



# Commercial Prospectus

2025/26



# Contents



Introduction	3
Kit and clothing	5
Sponsorship packages	11
Media pack	17
Events	21
Contact	24





# Welcome

**Dear Sir or Madam,**

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

Cranleigh Football Club is England Accredited and a Surrey FA Member. We are one of the oldest in Surrey. Formed in 1893, the 2025/26 season marks our 132nd anniversary, an achievement 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 ages 5 to 18, adult men and women, and walking football. This year, we'll have close to 50 teams and over 650 registered players, most of whom live in and around Cranleigh and the surrounding villages.

Our senior men's teams have enjoyed notable success, with both sides securing promotions and strong cup performances in recent seasons. The First Team now competes in the Surrey County Premier League at Step 7 of the football pyramid.

The women's team is also going from strength to strength. With growing numbers and increasing local support, the squad continues to develop every season. Their progress on the pitch is clear to see, and the team is fast becoming an exciting part of our club's future.

As a club, our vision is a little different. While 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 largely been built on this model, and we're committed to continuing this approach. By creating a brand of football that promotes youth and is attractive to watch, we're confident that we can sustain this positive trajectory.

We understand you have several options when considering marketing and community outreach opportunities. However, we truly believe this could be a great fit and would be committed to working with you to ensure your investment is worthwhile. In return for your support, we would be happy to promote your business through our social media channels and website, both of which have seen exponential growth over the last year, and through other promotional materials. We're also open to discussing additional ways to help raise your profile.

We're fortunate to have the backing of Cranleigh Parish Council, who have made significant investments in Snoxhall Fields in recent years. Their foresight in upgrading the grounds with future league progression in mind means there are no immediate barriers to further advancement.

The main adult pitch is extremely well maintained, despite high usage, and the new Glebelands 3G pitch has had a huge impact across all age groups for training and matchdays.

Excitingly, discussions are underway to upgrade our existing changing facilities and modernise the clubhouse, bringing a much-needed community feel back to Snoxhall. That said, such growth and success comes at a cost, hence our reason for getting in touch.

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

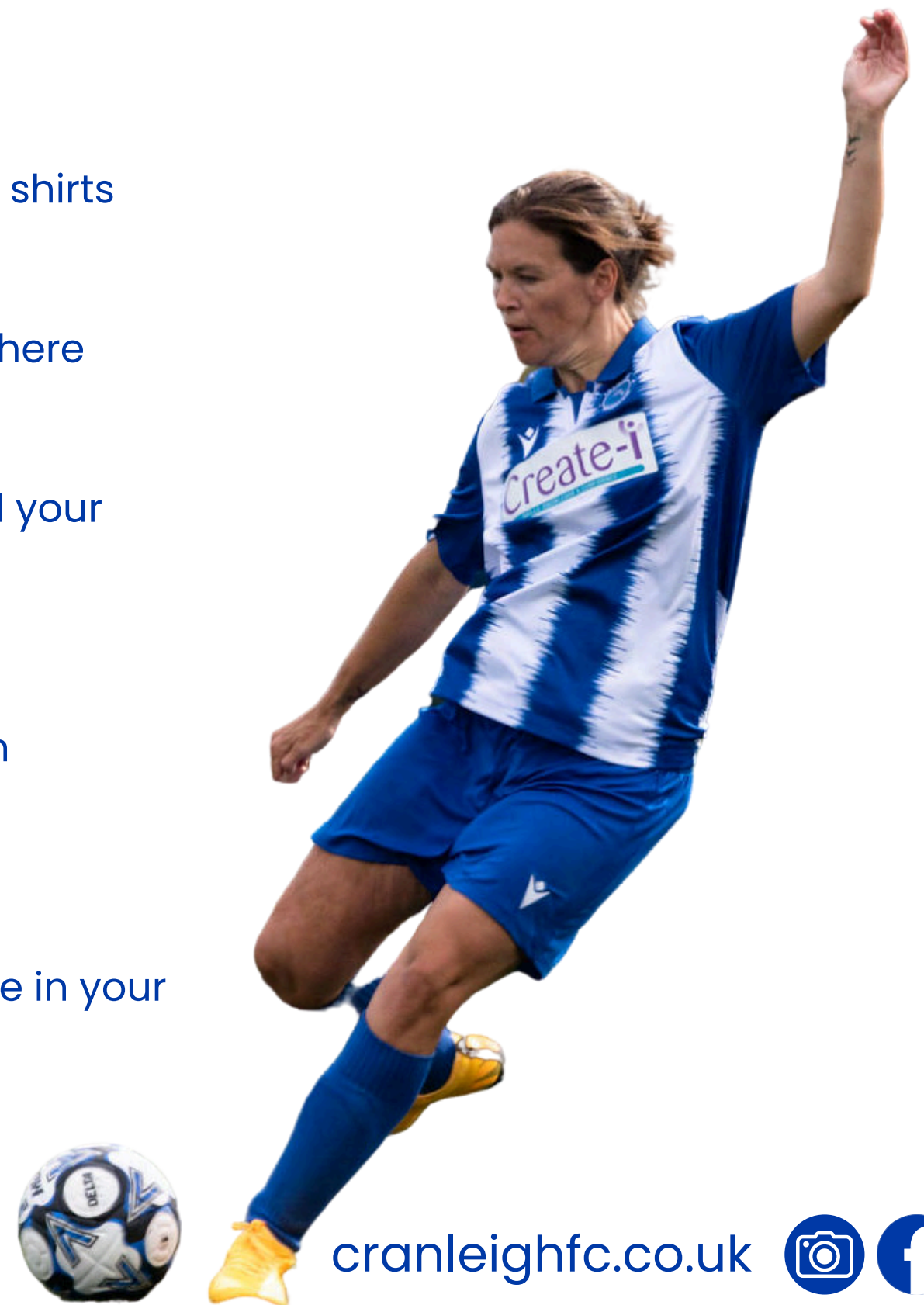
We're asking for sponsorship to help subsidise the costs of quality coaching, access to top training facilities, match fees, officials, new kit and apparel, equipment, travel, and medical expenses – to name just a few.

