

Royal Wootton Bassett Town Football Club

**Sponsorship & Hospitality Opportunities
Season 2017-18**

Key Sponsorship Contacts



(founded 1882)
Royal Wootton Bassett Town F.C.
New Gerard Buxton Sports Ground
Brinkworth Road
Royal Wootton Bassett
Wiltshire SN4 8DS
Tel : (01793) 853880
www.rwbtfc.co.uk

Club Chairman: Andy Walduck 07980 730905
Email: andy.walduck@wbtfc.co.uk

Treasurer : Mike Price 07496 733652
Email: mprice@4youmedia.co.uk

President: Mark Smedley 07887 634887
Email: mark.smedley@wbtfc.co.uk

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Club history & your chance to be a part of it



Situated in the small market town six miles west of Swindon, Royal Wootton Bassett Town Football Club was first established within the town in 1882, making the club one of the oldest in the county of Wiltshire. The club's early achievements came in the prestigious Wiltshire Senior Cup, making the final in both 1902-3 and 1903-4, although both ended in defeat. Wootton Bassett Town F.C. folded for a period pre World War 1 before re-forming in the Calne & District League when the club began playing at the Gerard Buxton Sports Ground which had been donated by local dignitary Major Gerard Buxton for sporting activities within the town and opened in 1930.

Early successes included winning the Calne & District League in the 1930-31 Season, having finished runners-up the previous season, and then again in 1934-35. Following a move up to the Wiltshire League Division 2 promotion was earned again the following season and the team then remained in the top division in the county until the outbreak of war.

After the war Wootton Bassett Town F.C. recommenced in the County Senior League with limited success until Season 1958-59 when they won their first Wiltshire League title. In 1987-88 the Wiltshire League Division 1 title was won, elevating the Club into the Hellenic League, where they have remained ever since. Season 1987-88 also saw the club again reach the final of the Wiltshire Senior Cup but that first win remained elusive. That changed in 1998-99, however, when the Club defeated Pewsey Vale 3-2 in the final at the County Ground and success was again achieved in Season 2000-01 when Shrewton were defeated 2-0 in the final. The First Team, having finished runners-up in Division One West in Season 2012-13, currently play in the Premier Division of the Hellenic League which covers a large area of the south of England and is at Step 5 of the Football Pyramid.

As well as the First Team the Club has always run an adult Development/Reserve team. Since the onset of the new millennium the club has also expanded significantly, with the establishment of a large thriving Youth Section and a very successful Ladies Section. The Ladies side recently did the "double" of being cup winners and securing promotion in the same season. The latest addition to the Club has been the establishment of a Veterans team, so the club now operates 26 teams from under 7s upwards. This growth led to the club being awarded Charter Standard Development Club status by the Football Association in 2008 before this was upgraded to Community Club status a year later. Wootton Bassett Town F.C. was the first club in Wiltshire to achieve this. International ties have also been established, with three Youth Section teams touring Holland annually since 2001. This has led to a relationship with amateur side FC 's-Gravenzande, who are based near The Hague.

The club now play their games at the fantastic New Gerard Buxton Sports Ground, which was opened in the summer of 2015 and with the Royal title now included within the club name, the Club continues to thrive as a key part of the community of Royal Wootton Bassett.

More history is there to be made and you can be a key part of this by supporting Royal Wootton Bassett Town F.C. your local football club. This document describes the sponsorship opportunities available to potential sponsors for the forthcoming 2017-18 Season.

