

Royal Wootton Bassett Town F.C. Sponsorship Prospectus



An England Football Two Star Accredited Club



Introduction

Thank you for taking time to read our Sponsorship Prospectus.

In this Prospectus we outline details about Royal Wootton Bassett Town Football Club, the various sponsorship opportunities that are available with our club, how your support can benefit our club and playing members, as well as the benefits we can offer to your business or organisation.

Numerous sponsorship packages – large and small – are available. These range from advertising boards at our state-of-the-art Gerard Buxton Sports Ground facility, through senior and youth kit sponsorship to adverts in our award-winning matchday programmes and on our website.

All sponsorship is gratefully received, helping the club to support the more than 25 teams that we operate from Under 7s through to Veterans, as well as our community football schemes and annual Holland Tour for youth sides.

We are greatly indebted to our sponsors and partners for the vital support that they provide. Their valuable support is a critical part of our continuing success and ability to provide footballing opportunities within the local community. Alongside the assistance provided by our workforce of volunteers, the club simply would not exist in its current form were it not for the generosity of our sponsors.

The club is always keen on developing further partnerships with businesses and organisations. And we hope that our Prospectus will convince you and your organisation to become involved with the Royal Wootton Bassett Town Football Club story.

Yours in sport,



Paul Gerrish

Royal Wootton Bassett Town FC Chairman

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About RWBTFC

Royal Wootton Bassett Town Football Club is an FA Charter Standard Community Club, with more than 25 teams ranging from Under 7s through to Veterans.

Situated in the small market town six miles south-west of Swindon, the club was established in November 1882, making it one of the oldest in Wiltshire. Full details of the club's rich and varied history are available in the [dedicated section of our website](#).

A member of the [Royal Wootton Bassett Sports Association \(RWBSA\)](#), the club is based at the Gerard Buxton Sports Ground – a state-of-the-art facility opened in 2015 – and operates:

- Senior men's teams competing in the Hellenic League Premier Division, FA Cup, FA Vase and Wiltshire County League;
- A senior women's side competing in the South West Regional Women's Football League Division One Eastern and Women's FA Cup;
- Veterans teams competing in the Wiltshire League Veterans Division and Oxfordshire Over 50s Premier League; and
- Youth teams competing in the Wiltshire County Floodlit League, North Wilts Youth League and Wiltshire County Women's and Girls' League

The club boasts international links through its youth section too, and each spring a select squad of c. 45 players are invited to represent the club on [tour to Holland](#).

In addition to these teams, the club runs award-winning Community Football schemes. [Free Saturday Skills Sessions](#) are run for boys and girls of all abilities aged 4 to 12, alongside Wildcats Girls' Football Centre sessions for 5 to 11-year-old girls. Dedicated goalkeeper coaching sessions are also run for youth section members. In partnership with Advanced Sports Coaching Ltd, the club's [Soccer Skills Academy](#) offers regular Monday night training sessions and multi-day camps in the school holidays. Meanwhile, adults Walking Football sessions are held on a weekly basis.

There is also a vibrant social scene at the club, with regular fundraising events held in our clubhouse at the Gerard Buxton Sports Ground.

Club Ethos, Values and Aims

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 to providing football in the Royal Wootton Bassett community.

Our approach includes:

- Applying and promoting a 'One Club' ethos
- Providing continuous playing opportunities for players of all ages
- Sustaining our current teams and developing new playing opportunities (within the 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 and produce players for the club's senior sides; by definition, this introduces further competition and selection on ability
- Promoting good behaviour and respect for others
- Sustaining senior men's and women's sides at a minimum at Step 5 of the men's non-league National League System and women's Football Pyramid
- Actively supporting the Royal Wootton Bassett Sports Association in the provision of all relevant sports to the community
- Proactively developing partnerships with other organisations within the town of Royal Wootton Bassett and surrounding area

Why Sponsor RWBTFC

- **Our visibility** – we are one of Wiltshire's largest football clubs operating more than 25 teams from Under 7s through to Veterans; and our teams face opponents not only from across Wiltshire, but counties across the south west of England – potentially helping your business or organisation reach new customers
- **Our commitment to high standards on and off the pitch** – we were the first club in Wiltshire to achieve FA Charter Standard Community Club status and are current an England Football Two Star Accredited Club; our Community Football scheme and volunteers have won numerous awards; and our matchday programmes are frequently recognised as among the best in non-league and women's football. We always strive to offer the best possible experience to our members
- **Our support for the local community** – our award-winning Community Football schemes offer free coaching to boys and girls; we are also engaged in charitable initiatives such as our annual Veterans' Super Sunday event and newly-introduced Donation Week



What Your Support Will Go Towards



Among other things, your valuable support will be used to...

- Purchase and replenish playing and training kit and equipment
- Contribute towards the vital maintenance of our facility
- Reduce the financial burden placed on our members
- Support our volunteers by assisting with the funding of coaching, refereeing and other important qualifications
- Maintain and grow our Community Football schemes
- Contribute towards the club's day-to-day running costs, its growth and future ambitions
- Advertise the contributions of our sponsors and partners

Sponsorship Opportunities

Stadium Naming Rights

Opportunity: Naming rights for the stadium pitch at the Gerard Buxton Sports Ground

Full value and period: Subject to negotiation – SPONSORSHIP

OPPORTUNITY CURRENTLY UNAVAILABLE

We are looking to discuss with interested parties the proposal to either name Royal Wootton Bassett Town's stadium or, alternatively, naming parts of the stadium after their business or company.