Kind regards  
Cranleigh Football Club



# Benefits

- Potential mention and/or images in press coverage relating to your sponsored team.
- Increased local profile for your business through tax-deductible advertising.
- Inclusion of your logo or name in Cranleigh FC's Snox Vox newsletter.
- Your company logo printed on the sponsored item—such as the front of team shirts (home or away) or on other kit items.
- A framed team photo in sponsored kit for display in your office or business (where applicable).
- Your logo and a link to your website featured on the Cranleigh FC website and your sponsored squad's page.
- Promotion across the club's social media channels.
- Direct advertising exposure to around 500 local families—plus extended reach through word of mouth.
- Pitch-side banners at Snoxhall or Glebelands, purchased at cost via the club.
- The satisfaction of supporting grassroots football and making a real difference in your local community.







# Kit & clothing



ACCREDITED  
PART OF ENGLAND FOOTBALL



# Kit summary

Cranleigh FC's home colours are blue and white striped shirts, with blue and white short and socks. Our away colours are typically yellow shirts with blue and white socks and shorts.

As of the 2024-25 season, Cranleigh FC primarily uses playing kit and training wear from VX3.

However, as kit cycles typically last more than one year, we still have in circulation kits by Macron. These will be phased out over time.

The senior men's first team uses bespoke kits by Jota, and these are committed for the 2025-26 season due to existing sponsorship. The women's senior team is currently using Macron kits.

Bespoke sponsor packages are available with regards to kit sponsorship, and all senior teams have sponsor availability for away kits also.

Sponsors will have their logo printed on the front of the shirts





# Our senior line-up

All prices excluding VAT. Initials £2.50

First team available for 26-27 season, Reserves & Vets available for 25-26. Please enquire about Women's and Development teams.



## HOME KIT SENIOR MEN AND WOMEN

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



## Blue home shirt (+shorts and socks

£1,100 per team  
(20 units)

## AWAY KIT SENIOR MEN AND WOMEN

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



## Yellow away shirt

£700 per team  
(20 units)

## TRAINING TOPS

With sponsors logo and player initials.



## Primus training top 1/4 zip.

£20 per unit  
£400 per team (20 units)

## TRAINING T-SHIRTS

With sponsors logo and numbers.



## Fortis training T-shirt

£15 per unit  
£300 per team (20 units)

## TRAINING BOTTOMS

With initials.



## Primus training bottoms

£20 per unit  
£400 per team (20 units)

# Our senior line-up

All prices excluding VAT. Initials £2.50

VX3

## HOODIES

With sponsors logo and initials.

## POLO SHIRTS

With sponsors logo and initials.

## COACHES JACKETS

With sponsors logo and initials.

## TRAINING BAGS

With badge.

## BOOT BAG

With player initials.

## BOBBLE HAT

With Cranleigh Logo.



### Fortis hoodie

£22 per unit  
£440 per team (20)

### Primus polo shirt

£15 per unit  
£300 per team (20)

### Nero coaches jacket

£65 per unit  
£195 per team (3)

### Performance kit bag

£18 per unit

### Performance boot bag

£8 per unit

### Bobble hat

£12 per unit



# Our youth line-up

No VAT on youth kit. Initials £2.50

VX3

## 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 line-up

VX3

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



# Sponsorship packages





# Sponsorship packages



## Senior Club Platinum Sponsor – £5,000 (per season)

Our top package contributes towards the cost of running all Senior teams for an entire season, as well as valuable contributions towards pitch and infrastructure improvements.