Senior Honours List



- 1902-03 Wiltshire Senior Cup Runners-up
- 1902-03 Advertiser Cup Runners-up
- 1903-04 Wiltshire Senior Cup Runners-up
- 1904-05 Advertiser Cup Runners-up
- 1905-06 Wiltshire County League Runners-up
- 1930-31 Calne & District League Runners-up
- 1931-32 Calne & District League Champions
- 1933-34 Vale of White Horse Cup Winners
- 1934-35 Calne & District League Champions
- Calne & District League Cup Winners
- 1935-36 Calne & District League Champions
- Calne & District League Cup Runners-up
- 1938-39 Brotherhood Cup Winners
- 1953-54 Vale of White Horse Cup Winners
- 1957-58 Chippenham & District League Division 2 Champions
- 1958-59 Wiltshire League Division 1 Champions
- 1978-79 Wiltshire County League Division 2 Runners-up
- Wiltshire County League Subsidiary Cup Winners
- 1982-83 Wiltshire County League Division 4 Runners-up
- 1983-84 Wiltshire County League Ghia Senior Cup Winners
- 1984-85 Wiltshire County League Division 2 Champions
- Wiltshire County League Ghia Junior Cup Runners-up
- 1987-88 Wiltshire County League Division 1 Champions
- Wiltshire Senior Cup Runners-up
- 1988-89 Wiltshire County League Ghia Junior Cup Runners-up
- 1989-90 Hellenic League Division 1 Cup Winners
- 1993-94 Hellenic League Division 1 Cup Winners
- 1994-95 Hellenic League Division 1 Cup Runners-up
- 1998-99 Wiltshire Senior Cup Winners
- 2000-01 Wiltshire Senior Cup Winners
- Hellenic League Reserves Division 2 West Champions
- 2004-05 Wiltshire Youth Cup Runners-up
- 2009-10 Hellenic League Division 1 West Runners-up
- 2010-11 Wiltshire County FA Floodlit League Champions
- Wiltshire Youth Cup Runners-up
- 2012-13 Hellenic League Division 1 West Runners-up
- Wiltshire County League Junior Cup Runners-up
- 2016-17 Gloucestershire Womens League Division 1 Runners-up
- Gordan Perrott Memorial Cup Winners



Royal Wootton Bassett Town Football Club seeks to be a successful, accessible, and sustainable football club, driven through achievable football development objectives and aims, giving opportunities to all players, volunteers, coaches and officials, with an overarching commitment for driving football in the community of Royal Wootton Bassett.

Our approach includes:

- Applying and promoting a “One Club” ethos amongst all our teams;
- Providing continuous playing opportunities for players of all ages, sustaining current teams and developing new playing opportunities within constraints of facilities and finance;
- Providing football to children of all ages and abilities, in a safe and friendly environment;
- Delivering age-appropriate coaching to support long-term player development;
- Encouraging all players to try their best and make the most of their abilities;
- Offering a challenging but supportive environment for younger age groups where children can learn from their mistakes without undue pressure and anxiety;
- Looking to develop older youth age groups to service the senior sides, by definition this introduces further competition and selection on ability;
- Promoting good behaviour and respect for others;
- Sustaining a senior side at Step 5 of the Football pyramid at a minimum;
- Actively supporting the Royal Wootton Bassett Sports Association in the provision of all relevant sports to the community; and
- Pro-actively developing partnerships with other organisations within the Town of Royal Wootton Bassett.

Stadium Naming Rights Package



Opportunity.....

for the Season 2017-18 we are opening up the opportunity to potentially sponsor our new stadium for the first time in our history.

• Stadium naming rights

- We are looking to discuss with interested parties the proposal to either name the Royal Wootton Bassett Town stadium after their company, with the stadium becoming known as “The [Insert Your Company Name] Stadium” or alternatively naming parts of the stadium after a particular business or company.
- The important Gerard Buxton legacy and heritage would be maintained by the stadium being located at the New Gerard Buxton Sports Ground and having that included within the Club’s address.
- As well as the potential to have the whole stadium named after a particular organisation other possibilities which could be explored with interested parties include the naming of the covered seating area, the naming of the covered standing area or having your business name on two walls of the Clubhouse.
- To discuss this particular sponsorship opportunity further please contact either Mike Price on **07496733652** or Andy Walduck on **07980 730905**.



To discuss this particular sponsorship opportunity further please contact either Mike Price on 07496 733652 or Andy Walduck on 07980 730905.

**Full cost & period -
Subject to
negotiation**



Opportunity.....

for sponsors to have professionally produced pitch side advertising board at the Club stadium, plus an advert in the club’s award winning match day programme, plus an advert on the club’s website plus hospitality opportunities for entertaining staff or customers.

• Advertising board

- Professionally produced 3m x 1.5m pitch side advertising board;
- Board seen at all First, Development and Ladies team matches and also other games played at the Club’s Ground. In Season 2016-17 this included a friendly with Swindon Town FC, County Representative team matches and District League and Sunday League cup finals.

• Full page advert in our match day programme

- Up to 19 home league games plus home cup fixtures;
- Average home attendance for past two seasons has been around the 70 spectator mark;
- Visiting teams are from Berkshire, Buckinghamshire, Gloucestershire, Northamptonshire, Oxfordshire as well as other Wiltshire clubs;
- Programme printed professionally by Cats Solutions (not a photocopy - sample copies available); and
- Programme voted No.1 Non-league programme in the whole of the UK in Season 2015-16.

