



# COMMERCIAL COLLABORATION OPPORTUNITIES



Dear Sir or Madam

**On behalf of Cranleigh Football Club, I am reaching out to you for support, as we look to continue our progress both on and off the field.**

Cranleigh Football Club is one of the oldest in Surrey. Formed in 1893, the 2024/25 season marks our 131st anniversary (an achievement that is matched by only a handful of other clubs in the area)!

In recent years, we've seen phenomenal growth. We now cater for boys and girls from 5 to 18, 'all age' men and women and walking football. This year we'll have close to 50 teams and over 500 registered players, most of whom live in and around Cranleigh and the surrounding villages.

In 2022 and 2023 both our Senior men's teams were Runners Up in their respective Divisions. Both have also enjoyed successful cup campaigns with the First Team making the final and semi-final of the County Cup in consecutive seasons. In 2024 we went one better and won the Surrey intermediate premier reserve league, completing the league and cup double in the process. In 2025 our Mens first team continue to play at Step 7 of the Football League pyramid, having been promoted to the Surrey County Premier League in 2024.

As a Club, our vision is a little different. Whilst we want to build on our success to date, we see progression from our youth teams into a receptive adult structure as a key differentiator.

Our recent accomplishments have been largely built on this model, and we're committed to this approach. By creating a brand of football that promotes youth as well as being attractive to watch, we're confident that we can continue on this trajectory.

We are fortunate that we have the backing of Cranleigh Parish Council, who have made considerable investment in Snoxhall Fields over the last couple of years. That they had the foresight to ensure that the enhancements were done with a view on future advancement through the League system, means that there are no immediate barriers to any further progression. The main adult pitch is extremely well maintained, despite the considerable volume of traffic and the new Glebelands 3G pitch, has made a huge impact across all age groups in terms of playing and training.

We are also extremely excited that discussions are also underway to potentially upgrade our existing changing facilities, as well as modernising the existing club house and bringing a much-needed community feel back to Snoxhall. That said, such growth and success come at a cost, hence my reason for reaching out.

We're asking for sponsorship to help subsidise the cost of good coaching, training at some of the best facilities the area has to offer, match fees, officials, new kit, equipment and apparel, travel, and medical expenses to name but a few.

We understand that you have several choices when considering different marketing and community outreach opportunities, but we truly believe that this could be a great fit and would be committed to working with you to ensure that your investment would be worthwhile. In return for your donation, we would be happy to promote your business through our social media channels, website, and other promotional materials. We are also open to discussing other ways in which we can help promote your business.

As a taster of what's possible, I attach a list of potential sponsorship opportunities. I should point out however that this is by no means everything we have in mind, and we would be happy to discuss any other ideas that may be of interest to you.

On behalf of Cranleigh Football Club, I'd like to thank you for considering our request for support. We are excited about the opportunities that lie ahead and the potential of partnering with you and promoting football in our community.

Regardless of whether any such collaboration is of interest, however, please be assured that you are always most welcome at Snoxhall Fields (or Fort Snox as it's better known) and we would love to see you there at some point during the season should your circumstances allow.

Yours sincerely,

**Dave Nicholas**  
Director of Football



# OUR SENIOR LINEUP

## HOME KIT SENIOR MEN AND WOMEN

VX3 Sphaera performance top with sponsors logo, Performance Shorts and socks.



**£1050 (Per team)**

## AWAY KIT SENIOR MEN AND WOMEN

VX3performance Sphaera top with sponsors logo, Performance Shorts and socks.



**£700 (Per team)**

## TRAINING TOPS

With sponsors logo and player initials.



**£700 (Per team)**

## TRAINING T-SHIRTS

With sponsors logo and numbers.



**£400 (Per team)**

## TRAINING BOTTOMS

With initials.



**£600 (Per team)**

# OUR SENIOR LINEUP

## HOODIES

With sponsors logo and initials.



£850 (Per team)

## POLO SHIRTS

With sponsors logo and initials.



£450 (Per team)

## COACHES JACKETS

With sponsors logo and initials.



£80 (Each)

## TRAINING BAGS

With badge.



£500 (Per team)

## BOOT BAG

With player initials.



£200 (Per team)

## BOBBLE HAT

With Cranleigh Logo.



£350 (Per team x 2 seasons)

# OUR YOUTH LINEUP

## HOME AND AWAY KIT YOUTH TEAM

VX3 Sphaera performance top with sponsors logo, Performance Shorts and socks.



**£1700 for two seasons, Home and Away Tops for 30 children, £1200 for 20 children, £900 for 15 children**

## TRAINING TOPS

With sponsors logo and player initials.



**£800 for two seasons, for 30 children**

## TRAINING T-SHIRTS

With sponsors logo and numbers.



**£500 for two seasons, for 30 children**

## TRAINING BOTTOMS

With initials.



**£600 for two seasons, for 30 children**

# OUR YOUTH LINEUP

**BOBBLE HAT WITH  
CRANLEIGH LOGO**



**£350 for two seasons,  
for 30 children**

**POP UP PITCH SIDE BANNER  
FOR ALL HOME GAMES**



**£250 per season**

**TEAM WATER BOTTLES  
WITH SPONSORS LOGO**



**£200 per season**

**YOUTH TEAM FOOTBALLS**



**£250 for 30 children**

**SUPPORTERS SCARFS**



**£15 per scarf**





# SPONSOR PACKAGES

## SENIOR CLUB PLATINUM SPONSOR – £5,000 (Per season)

Our top package contributes towards the cost of running all the Senior teams for an entire season and valuable contributions towards pitch and infrastructure improvements. It comes with four free banners at Snoxhall, extensive media coverage throughout the season (including interviews with key people), and attendance at our prestigious Youth and Senior end-of-season awards.