Includes:

- Four free banners at Snoxhall
- Extensive media coverage throughout the season (including interviews with key people)
- Attendance at our prestigious Youth and Senior end-of-season awards

## Match Fees Sponsorship – £1,500 per team (per season)

This package helps cover the cost of player contributions across the season.

Includes:

- One free banner at Snoxhall or Glebelands
- Social media promotion throughout the season

## Training Sponsorship – £2,500 (per season)

The new 3G facility at Glebelands has been a huge step forward for the club, providing a high-quality training environment for all teams. However, these state-of-the-art facilities are expensive to hire. This package helps subsidise those costs to ensure our senior teams continue to receive the best possible coaching.

Includes:

- One free banner at Snoxhall or Glebelands
- Social media promotion throughout the season



# Sponsorship packages



## Banners – £280 (per season)

A matchday banner at Snoxhall for all home games (Firsts and Reserves) – approximately 30 games per season.

Includes:

- Visibility at every home fixture
- Social media coverage throughout the season

## Medical Package – £1,000 (per season)

Football injuries require specialist support. With more fixtures and greater training demands, player welfare is more important than ever. This package helps fund a physiotherapist at all First Team matches.

Includes:

- One free banner at Snoxhall or Glebelands
- Social media promotion throughout the season



## Digital Media Sponsorship – £1,000 (per season)

Support the club's growing online presence and help us expand our reach across Twitter, Facebook and Instagram. A great opportunity to align with an engaged local audience.

Includes:

- One free banner at Snoxhall or Glebelands
- Social media promotion throughout the season

## Analytic Package – £1,000 (per season)

Data analytics is transforming grassroots football by offering insight into team and player performance. This sponsorship helps us use analytics to tailor training, enhance development, and elevate performance across our squads.

Includes:

- One free banner at Snoxhall or Glebelands
- Social media promotion throughout the season

# Sponsorship packages



## All weather opportunity – £2,500 (per season)

The new 3G facility at Glebelands allows us to schedule matches during bad weather—ensuring minimal disruption to weekend football. While Snoxhall remains our home, its clay-based pitch and aging drainage system struggle during the winter months.

This sponsorship helps fund a 4-hour match slot on the 3G each week during peak weather challenges, protecting the season and maintaining playing standards.

Includes:

- 2 free banners at Snoxhall and/or Glebelands
- Extensive social media coverage throughout the season

## Lino's Pack – £750 (per season) / £375 (part season)

Sponsor the First Team linesman for the full season, including home and away matches.

Includes:

- 1 free banner at Snoxhall or Glebelands
- Extensive social media coverage throughout the season



# Sponsorship packages



## Sponsor a player: £50

A social media post will be shared regularly, featuring the sponsor and a photo of the sponsored player(s).



## Match balls: £500-£750

A social media post will be shared regularly, featuring the sponsor and a photo of a player holding the ball.



Example graphics only

## Player of the Match: £500

A social media post will be shared post match featuring the sponsor logo and winning player.





# Newsletter sponsorship

New for 2024-25 was our 'Snox Vox' newsletter.

Published every two weeks during the season, it goes to 500 people in the community each time, with impressive open and read rates.

## Platinum sponsorship – £500pa

Includes:

