

NORTHWICH UNITED

WOMEN & GIRLS



Partnership &
Sponsorship Opportunities

2026 - 2028

OUR MISSION

Northwich United Women & Girls exists to build a safe, inclusive, and sustainable football environment where every girl and woman—regardless of background, ability, or financial circumstance, has the opportunity to participate, develop, and thrive.

We are committed to delivering equal access and high standards across the club, including coaching quality, player welfare, equipment, and facilities. Our intent is to build a long-term pathway, from early years to senior football that develops confident players, role models, and future leaders in sport.

OUR COMMITMENT TO COMMUNITY

A core part of our operating model is the Hardship Support Fund, designed to ensure no player is excluded due to short-term financial pressure at home. Partner support directly protects participation, safeguards continuity for players, and strengthens the club's ability to serve the community responsibly.

OUR GROWING IMPACT

Northwich United Women & Girls is already building measurable participation and community value. The following figures represent our current reach and growth.

Participation and Pathway

- Teams across age groups U8s to U16s, plus Senior Women / Development pathway
- Players currently registered
- Weekly training sessions delivered across all age groups

Community Reach

We engage directly with families, schools, and local grassroots networks, creating consistent weekly touchpoints with parents, carers, and supporters. Matchdays and training environments provide recurring visibility to community audiences, including visiting clubs throughout the season.

Social Value Outcomes

Our programmes support tangible outcomes that matter to families and communities: improved physical health, confidence, wellbeing, and sustained participation for girls in sport. We also create positive role models locally and build pathways into coaching, leadership, and volunteering for women and girls.

HOW YOUR BRAND WILL BE SEEN

We treat sponsor visibility as a deliverable, not a “thank you.” Brand presence is integrated across matchdays, training environments, digital channels, and club events to ensure repeated exposure and credible association with women’s and girls’ sport.

Matchday Visibility

- Pitch-side advertising opportunities at club facilities
- Matchday programme sponsorship and acknowledgements
- Public address announcements and recognition moments
- Kit branding visible during competitive fixtures
- Player of the Match presentation moments and photography

Training Environment Visibility

- Branding on training wear
- Exposure across weekly sessions with recurring attendance
- Visibility to players, families, and visiting teams using shared facilities
- Sponsor association with essential equipment

Digital and Community Presence

- Sponsor profile placement on the official club website
- Social media sponsor spotlights and matchday graphics
- Brand integration into team/player content where appropriate
- Visibility at tournaments, presentation evenings, and sponsor events

WHY PARTNER WITH US

A Values-Led Partnership With Practical Outcomes

Partnering with Northwich United Women & Girls is a clear, community-facing statement: you back equal access, local opportunity, and high-quality development for women and girls. Your support is deployed into operational essentials, coaching, equipment, facilities, and hardship support, so the impact is direct and understandable to you.

A Privileged Position in a Growing Community Platform

We work with a small number of aligned partners and sponsors to protect quality, credibility, and long-term sustainability. For organisations that want meaningful local visibility with measurable community benefit, association with the club is both high-integrity and high-trust. In that sense, it is a privilege to be part of what we are building and we steward that privilege carefully.

OFFICIAL CLUB PARTNER

From **£1,500** | Two-Year Partnership

This is our highest level of association: a long-term, values-driven partnership with maximum visibility and integration. Designed for organisations seeking sustained brand presence and meaningful community impact across the full club environment.

Brand Visibility and Strategic Integration

- Prominent logo placement on official playing kit (shirt front, back, or sleeve)
- Branding across training wear (Jackets, ¼ zip tops, T-shirts, Shorts)
- Sponsorship of essential team equipment (Jackets, Back Pack, Boot bags, Water bottles, Training equipment)
- Two-year agreement for continuity and sustained visibility
- Premium pitch-side advertising signage at club facilities
- Matchday programme sponsorship across all home fixtures
- Featured sponsor profile on the official club website
- Dedicated multi-platform social media campaign