• Website advert

- Advert appears on Home Page of Club’s website;
- A click on the advert takes the reader to details of your company including a link to your own website (if applicable);
- Website receives on average 900 visits per week.

• Tickets & hospitality

- 4 season tickets;
- Match day tickets (x 2 games) for up to 6 people per game and use of the Paul Harrison suite to entertain staff or customers.

Sponsor requirements

- Provision of high quality A5 size print advert in PDF format for programme;
- Provision of Scalable Vector Graphic file (e.g. from Adobe Illustrator or other such software) for Website and provision of narrative to include on Club Website.



Meet your local team...

Richard James are pleased to have recently joined the Royal Wootton Bassett High Street. As you may not know, we have recently taken over the reins at Select Properties whilst Andy and Kerry the former owners settle in to their retirement (lucky them!).

With our network of six additional offices located throughout Swindon and its surrounding villages, Richard James have been helping people move in the Wiltshire area for over 23 years. We have a large team of local experienced staff all looking forward to getting to know and become part of the Royal Wootton Bassett community.

We are very proud to have been asked to support the Royal Wootton Bassett Football Club and are looking forward to a successful season ahead.

Alex Hornby
Managing Director

Jo Bunkasem

Josh McHugh

Deborah Reay

Rebecca Barrett

Are you thinking about moving?

Whether you are thinking about selling or letting, contact us today for an up to date market appraisal of your home, or find us online below and use our online valuation tool to help you start your move.

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w: richardjames.info

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richardjames.info

Royal Wootton Bassett Town Football Club

Home Section
Woolfs Section
Ladies Section
Club History
Club Events
Development
About Us

Home Team	Ladies/Youth/Reserves	Woolfs Team																								
<p>Latest Result</p> <p>Swindon 1-0 Royal Wootton Bassett Swindon 1-0 Royal Wootton Bassett Swindon 1-0 Royal Wootton Bassett</p>	<p>Next Fixtures</p> <p>Swindon 1-0 Royal Wootton Bassett Swindon 1-0 Royal Wootton Bassett Swindon 1-0 Royal Wootton Bassett</p>	<p>Table</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th>Team</th><th>P</th><th>W</th><th>D</th><th>L</th><th>F</th><th>A</th><th>GD</th></tr> <tr><td>Swindon</td><td>10</td><td>6</td><td>2</td><td>2</td><td>18</td><td>10</td><td>+8</td></tr> <tr><td>Royal Wootton Bassett</td><td>10</td><td>2</td><td>4</td><td>4</td><td>10</td><td>18</td><td>-8</td></tr> </table>	Team	P	W	D	L	F	A	GD	Swindon	10	6	2	2	18	10	+8	Royal Wootton Bassett	10	2	4	4	10	18	-8
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Under 19 Girls all the way!

The girls all from Wiltshire League Cup, Royal Wootton Bassett have topped 10th in the league by scoring the Wiltshire League Cup. Well done to all the girls who have worked hard to get to this position. Well done to all the girls who have worked hard to get to this position.

First team Under 18 Girls include top scorer!

Royal Wootton Bassett have scored 10th in the league after a convincing 4-0 home win against Swindon Ladies. Well done to all the girls who have worked hard to get to this position.

Free Saturday Coaching

Free Saturday Coaching for all ages. Well done to all the girls who have worked hard to get to this position.

Club Shop

Club Shop online. Well done to all the girls who have worked hard to get to this position.

Full cost £1,600 per season

(August to April)

Opportunity.....

for up to 3 sponsors to have their name on one or more of our adult teams' shirts for two seasons.

• First Team shirt sponsor

- Up to 38 First Team league games plus cup fixtures (Season 2016-17 saw 46 First Team fixtures);
- Opponents are from Berkshire, Buckinghamshire, Gloucestershire, Northamptonshire, Oxfordshire as well as other Wiltshire clubs giving extensive coverage for your organisation;
- Average home attendance for past two seasons has been around the 70 spectator mark;
- Two away games last season had crowds of over 180;
- Potential video coverage from Your Sport Swindon and regular photos included in the Swindon Evening Advertiser.