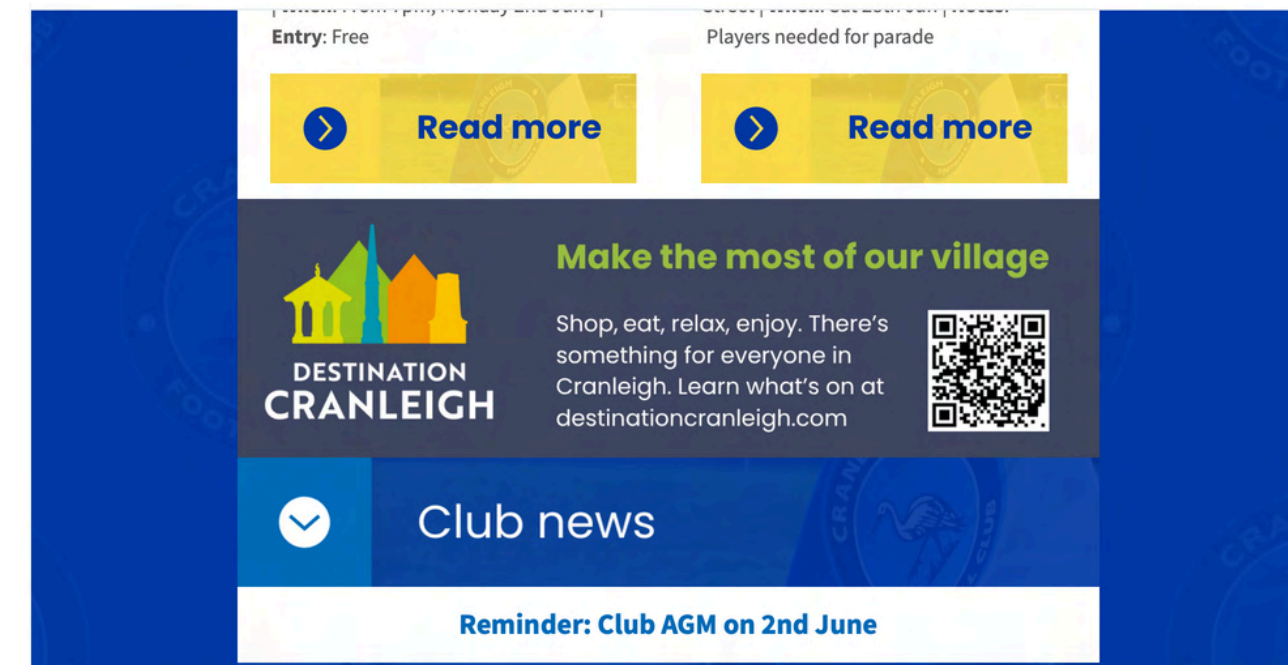
- Main banner at top of newsletter, with link to website
- Secondary banner in 'Match Centre' with link
- Special thanks banner in lower third with link

## Gold sponsorship – £200pa

Includes:

- Banner in 'Club News' section with link.

For full data on our newsletter, see page 17.



