



2018-19 Sponsorship Brochure
WESTFIELD FOOTBALL CLUB

Our Achievements

Formed in 1953 under the name of Westfield Boys Club, we played in the Woking and District League at the same time running an under 18 youth team. In the early days, teams played their matches at Rydens Way Recreation Ground in Woking.



Following success winning the Surrey Youth Invitation Cup in 1954, the Surrey Junior Charity Cup in 1955 and 1956, the Surrey Junior Cup at the first attempt in 1956 and the Surrey Youth Cup in 1957, the Club made the break into Surrey Intermediate Football using the present ground at Woking Park.

Further success soon came and after becoming Intermediate League Champions and League Cup winners on several occasions, the Club applied for senior status, joining the Parthenon League in 1962.

Westfield's strength sprang from their ability to attract the best local youngsters and success followed in winning the Surrey Youth Cup again in 1967 and 1970, and the Surrey Youth Shield in 1970 and 1971. This talent matured and resulted in three tremendous seasons for the senior team when they won the Surrey Senior League Cup in 1972, followed by a League and Cup double in 1973, and the League Championship again in 1974.

The Surrey Senior League was replaced by the Combined Counties League in 1978 where the Club's first team continued to play, whilst our reserves have in recent years moved to the Suburban League.





In 1999 the club managed to put in place floodlights this enabling entry into the prestigious FA Vase and FA Cup competitions. Floodlights also enabled our youths to play in a midweek evening league.

In 2011 the club were fortunate to have its ground and clubhouse facilities rebuilt by Woking Borough Council as part of a major regeneration scheme resulting in some of the best non league football facilities in the country.

Other than reaching the CCL cup final in 1984, the only success the club's first team has had was more recent in winning the CCL cup final in 2017 followed by the CCL Premier League Title in 2018.

Off the field, the club was awarded FA Standard Charter status in 2012, after linking with local junior football teams, and this has now become part of the club's community role in the local area.

Westfield FC finished runners-up in the 2016/17 season and won the league cup in the same year, and currently operates a two senior teams, as well as the Under 18s team using youngsters engaged in a two year football academic course run by the England centre forward, Daniel Sturridge's Football Academy founded in 2014.



The Yellows won their first-ever Combined Counties Premier Division title in the 2017/18 season, and with it promotion for the first time to the very credible level of Step 4 in the FA pyramid of English football.

This promotion also meant for the first time in its history, Westfield are now the second-highest placed team in the West Surrey (Woking-Guildford-Godalming) area, with only high flying neighbours Woking FC more senior.

The Way Ahead

Promotion up through the tiers of the football pyramid unfortunately burdens the club with having to put in place additional ground facilities at every level it succeeds in reaching.

For example, the club have until the end of March 2019 to put in place additional spectators covered seating, boundary screening, external toilets, an additional turnstile plus a number of other ground improvements. Failure to do so by the specified date will simply result in the club being relegated.



Additionally, higher leagues are more expensive to participate in, and the higher up the pyramid one goes, the further afield are the teams one has to play against, resulting in higher travelling costs and at times the need for hire of coach travel.

The club is fully committed to retaining the higher status it has recently achieved, and to continue to progress further into higher divisions.

Promotion to step 4 has also meant Westfield will be entering the FA Trophy for the first time in its history, thus enabling the club to compete more regularly against teams up to and including National League, such as Woking FC.

Westfield will also continue to feature in the FA Cup this season, being the 14th time since 2002.





How You Can Help

The club is seeking sponsors to assist in covering the numerous expenses incurred on a week by week basis in provide Senior football. These can include purchasing of kit and equipment, away travel costs, home matchday expenses, and covering the costs of training sessions. Additionally there is the cost in putting in place the vital ground upgrades to meet FA ground grading criteria at Step 4 of the football pyramid.

There are numerous ways any sponsor can become involved here, and packages available to suit everyone from match day sponsorship through to corporate packages.

Corporate Opportunities for local businesses

As part of your organisation's corporate social responsibility, one could invest in the local community by supporting a local football team. Within this, you can incorporate a sponsorship package which also provides for your staff should you wish.



Bronze - your logo/advert on a 2.4 metre x 1.1 metre pitch-side perimeter hoarding - £1,000 for a year

Silver - your logo/advert on a 4.8 metre x 2.2 metre pitch-side perimeter hoarding - £1,500 for two years

Gold - your logo/advert on a 4.8 metre x 2.2 metre pitch-side perimeter hoarding, advert in the match programmes and on the website, your staff can come to the matches for half price - £2,000 for two years

Platinum - your logo/advert on a 4.8 metre x 2.2 metre pitch-side perimeter hoarding, advert in the match programmes, advert on the website and your staff can come free of charge to matches - £3,000 for two years

Opportunities around the Club

Ground Naming Rights (3 seasons)

- Name at ground entrance
- Use in official publications, PA system and website

Clubhouse Naming Rights (3 seasons)

- Logo behind clubhouse bar
- Logo at clubhouse entrance
- Free hiring of clubhouse for functions and events

Stand Sponsorship (3 seasons)

- Name on club's newly extended stand

Pitch side Boards (1 season or 3 seasons)

- High quality aluminium boards around pitch

Club Golf Day

- Fundraising Event for sponsors, players and other club members



Opportunities in the Team

Front of Shirt Sponsorship

- Logo on the front of shirt

Back of Shirt Sponsorship

- Logo under shirt number

Sleeve Sponsorship

- Logo on one sleeve

Matchday Attire

- Logo on matchday attire worn during training, warm ups and on bench

Player and Management Sponsorship

- Logo / Name beside player or managements' photo used on website, in the matchday programme, and on framed clubhouse display.

Opportunities on Matchday

Man of the Match Sponsorship

- Choose the Man of the Match
- Company or name shared on social media



Matchday Sponsorship

- Logo/name on Programme Cover
- Logo/name on Matchday Posters/ shared on social media

Match Ball Sponsorship

- Match Day tickets for 2 adults
- Tea & cake at half time
- Poster around ground and in match day programme

Programme Sponsorship

- Web Link Only
- Quarter Page
- Half Page
- Full Page





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