• Development Team shirt sponsor

- Approximately 30 games each season (based on Season 2016-17);
- Opponents are other Wiltshire clubs;
- Potential video coverage from Your Sport Swindon and photos in the Swindon Evening Advertiser.
- Coverage in the First Team match day programme.

• Ladies Team shirt sponsor

- Approximately 26 games each season (based on Season 2016-17);
- Opponents are from Wiltshire and Gloucestershire;
- Recently most successful side in the club.
- Coverage in the First Team match day programme.

Sponsor requirements

- Provision of artwork design for shirt logo.



Full cost £3,000 per team for a 2 season deal

Youth Team Kit Sponsorship



Opportunity.....

for sponsors to have their name on the training kits (tracksuits and warm-up tops) of one or more of our Youth Section teams for two seasons.

• Youth Team kit sponsor

- Our current club practice is not to include the name of sponsors on Youth Team shirts due to the challenges caused by the children's dramatic growth at the different age groups and the desire to avoid kits becoming redundant too quickly.
- Our approach is to include the address of the Club's website on all shirts (allowing shirts to be mixed and matched across the various age groups) but then to include any sponsors names on the back of tracksuits and training shirts of the sponsored side.
- Our strong belief is that this actually gives the sponsors more publicity as the tracksuits will be worn more often, i.e. outside of matches as well as at games, giving greater visibility to the sponsor than simply having a name on the shirt.
- The opportunity is available to sponsor one or more of our Youth Section sides in this way.



Sponsor requirements

- Provision of artwork design for tracksuits and training gear.



Full cost £1,000 per team for a 2 season deal



Opportunity.....

for sponsors to have a full page advert in our award winning Match Day programme and on our Club Website.

• Full page advert in our match day programme

- Up to 19 home league games plus home cup fixtures;
- Average home attendance for past two seasons has been around the 70 spectator mark;
- Visiting teams are from Berkshire, Buckinghamshire, Gloucestershire, Northamptonshire, Oxfordshire as well as other Wiltshire clubs;
- Programme printed professionally by Cats Solutions (not a photocopy - sample copies available); and
- Programme voted No.1 Non-league programme in the whole of the UK in Season 2015-16 (2016-17 result awaited).

• Website advert

- Advert appears on Home Page of Club's website;
- A click on the advert takes the reader to details of your company including a link to your own website (if applicable);
- RWBTFC website receives on average 900 visits per week.

Sponsor requirements

- Provision of high quality A5 size print advert in PDF format for programme;
- Provision of Scalable Vector Graphic file (e.g. from Adobe Illustrator or other such software) for Website;and
- Provision of narrative to include on Club Website.





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We are very proud to have been asked to support the Royal Wootton Bassett Football Club and are looking forward to a successful season ahead.

Alex Hornby
Managing Director



Jo Bunkasem



Josh McHugh



Deborah Reay



Rebecca Barrett

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w: richardjames.info

111 High Street, Royal Wootton Bassett, Wiltshire, SN4 7AU
Sales & Lettings: 01793 855117
rwb@richardjames.info

richardjames.info

Royal Wootton Bassett Town Football Club

Senior Section
Youth Section
Ladies Section
Club History
Club Events
Development
About Us

First Team	Ladies and Senior Teams	Youth Teams																														
<p>Latest Result</p> <p>September 1st April 2017 Oxford City Nomads (A) Competition: League Result: 30:2</p>	<p>Next Fixture</p> <p>TBC TBC (TBC) Kickoff: TBC</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th>P</th> <th>W</th> <th>D</th> <th>L</th> </tr> </thead> <tbody> <tr> <td>9 Lydney Town</td> <td>58</td> <td>31</td> <td>11</td> <td></td> </tr> <tr> <td>10 Oxford City Nomads</td> <td>51</td> <td>27</td> <td>12</td> <td></td> </tr> <tr> <td>11 Royal Wootton Bassett Town</td> <td>14</td> <td>4</td> <td>3</td> <td></td> </tr> <tr> <td>12 Longleaze</td> <td>24</td> <td>26</td> <td>13</td> <td></td> </tr> <tr> <td>13 Strakey Town Saints</td> <td>24</td> <td>34</td> <td>43</td> <td></td> </tr> </tbody> </table>		P	W	D	L	9 Lydney Town	58	31	11		10 Oxford City Nomads	51	27	12		11 Royal Wootton Bassett Town	14	4	3		12 Longleaze	24	26	13		13 Strakey Town Saints	24	34	43	
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Under 16 Girls at the double*

One week on from lifting the League Cup, Royal Wootton Bassett Town Under 16 Girls completed the double by claiming the Wiltshire County Girls League title with an emphatic 9-1 triumph against Saturday 10 May 2017

Pitch-side advertising available for only £250

Royal Wootton Bassett Town are offering pitch-side sponsorship at the Gerard Banton Sports Ground for only £250 ahead of the 2017-18 season.