Example graphics only





# Media Pack



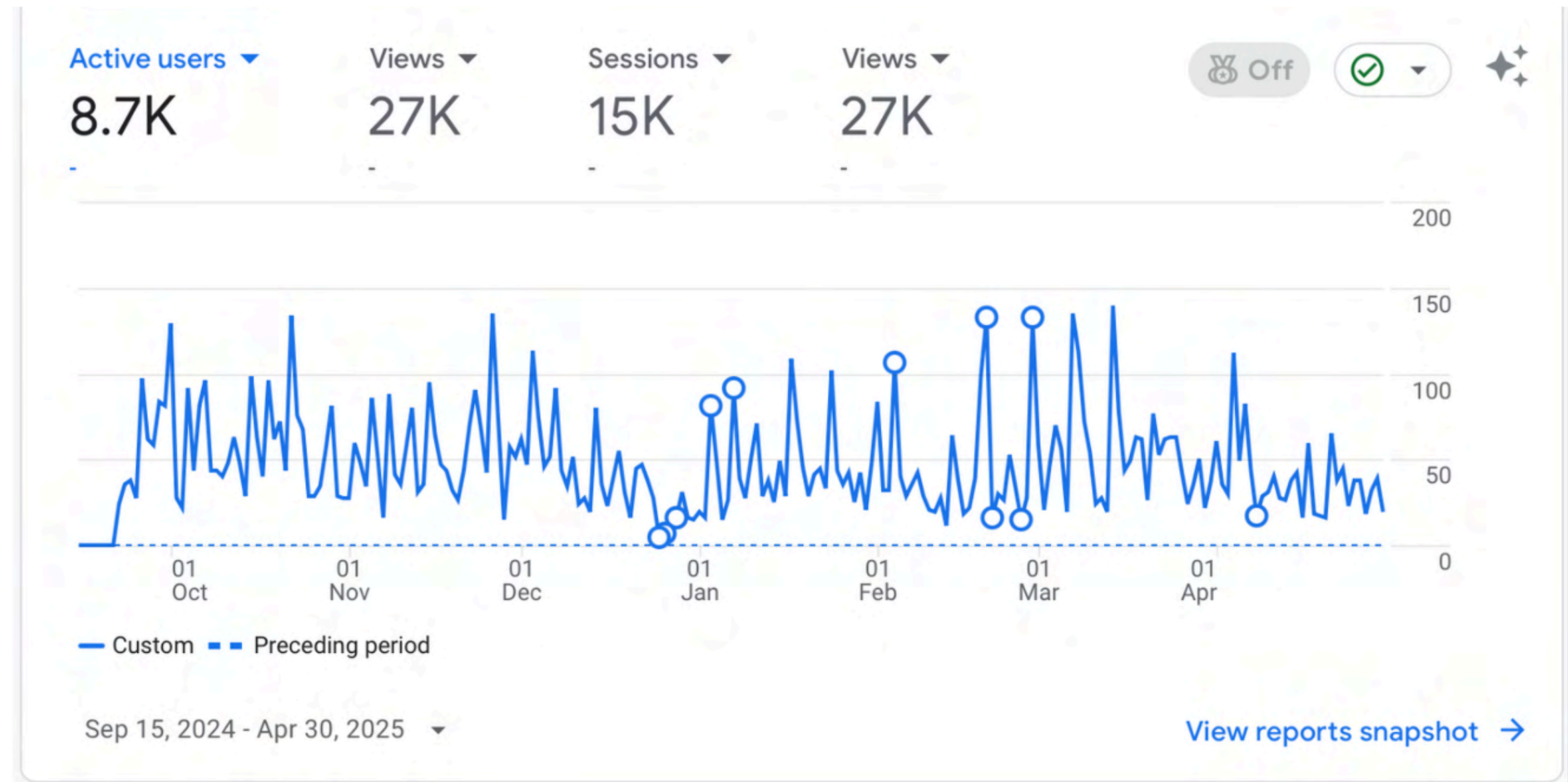


# Website traffic



We use the latest version of Google Analytics to monitor our web traffic in real-time.

During the 2024-25 season, we had nearly 9,000 visitors to the website, amounting to over 27,000 views.

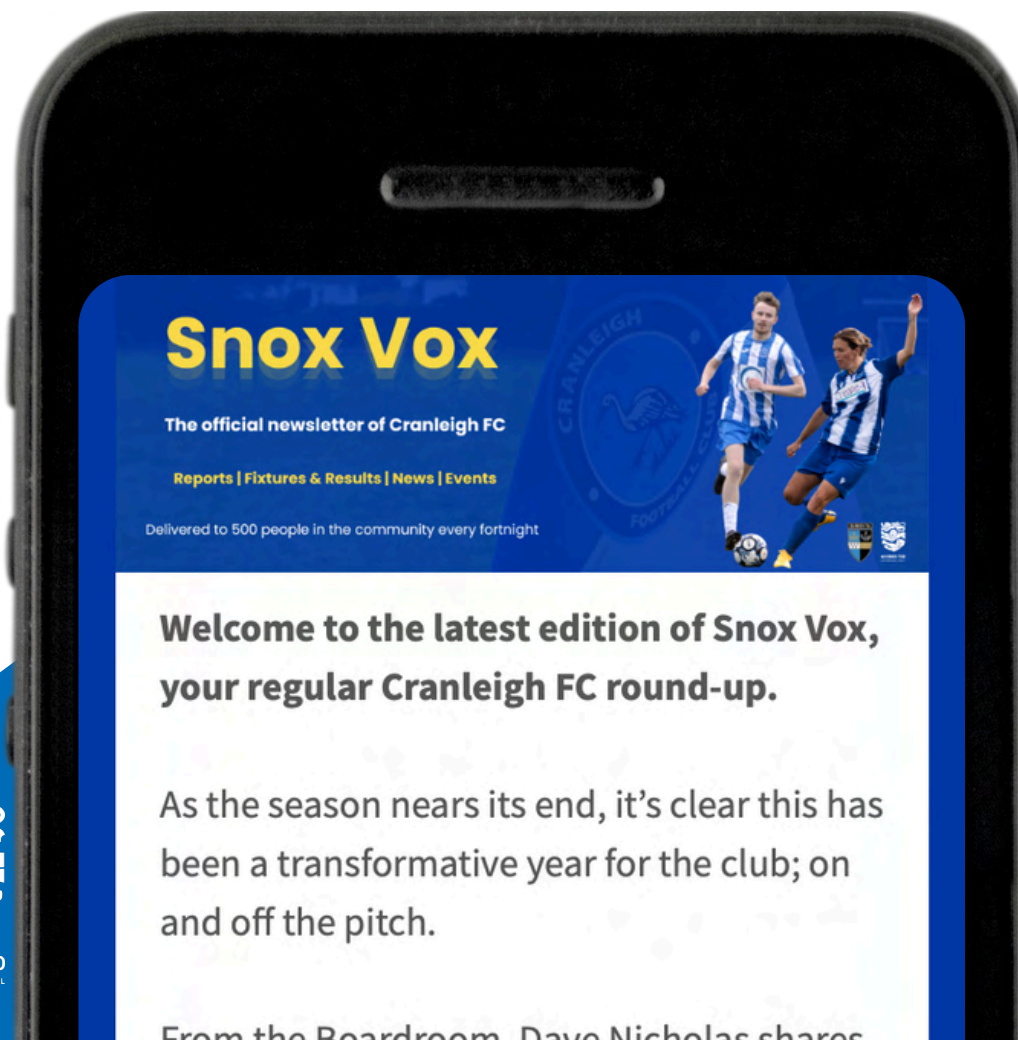


# 'Snox Vox' email newsletter



New for 2024-25 was our 'Snox Vox' newsletter. Published every two weeks during the season, it goes to 500 people in the community each time, with impressive open and read rates.

