on website
- Adverts and branding in the home match day programme

£3,500 PER SEASON

MATCH DAY EXPERIENCE

Match day Sponsorship

- 8 Match day tickets
- 8 Complimentary programmes
- Cold buffet at half time
- Adverts and branding in the home match day programme
- Select and present the Man of the Match award
- View the match from special reserved seats in the stand
- Reserved car park space
- Invitation to end of season awards

£200 PER MATCH

Match ball Sponsorship

- 2 Match day tickets
- 2 Complimentary programmes
- Cold buffet at half time
- Adverts and branding in the home match day programme
- View the match from special reserved seats in the stand

£75 PER MATCH

Team Mascot

- Meet the players in the changing room before kick-off and get autographs
- Kick about with the players before kick-off
- Lead the team onto the pitch and have photograph taken with captain
- 2 match tickets for parents/friends
- Photograph and acknowledgement in the following match day programme
- Home replica shirt - signed

£75 PER CHILD PER MATCH

**Programme
Advertising**

Full Page
£150

Half Page
£100

Quarter Page
£75

ADVERTISING



Main Stand Sponsorship

- Unique stand sponsorship for Harborough Town FC
 - Stand branding and naming
- All communications regarding the stand will reference the sponsors name
 - Logo and link on website
 - 2 complimentary season tickets
 - 2 Invitation to end of season dinner

£1,000 PER SEASON

Main Pitch Perimeter Board

- 2400mm x 600mm board
- Sponsorship around Harborough Town FC main perimeter pitch
 - Logo and link on website
- Details in home match day programme
 - 2 complimentary season tickets

£250 PER SEASON PITCH PERIMETER BOARD

£400 2 SEASON PITCH PERIMETER BOARD

£600 3 SEASON PITCH PERIMETER BOARD

Members Bar or Hospitality Lounge Sponsorship

- Lounge Branding and naming including signage
 - Details in home match day programme
- Match day sponsorship package for a HTFC match
 - 2 complimentary season tickets

£1000 PER SEASON

ADVERTISING



Main Pitch Dugouts - Home and Away

- Unique dugout sponsorship for both the home and away match day dugouts with sponsors branding on the dugouts
 - Logo and link on website
- Details in home match day programme
 - 2 complimentary season tickets

£500 PER SEASON

Corner Flags

- Sponsors logo on each of the 4 corner flags
 - Logo and link on website
- Details in home match day programme
 - 2 complimentary season tickets

£150 PER SEASON

Floodlights

- Sponsors name on each floodlight
 - Logo and link on website
- Details in home match day programme
 - 2 complimentary season tickets

£1,000 FOR 2 SEASONS

Harborough Town FC Mini Bus

- Sponsors name on side of bus
- Visible whilst travelling around the UK
 - Logo and link on website
- Details in home match day programme
 - 2 complimentary season tickets
- 4 complimentary tickets to end of the season dinner

£10,000 FOR 5 SEASONS

Player Sponsorship

- Name in home match day programme under headshot of player (1st team only)
- Listing on players team page on website

FIRST TEAM PLAYER £200

RESERVE TEAM PLAYER £100

ACADEMY PLAYER £50

Other packages also available - please contact us to discuss

VENUE HIRE



LOOKING FOR A VENUE FOR YOUR EVENT?

Harborough Town Football Club could be your ideal location. We have a great main function room available which will accommodate 120 people seated or 150 standing, or a secondary smaller room, the 'Members Bar'. Both rooms are available to hire for parties, meetings, workshops or courses.

Both room have a fully stocked bar, free & ample car parking, and on site catering available. The venue also has disabled access.

- Anniversaries Parties
- Birthdays
- Children's Parties
- Christenings
- Community Groups
- Conferences
- Engagement Parties
- Exercise Classes
- Meetings
- Parties
- Wakes
- Weddings Receptions
- Workshops

CATERING

We are happy to discuss your catering needs, we can also recommend two local companies, or you can source your own.

We offer very competitive rates, so why not give us a call to discuss your requirements including decorating, catering and dates?

Contact Marion Hayton • 07785 614414 • marion.hayton@harboroughtownfc.org







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