Tuesday 18 May 2017

Applicants sought for Development team manager role

Royal Wootton Bassett Town are seeking applicants for the position of Development team manager ahead of the 2017-18 season.

Monday 18 May 2017

Celebrating success: North Wiltshire League U13 Division Four

Celebrating success: North Wiltshire League U18 Division Three

Jeremy Smith's Sponsored Blue Side

Under 11 Blues set for Supplementary Cup Final

Five star Under 14 Blues reclaim cup crown*

Royal Wootton Bassett Town Under 14 Blues secured their second North Wiltshire League Cup crown in three seasons after a resounding 3-0 final victory against Crick. Justice Yellow at the County Ground.

Saturday 10 May 2017

Ladies and Under 14 Blues aim for cup glory

Royal Wootton Bassett Town's Ladies and Under 14 Blue sides go for cup glory this weekend as they look to end their seasons by lifting silverware.

Tuesday 10 May 2017

Girls try past Finesse to lift League Cup

A dominant first half performance ensured Royal Wootton Bassett Town Under 14 Girls lifted the Wiltshire Women's and Girls League Cup as they defeated Finesse Town Ladies North 3-1

Tuesday 14 May 2017

Young guns Meare and Comer headline Bassett award winners

Under 14 Girls aim to make it second time lucky

Celebrating success: North Wiltshire League U12 Division Three

Soccer Skills Academy May Holiday Camp



Club Shop



Free Saturday Coaching











Latest from @RWBTFC

What a wonderful 67's been! Top cup winners crowned and a league title secured on the final day of the season...

Markin in the hour in final driller <https://t.co/Qu9f4E5U> #RWBTFC #cupwinners <https://t.co/3dGf9G8f> (21 May 17:15)

See 21 May: Ladies - Gordon Perrett Memorial Cup Final Venue: GFA, Ammanbury | Time: 14:00

Full cost £500 per season (August to April)

(Programme adverts limited to 8 companies per season)

Programme Advert - Option A



Opportunity.....

for sponsors to have a full page advert in our award winning Match Day Programme.

- **Full page advert in our match day programme**
 - Up to 19 home league games plus home cup fixtures;
 - Average home attendance for past two seasons has been around the 70 spectator mark;
 - Visiting teams are from Berkshire, Buckinghamshire, Gloucestershire, Northamptonshire, Oxfordshire as well as other Wiltshire clubs;
 - Programme printed professionally by Cats Solutions (not a photocopy - sample copies available); and
 - Programme voted No.1 Non-league programme in the whole of the UK in Season 2015-16 (2016-17 result awaited).

Sponsor requirements

- Provision of high quality A5 size print advert in PDF format for programme.





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ComputerWorld are proud sponsors of
Wootton Bassett Town Football Club





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Commercial Public Education Domestic Webcam

Steele Davis has a well established reputation for outstanding service through the locality of Wiltshire. Our success over the years has been achieved by remaining true to our original 'family values' – putting our customers first and striving for excellent customer service from all our staff, whether office based or on the ground.

Contact Us: 01380 728738 enquiries@steeldavis.co.uk 

Full cost £300 per season (August to April)
(Programme adverts limited to 8 companies per season)

Programme Advert - Option B



Opportunity.....

for one sponsor to have an advert in all First Team Hellenic League match day programmes, both home and away.

- **Advert in all First Team Hellenic League match day programmes (home and away games)**

- Advert at the bottom of the RWBTFC Club History page which will appear in every Hellenic League club programme (both home and away) (advert would replace the picture of our ground at the bottom of the page as shown on the right, an example from another club who have previously included an advert is also shown below);
- Up to 38 league games plus all league cup fixtures;
- Average home attendance for past two seasons has been around the 70 spectator mark;
- Two away games last season had crowds of over 180;
- Opposition teams are from Berkshire, Buckinghamshire, Gloucestershire, Northamptonshire, Oxfordshire as well as other Wiltshire clubs giving extensive coverage of your business.