Campaign - 508	Opens	Opens %	Clicks	Clicks %
29 <sup>th</sup> April 2025	272	54.9%	41	8.3%
15 <sup>th</sup> April 2025	300	61%	43	8.7%
1 <sup>st</sup> April 2025	291	59%	56	11.4%
18 <sup>th</sup> March 2025	299	60.5%	39	7.9%
4 <sup>th</sup> March 2025	298	60.3%	28	5.7%
18 <sup>th</sup> February 2025	313	63%	37	7.4%
4 <sup>th</sup> February 2025	316	63.5%	49	9.8%
21 <sup>st</sup> January 2025	325	65.3%	50	10%
7 <sup>th</sup> January 2025	265	53.3%	70	14.1%
23 <sup>rd</sup> December 2024	227	45.7%	38	7.6%





# Social media



We use Facebook, Instagram and X, formerly Twitter, as our three main channels.

Facebook is generally where all club news and updates is shared, while Instagram spans both all club matter and senior teams. Both channels have seen incredible engagement during the 2024-25 season.

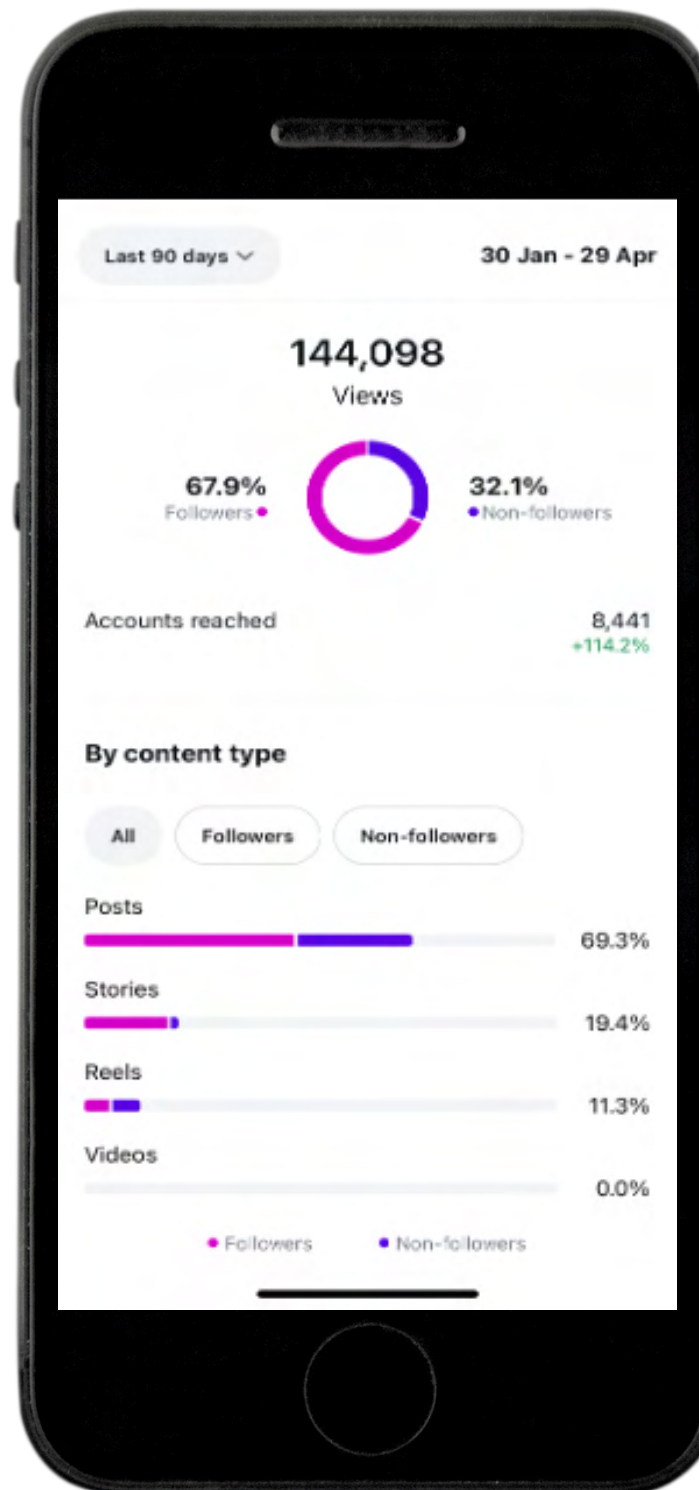
## Engagement (30 Jan- 29 Apr 25):