The important Gerard Buxton legacy would be maintained by the stadium being located at the Gerard Buxton Sports Ground and having that within the club's address.

As well as the potential to have the whole stadium named after a particular company, other possibilities include naming rights for the covered seating and standing areas of the ground or having your business name printed on the walls of the clubhouse.



Club Sponsorship



Opportunity: Club sponsorship comprising physical, print and online advertising, as well as hospitality opportunities

Full value and period: £1,600 per season

This offer includes:

- A professionally produced 2m x 0.8m pitch-side advertising board that will be displayed for all games played on the Sustain Stadium pitch
- A full-page advert in the club's award-winning Men's and Women's First Team matchday programmes
- Your logo appearing in the carousel on our website home page; this will also appear on the sponsors' page of our website
- 4 season tickets for home RWBTFC Men's and Women's First Team fixtures; matchday tickets for up to 6 people for two games per season; use of the Paul Harrison Suite in our clubhouse to entertain staff or customers

Men's and Women's Team Shirt Sponsorship

Opportunity: For up to five sponsors to have their names printed on one or more of our adult teams' playing shirts (Men's First Team, Women's First Team, Development, Veterans & Over 50s teams)

Full value and period: Men's & Women's First Teams: £3,000 per team for two seasons; Development, Veterans & Over 50s: £1,500 per team for two seasons

This offer includes:

- Your company's logo and artwork appearing on the front of our senior teams' home shirts; this will also appear on the relevant team's page and sponsors' page of our website
- 4 season tickets for home RWBTFC Men's and Women's First Team team fixtures; matchday tickets for up to 6 people for two games per season; use of the Paul Harrison Suite in our clubhouse to entertain staff or customers
- There are also opportunities, available upon negotiation, to sponsor other items of apparel for our senior teams (e.g. tracksuits, kitbags)



Youth Team Sponsorship



Opportunity: For sponsors to have their name and artwork on the training kits or other apparel of one or more of our Youth Section teams

Full value and period: £500-£1000 per season

This offer includes:

- Your company's logo and artwork appearing on at least one of our Youth Section team's training kit (tracksuits and warm-up tops) or other club apparel ([click here](#) to see the full range of club apparel/merchandise)
- Your logo will appear on our website on the relevant Youth Section team's page and sponsors' page
- An invitation to attend home matches for the youth teams you have sponsored
- 4 season tickets for home RWBTFC Men's and Women's First Team fixtures; matchday tickets for up to six people for two games per season; use of the Paul Harrison Suite in our clubhouse to entertain staff or customers

Stadium Board Advertising

Opportunity: For sponsors to have a professionally produced pitch-side advertising board at the Sustain Stadium

Full value and period: £250 for first season (includes production of board); £150 per season thereafter

This offer includes:

- A professionally produced 2m x 0.8m pitch-side advertising board
- This will be on display for *all* games played on the Gerard Buxton Sports Ground – both those of RWBTFC as well as any external fixtures, including cup finals, that we host
- Your company's logo will appear on the sponsors' page of our website
- All board sponsors will be provided with four season tickets for home RWBTFC Men's and Women's First Team games



Other Sponsorship Opportunities

Opportunity	Description	Approximate value and time period
Community Football Sponsor	To sponsor our Free Saturday Skills Sessions and Free Goalkeeper Coaching; you will receive a professionally produced advertising board around the stadium pitch and on the AGP pitch; your company name and logo will appear on the page of our website outlining our Community Football programmes and on the sponsors' page	£1000 per year
Walking Football Sponsor	To sponsor our weekly Walking Football sessions; your company name and logo will appear on the page of our website outlining our Walking Football programme and on the sponsors' page of our website	£500 per year
Programme Advertisement – Full Page	To have a full-page advert in our award-winning Men's and Women's First Team matchday programmes; your company's details will also appear on the sponsors' page of our website	£250 per season
Men's and Women's First Team Matchday Sponsor	To be named as matchday sponsor of a specific home fixture involving our Men's and Women's teams; your name would appear on the cover of the matchday programme; you would also be given four tickets and use of the Paul Harrison Suite for hospitality on the day of the game	£100 per game
Player Sponsorship – Men's and Women's First Team	To have your name and telephone number against a player's name in Men's and Women's First Team matchday programmes and Player Profiles section of our website	£50 per player per season
Holland Tour Sponsor	To sponsor the club's annual youth section tour of Holland; you will receive a full-page advert in the programme produced for the Holland Tour	Subject to negotiation
Fantasy Football League Sponsor	To be named sponsor of the club's Premier League Fantasy Football competition, run each season with more than 150 entrants	£200 per year

Come on Bassett!

www.rwbtfc.co.uk

Royal Wootton Bassett Town Football Club is a proud member of the [Royal Wootton Bassett Sports Association \(RWBSA\)](#)

Address: Royal Wootton Bassett Town Football Club, Gerard Buxton Sports Ground, Brinkworth Road, Royal Wootton Bassett, Wiltshire, SN4 8DS

Photo credits: Steve Green, Iain Lyall, Drew Pinnock, & Royal Wootton Bassett Sports Association