Sponsor requirements

- Provision of high quality advert either as a PDF or Scalable Vector Graphic File, maximum width 380 pixels (approx 10cm) and maximum height approx. 250 pixels (approx 6.5cm)

**Limited Offer
One Only Available**

Royal Wootton Bassett Town FC • Club History

Wootton Bassett Town formed in 1882 and are one of the oldest Clubs in Wiltshire. Bassett's early success came in the Wiltshire Senior Cup, making the final in both 1902-3 and 1903-4, losing to Warrminster 3-1 in a replay before going down 3-0 to Swindon Town the following season. Bassett folded for a period pre World War 1 before re-forming in the Calne & District League. After finishing runners-up in 1930-31 they went one better the following year winning the championship. A short unsuccessful spell in the Swindon & District League saw the team return to the Calne League where they were champions again in 1934-35. Having won the Calne League for the second time Bassett moved up into Wiltshire League Division 2. Promotion was achieved in the first season and the team remained in the top division until the start of World War II.



After the war Bassett recommenced in the County Senior League but struggled. In 1956-57 a reorganisation of football in Wiltshire saw the creation of a Premier Division and Bassett found themselves in the second tier. Season 1958-59 saw the first title secured when Bassett finished top of Division 1. Back in the top tier the highest place finish was 8th in Season 1967-68. Then, following another reorganisation, Bassett found themselves in the Wiltshire Combination where they were to remain until 1976-77 when the current Wiltshire Football League was formed.

The second season in the new league saw Bassett relegated but they were to bounce straight back in 1978-79 only to be immediately relegated to Division 2 where they remained for 5 seasons. A second league title was secured in 1984-85 and promotion back to Division 1. This time the team were able to hold their own and in 1987-88 they won the Division 1 title, elevating the Club into the Hellenic League, where they have remained since.

Throughout their first eleven seasons Bassett kept a steady mid table position. In 1999-2000 they finished 3rd in Division One West and gained promotion to the Hellenic top flight. First season in the Premier resulted in a respectable twelfth position and a County Cup triumph. The next season they made the first round of the FA Vase but just avoided relegation. The next two seasons saw Bassett finish mid table but the following season they were relegated, this after making their first venture into the FA Cup since 1950-51. Bassett missed immediate promotion back to the Premier by one point in 2005-06. Bassett became the first club in Wiltshire to be awarded Charter Community Club status by the FA. Promotion back to the Premier Division was secured at the end of 2009-10 as Bassett finished level on points with champions Slough.

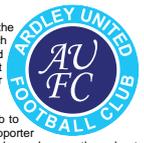
Bassett finished in a credible 15th place in their first season back in the Premier. However, they harshly found themselves demoted back to Division One on a ground grading technicality. They did well to finish in 5th place the following season after such heartbreak. In 2012-13 Bassett were never out the top 3 as they marched towards promotion, finishing 2nd. In addition they reached the FA Cup 2nd Qualifying Round for the first time. At the end of the season manager Dave Turner decided to move on after 5 years in charge. The Club were devastated when shortly after the fixture with his new club Shrewsbury Town Dave tragically passed away.

With plans for the club's and Sports Association's new facility finally moving ahead, the first team began a two year groundshare with Cirencester Town in 2013-14, a year in which Bassett finished a comfortable 14th in the Hellenic Premier Division. That performance was bettered in 2014-15 under new manager Paul Braithwaite, Bassett's final year at Cirencester, with an 11th place finish – the club's highest ever in the non-league pyramid – and a record points total. Last season saw the club return home playing at the New Gerard Buxton Sports Ground, which was opened in the summer of 2015 and with the Royal title now included within the club name. Bassett finished 15th in the Premier Division. With some top summer signings the Club are looking for a much higher finish this season.



Ardley United • Club History

Ardley United were formed in 1945 just after the end of the Second World War. In the early years, the club plied its trade in the Lord Jersey FA and played on a pitch which was situated close to the railway line on the Oxford Road. The 1950's and '60's were successful for the club as they won both league titles and cups; most notably the Oxfordshire Junior Shield on three occasions as well as many other trophies.