**Instagram:** 144,098

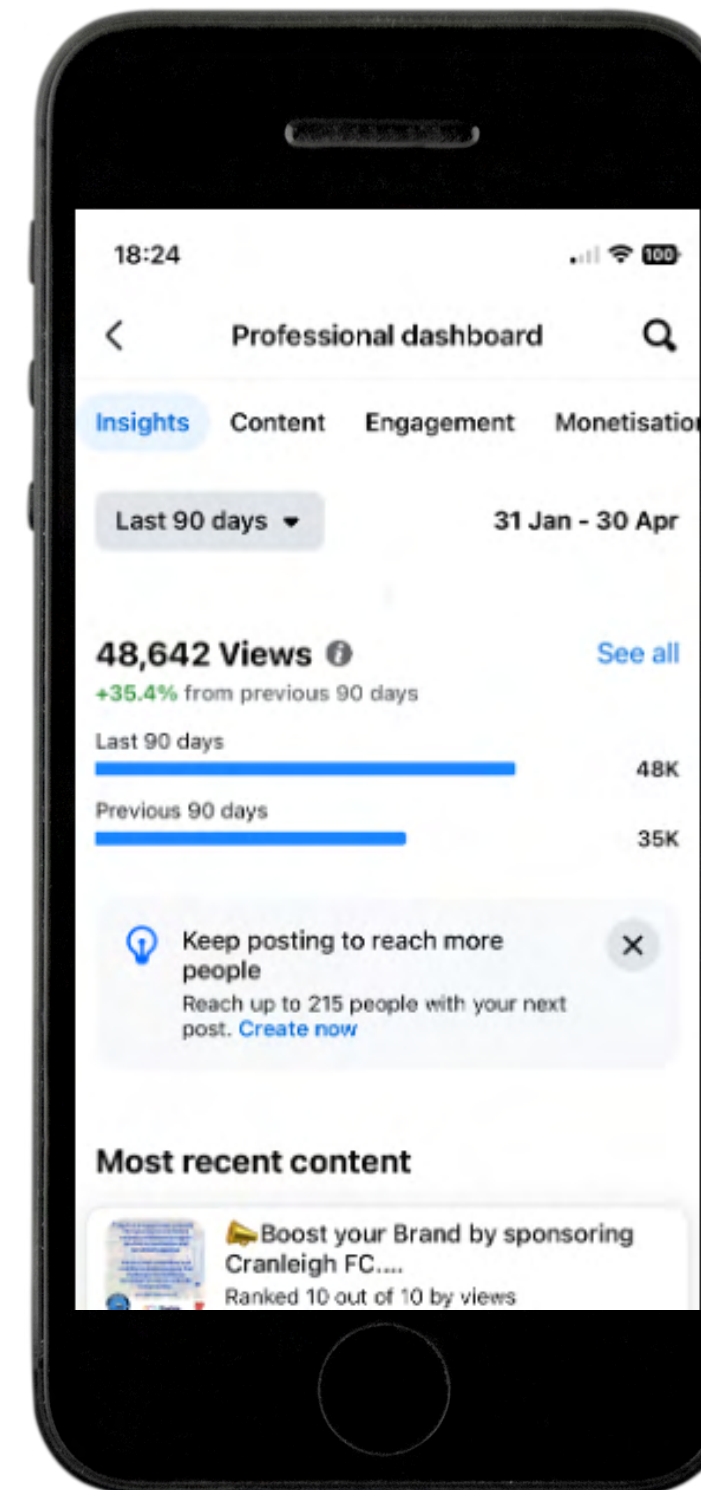
**Facebook:** 48,642

X is exclusively for senior team news and updates, and we do not track this data.