## MATCH FEES SPONSORSHIP – £1,500 per team (Per season)

This package contributes towards the cost of player contributions throughout the season. This sponsorship opportunity also comes with a free banner at Snoxhall/Glebelands and social media posts during the season.

## TRAINING SPONSORSHIP – £2,500 (Per season)

The new 3g facility at Glebelands is a wonderful opportunity and will undoubtedly benefit everyone who uses it. The harsh reality is, however that these 'state of the art' facility is expensive to hire and costs considerably more than what we pay now. To alleviate this and to ensure that our senior teams continue to receive the best possible coaching, this is a wonderful opportunity to subsidize the cost.

This sponsorship opportunity also comes with a free banner at Snoxhall/Glebelands and social media posts during the season.

### **BANNERS – £280 (Per season)**

Match day banner for at Snoxhall for all home games (Firsts and Reserves), so approximately 30 games a season). Also comes with social media coverage during the season.

### **MEDICAL PACKAGE – £1000 (Per season)**

Football injuries and conditions have their own unique profile, and it takes a specialist to accurately diagnose and advise on the right treatments. With the increasing number of games and the associated demands of training, the physical welfare of players is key to their longevity in the game. This package helps cover the expenses of having physiotherapist available at all First Team matches. This sponsorship opportunity also comes with a free banner at Snoxhall/Glebelands and social media posts during the season.

### **DIGITAL MEDIA Sponsorship – £1000 (Per season)**

Help us gain extensive on-line exposure through our growing digital platforms. With followers on Twitter, Facebook and Instagram, you will help our brand reach a broad and diverse audience. This sponsorship opportunity also comes with a free banner at Snoxhall/Glebelands and (obviously) social media posts during the season.

### **ANALYTIC PACKAGE – £1000 (Per season)**

Analytic offers a powerful tool for improving grassroots football. By providing coaches with insights into player and team performance, data analytics can help to identify areas for improvement and design targeted training sessions. As more teams at the grassroots level begin to embrace this approach, we can expect to see a new generation of skilled and well-rounded football players emerging onto the professional stage.

This sponsorship opportunity also comes with a free banner at Snoxhall/Glebelands and social media posts during the season.





## SATURDAY 'MATCH' OPPORTUNITY – £2,500 (Per season)

The introduction of the new 3g facility at Glebelands gives us a unique opportunity to hire the pitch during the worst of the weather. Snoxhall will always be our home, but the reality is with an increasing number of teams as well as our desire to play fast flowing quick passing football, the pitch comes under intense pressure. It's built on clay and much of the drainage is old. Whilst we are working towards a short, medium and long term playing pitch strategy together with Cranleigh Parish Council, the reality is in bad weather Snoxhall needs a rest.

This unique opportunity, allows us to book the 3G for a 4 hour match slot each week when the weather's at its worst. During this time, home games can be moved to this wonderful new facility. As a consequence, very little weekend football will be lost during the winter months.

This sponsorship opportunity also comes with 2 free banners at Snoxhall/Glebelands and extensive social media coverage throughout the season.

## LINO'S PACK – £750 (Per season) – £375 (Part season)

Sponsor our first team lino for the entire season (home and away matches).

This sponsorship opportunity also comes with a free banner at Snoxhall/Glebelands and (obviously) extensive social media coverage throughout the season.

### SPONSOR A PLAYER – £50 (Per season)

**A social media post will go out every few weeks, stating who the sponsor is and with a picture of the player(s) concerned.**



### MATCH BALLS – £500 (Per season for each team) £750 (for 2 teams)

**A social media tweet will go out before the game each week, stating who the sponsor is and with the appropriate logo.**



### MAN OF THE MATCH – £500 (Per season for each team) £750 (for 2 teams)

**Social media tweets will go out before and after the game each week, stating who the sponsor is, and the winner with picture and logo**





# BENEFITS

## SOME OF THE BENEFITS OF YOU SPONSORING CRANLEIGH FC

- ◇ Possibility of mention and/or pictures in press articles relating to sponsored team.
- ◇ Company profile raised particularly locally. Tax-deductible advertising.
- ◇ Mention and/or logo on Cranleigh FC newsletters.
- ◇ Your Company logo will be printed on the item you have sponsored. On the front of the team shirts (Home Or Away) or any other kit items
- ◇ We will give you a photograph of the team wearing sponsored kit to display in your office or place of work (if applicable).
- ◇ Your Company's logo will be advertised via Club and sponsored squad's webpage's with a link to your companies own website (if applicable).
- ◇ Your business will have links to our club social media platforms.
- ◇ Satisfaction of involvement with youth football in your local community.
- ◇ Direct advertising to approximately 500 local families (plus word of mouth)
- ◇ Pitch side banners. Purchased at cost to you through our club.



# CONTACT

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This brochure was produced in 2024. The prices listed are accurate as of the publication date but may change due to fluctuations in material costs. Please get in touch to confirm all pricing details before placing an order or proceeding with production to ensure you have the most current information. Thank you.

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THE  
TEAM**