The acquisition of the current Playing Field site in the mid-60's enabled the club to move into the heart of the village, and a number of volunteers led by life-long supporter Doug Hodges built modest changing rooms. Ardley continued to compete in the Jersey League throughout the 70's and early 80's without much success but this was to change in the mid-80's with the arrival of Norman Stacey as chairman – a position that he graces to this day. In 1988 the club were promoted to the Oxfordshire Senior League and won the Division One title at the first attempt, following this up with the Premier Division title the following season.



Accepting a place in the Hellenic League for the 1993/4 season, Ardley spent six seasons in the 'old' Division One winning it in both 1996/7 and 97/8 as well as winning the Division 1 Cup for a record four consecutive seasons before it was merged with the Premier Division Cup to become the Challenge Cup that we know today.

The manager during these years was ex-Oxford United leading scorer Peter Foley and he was to be the first in a line of managers to keep Ardley at the forefront who include Paul Spittle, Paul Berry, Dan Still and Kevin Brock among their number.

Having outgrown the original changing rooms by the early 1990's and with a new village meeting room being built by local volunteers, the club were able to use vastly improved changing rooms as a part of that development which would carry them through to the new millennium. The big change, though, came at the turn of the century with the availability of funding from the Landfill Tax Credit Scheme, National Lottery and the Football Foundation among others enabling the construction of the dedicated building that is used today along with a new village hall for community use. These new facilities were recognised when Ardley were awarded both the Hungerford Cup and the Non-League Paper's 'National Game Award' for the most improved facilities in 2004. The upgraded facilities enabled Ardley to take promotion to the Hellenic Premier Division for the 2003/4 season and thus began the most successful years in the club's history. Under Kevin Brock's management Ardley were consistently competitive after he took the reins at the start of the 2008/9 season and they came closest to winning the league in 2013/4 but narrowly fell short as Wantage Town prevailed. That season saw the club's greatest achievement to date, though, as they lifted the Oxfordshire Senior Cup by beating Kidlington at the Kassam Stadium to realise one of the chairman's long-held dreams.

A difficult start to the 2015/6 season saw the departure of Kevin Brock who was replaced by another ex-Banbury United manager in Paul Davis. A complete overhaul of backroom and playing staff for the 2016/7 season sees the club start with a strong squad and ambitions to challenge for the Premier Division title that has eluded them for so long.

Breckon & Breckon
Independent Estate Agents
www.breckon.co.uk

Full cost £400 per season (August to April)

(Limited to just one company per season)

Stadium Pitch Board Advert



Opportunity.....

for sponsors to have a professionally produced pitch side advertising board at the Club stadium.

• Advertising board

- Professionally produced 3m x 1.5m pitch side advertising board;
- Cost in first season includes the cost of making the board and the fixings;
- Reduced price in following seasons for renewals;
- Board will not only be seen at all First Team, Development Team and Ladies Team matches but also other games played at the Club's Ground. In Season 2016-17 this included a friendly with Swindon Town FC, County Representative Team matches and Swindon & District League and Sunday League cup finals (which will be repeated next season); and
- All Advertising Board sponsors will be provided with a maximum of 3 Match day tickets for a match of their choice during the season.



Sponsor requirements

- Provision of high quality artwork (16:9 high resolution) to include on advertising board.



Full cost £250 (first season*), £150 per season thereafter

*** includes production of board**

First Team Match Day Sponsor



Opportunity.....

to be named as the Match Day Sponsor of a specific home fixture.

• First Team Match sponsor

- Your name would be recorded in our Match Day programme as the exclusive sponsor of a specific fixture (see example on right).
- In addition you would be entitled to a full page advert in the programme for that specific fixture (for more information see section on programme adverts).
- You would also be given match day tickets for a maximum of 4 people and use of the Paul Harrison Suite for hospitality of customers or staff at the specific game sponsored.
- All Match Day sponsors throughout the season would be listed by game in the centre page of the programme throughout the season (so the earlier the game sponsored the more mentions you will get over the season).