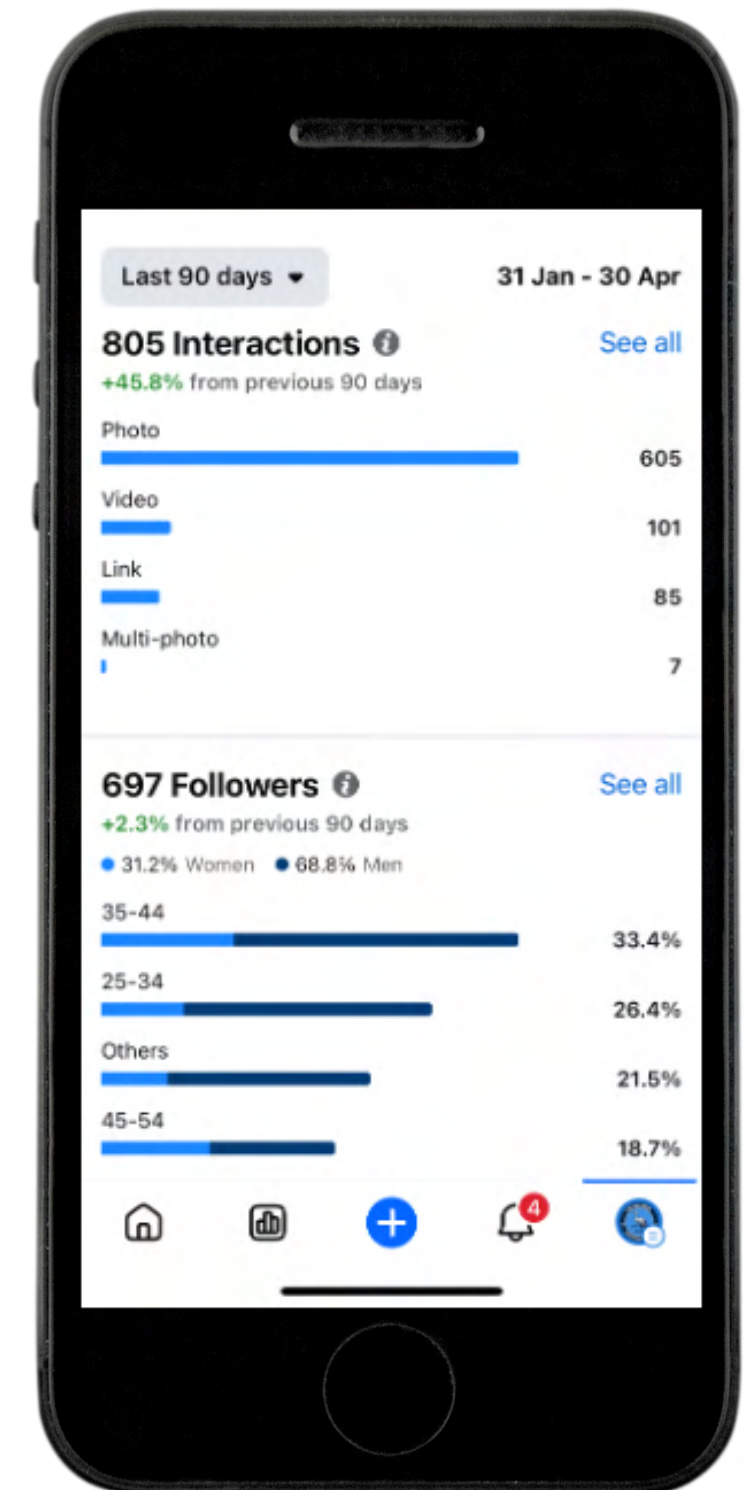
Instagram



Facebook 1/2



Facebook 2/2







# Events





# Events & community engagement



At Cranleigh Football Club, our calendar is packed with events that bring players, families, and the wider community together throughout the year. These aren't just great fun—they also play a vital role in helping us raise funds and grow awareness of the club.

From our ever-popular **Quiz Night**, where teams battle it out for bragging rights, to the **Junior Christmas Disco** that gives our youngest players a festive party to remember, there's something for everyone. We celebrate team and individual achievements at our **End of Season Celebration** and shine a light on standout performances at our lively **Categories Night**.

Beyond football, we take pride in our community presence. Each summer, we join the **Cranleigh Summer Carnival**—a brilliant opportunity to engage with local residents, meet new families, and show what Cranleigh FC is all about.

These events don't happen without the support of our amazing volunteers and generous local businesses. We're always on the lookout for new partners and helping hands—whether it's donating a raffle prize, sponsoring an event, or simply lending time on the day. If you'd like to get involved, we'd love to hear from you.





# Events & community engagement



**Quiz Nights** – 2–4 per season

**Categories Nights** – 1–2 per season

**Junior Discos** – Halloween and Christmas

**End of Season Celebration** – May or June

**End of Season Senior Awards** – May

**Post match social nights** – Multiple

**Football Holiday Camps** – School holidays

**Cranleigh Summer Carnival** – June







# contact



# Contact us today



## Men's senior teams

Dave Nicholas, Director of Football  
E: davenicholas@myyahoo.com  
T: 07884 266 614

## Youth team sponsorship

Stefan Brash, Chairman  
E: stefanbrash@gmail.com  
T. 07843 300 360

## Women's senior team

Nick Bamford, Manager  
E: nickbamford2024@gmail.com  
T: 07789 697 760

## Events and community engagement

Lucy Kinloch, Director of Events  
E: events@cranleighfc.co.uk  
T: 07825 814 813







# Join the team



[cranleighfc.co.uk](http://cranleighfc.co.uk)