Matchday and Club Exposure

- One Official Matchday Sponsorship per season
- Sponsor-branded official team photography
- Team shirt and match ball presentation opportunities
- Matchday public address recognition and announcements
- Opportunity to present Player of the Match award
- Sponsorship of the Annual Presentation Evening
- Tournament and event partnership opportunities

Engagement and Networking

- Meet-and-greet opportunities with players and coaching staff
- Access to attend and capture content during training sessions
- Invitation to the Club's annual Sponsors Day

OFFICIAL CLUB SPONSOR

These packages are designed for local businesses, organisations, and individuals who want their support to translate into practical, visible outcomes. Sponsorship enables participation, improves the player experience, and strengthens the club's capacity to remove financial barriers.

Team Sponsorship | From £500 (U8s to U16s)

- Logo placement on selected matchday and training apparel
- Two-year sponsorship agreement for logo placement
- Sponsorship of essential team equipment (Jackets, Back Pack, Boot bags, Water bottles, Training equipment)
- Sponsor-branded team photography
- Pitch-side advertising opportunities
- Club website listing and social media recognition
- Consistent exposure throughout training sessions and matchdays
- Meet-and-greet opportunities with your sponsored team
- Invitation to Club Sponsors Day

OTHER SPONSORSHIP OPPORTUNITIES

Matchday Sponsorship | £250

- Official Matchday Sponsorship
- Team photo featuring sponsor recognition
- Dedicated social media promotion
- Website sponsor profile feature
- Matchday PA announcements
- Presentation of Player of the Match award
- Team shirt and match ball presentation opportunity
- Invitation to Sponsors Day

Player Sponsorship | From £150

- Sponsor a First Team or Development Player
- Recognition across club and player social media
- Matchday programme acknowledgement
- Meet-and-greet opportunity
- Invitation to Sponsors Day

Matchday Programme Sponsorship

Quarter Page — £20 | Half Page — £30 | Full Page — £50

Includes programme feature, matchday announcements, and social media promotion.

Community Draw | £5 per entry

A simple, accessible way to support club sustainability while helping fund equipment, facilities, and player support initiatives.

- Monthly prize draws (1st, 2nd, and 3rd prizes)
- Direct contribution to club development and sustainability
- Supports grassroots growth and accessibility

Please get in touch to discuss the opportunities and tailor an option that fits you, whether you're an individual, a new start-up, or a long-established business. We welcome support at any level, and we'll recognise and include you in the most appropriate way. If you want to back Northwich United community, we're proud to stand alongside you.

WHERE YOUR INVESTMENT GOES

All partnership and sponsorship income is allocated to direct club delivery and sustainability, with priority on participation, player welfare, and quality of provision.

- Player development and coaching provision
- Essential equipment and kit across all teams
- Facility improvements and matchday operations
- Hardship Support Fund for families facing financial difficulty
- Keeping football accessible regardless of background or circumstance

This is not symbolic sponsorship. It is practical investment into participation, standards, and long-term community outcomes.

PARTNER WITH US

2026–2028

We welcome conversations with organisations and individuals who share our values and want to be visibly associated with a credible, community-led women's and girls' football programme. If you want your support to be seen, understood, and felt locally, we will build the partnership around clear deliverables and mutual pride in the outcome.

Contact

Primary Contact: Jen Thompson

Role/Title: Chairman

Phone: 07805 221 271

Email: admin@northwichunited.org.uk

Preferred Response Timeframe: Within 5 working days

Next Steps

1. Confirm the sponsorship tier and intended outcomes (brand visibility, community impact, or both).
2. Agree deliverables and artwork requirements (kit, signage, programme, digital).
3. Activate the partnership and publish sponsor recognition in line with the agreed schedule.

TOGETHER WE GROW THE GAME

Northwich United Women & Girls is more than a football club. It is a community platform built on inclusion, opportunity, and sustainability. By partnering with us, you are helping build a fairer and more accessible future for women's and girls' sport, while placing your brand alongside something the community can see, trust, and be proud of.

Our Game Too.