01
2017-18

Match Sponsored by
Your Company Name Here
Match Ball Sponsored by
Your Company Name Here

Uhsport Hellenic Football League
Season 2017-18
**Royal Wootton Bassett Town v
Ardley United**
Wednesday 29th July 2017
New Gerard Buxton Ground, Kick-off 7.45PM
Official Match Day Programme £1.50

The image shows a football match in progress. A player in a blue and yellow kit is dribbling the ball while being challenged by a player in a grey kit. The background shows a stadium setting. On the left side of the image, there are logos for Royal Wootton Bassett Town Football Club, The Hellenic Football League (Founded 1993), Uhsport Fussball, and Cats. A yellow box in the top right corner contains the text '01 2017-18'. Below the match image, there is a yellow banner with text: 'Match Sponsored by Your Company Name Here', 'Match Ball Sponsored by Your Company Name Here', 'Uhsport Hellenic Football League Season 2017-18', 'Royal Wootton Bassett Town v Ardley United', 'Wednesday 29th July 2017', 'New Gerard Buxton Ground, Kick-off 7.45PM', and 'Official Match Day Programme £1.50'.

Full cost £200 per game

First Team Match Ball Sponsor



Opportunity.....

to be named as the Match Ball Sponsor of a specific home fixture.

• First Team match ball sponsor

- Your name would be recorded in our Match Day programme as the sponsor of the match ball for a specific fixture (see example above).
- In addition you would be entitled to a full page advert in the programme for that specific fixture (for more information see section on programme adverts).



Full cost £150 per game

Player “Programme Kit” Sponsorship



Opportunity.....

for sponsors to have their name and telephone number against a player’s name in all First Team Hellenic League matchday programmes on a kit sponsors page.

• First Team

- Name included in Match Day Programme for all home games next to Pen Pics;
- Up to 19 home league games plus home cup fixtures;
- Average home attendance for past two seasons has been around the 70 spectator mark;
- Visiting teams are from Berkshire, Buckinghamshire, Gloucestershire, Northamptonshire, Oxfordshire as well as other Wiltshire clubs;
- Programme printed professionally by Cats Solutions (not a photocopy);
- Programme voted No.1 Non-league programme in the whole of the UK in Season 2015-16 (2016-17 result awaited); and
- Name recorded against player on Website player profile page.

• Ladies Team

- As for First Team above but included on page dedicated to the Ladies Team.

Note to potential sponsors

- If sponsored player leaves the club then your sponsorship would be assigned to another replacement player.
- Players allocated on a “first come first served” basis with first option over a particular player initially being given to sponsors from previous season.

Player	Shirt	Shorts	Socks
Curtis Meare			
Liam Edmondson		Whole kit sponsored by Arctic Services (01793 848502)	
Allione Diouf		Whole kit sponsored by Mark Smedley	
George Drewitt		Whole kit sponsored by Mark Smedley	
Nathan Hawkins		Whole kit sponsored by Gordon Reeves	
Dan Comer		Whole kit sponsored by Dave & Carol Rowe	
Dale Richards		Whole kit sponsored by Dave & Carol Rowe	
Dan Bailey			
Sam Packer		Whole kit sponsored by Paul & Debbie Comer	
Stephen Olphert			
Steve Yeardley		Whole kit sponsored by Paul & Euan Burke	
Matt Cheetham		Whole kit sponsored by Roger Williamson	
Lewis Thompson			
Henry Spalding			
Scott Walduck		Whole kit sponsored by the Walduck Family	
Steve Robertson		Whole kit sponsored by Arctic Services (01793 848502)	
Adam Corcoran			
Tyler Sheppard			
Kara Gregory		Whole kit sponsored by John & Kath Fellows	



Full cost £40 per player per season

(August to April)

Title Sponsorship of Fantasy Football Competition



Opportunity.....

to be the named sponsor of the Club's Premier League Fantasy Football competition.

• Fantasy League sponsor

- Our Fantasy Football competition has been running for seven seasons now.
- Last season we attracted a record entry of 79 teams who completed the full season.
- A bit like the Premier League itself our club competition attracts certain individuals who seem to invest a lot (of time) in playing the game and we have had just 4 different winners in those 7 years.
- As named sponsor of the competition you would appear in the title of our league on the Premier Fantasy League website and on the dedicated page in each and every one of our 19+ match day programmes that covers the competition during the season.
- Please note that we cannot control the names entered in the competition and some of the names, whilst humorous to certain people, may be offensive to others so please consider this when thinking about sponsoring this competition.



RWBFC Fantasy Football League Hall of Fame

- 2016-17 - Andy Guppy
- 2015-16 - Andy Guppy
- 2014-15 - Andy Guppy
- 2013-14 - Michael Case
- 2012-13 - Sam Lawro
- 2011-12 - Sam Lawro
- 2010-11 - Josh Dimond



Full cost £350 for the season