



Sponsorship Packages

Season 2018

Junior Academy	Senior Academy
U7's	U15's
U9's	U17's
U11's	Ayr United Ladies
U13's	



About Us

In more ways than one 2017 was a monumental year for AUFA Women and Girls Club both on and off the pitch, as was recognised by the Scottish Football Association who awarded us with the coveted Quality Mark Award, as testament to the club's progress in developing footballing opportunities for females in South Ayrshire.

On the pitch we had 7 teams in action throughout the year participating in festivals, leagues and cup competitions. It is hoped over the next few years to strengthen our youth player pathway which will allow the development of our talented females to play football at the highest level.

In the last year, Ayr United Football Academy has welcomed 111,000 community participants at various targeted programmes throughout South Ayrshire. These programmes have ranged from under 5's mini kickers to over 55's playing walking football. AUFA has also delivered programmes which tackle health, climate and disability areas within the community.

As a registered charity, to continue reaching our goals and progress further, we rely on the support of local businesses to help us provide training kit and equipment, match day playing strips alongside coach education delivery. Without this valuable support and funding, we would not be able to provide our player pathway which supports and develops over 95 female players aged from 5 to adulthood.





Advertising Benefits:

- *Match Day Kit* – Company logo displayed on front/back/shorts of Team Kit.
- *Newsletter* - Company logo will appear on our quarterly e-newsletter distributed to all parents, players and corporate partners.
- *Media Exposure* – Partnership announcement, including photo of cheque presentation and article, distributed to local news outlets and all AUFA social media.
- *Product Selling* - Opportunity to offer business services to AUFA players and families.

Media Benefits:

- *Match Report* - Company logo appears in team’s weekly match report found on aufa.org.uk.
- *Quarterly Updates* - Company news focus and updates on AUFA website and social media.
- *Web Link* - Logo and weblink placed on our AUFA website “Sponsors Page”.
- *Social Media Posts* – Regular Facebook/Twitter linked posts to business media pages.



AUFA.ORG.UK

Averages over 4500 hits per month



AyrUnitedFootball Academy

Over 2000 Facebook followers



@AyrUtdAcademy

Over 1900 Twitter followers





Hospitality Benefits

- *Complimentary Tickets* - 2x tickets to an Ayr United FC home league match.
- *Awards Night* - 2x VIP tickets to Annual Awards event.
- *Award Sponsor* – Presentation of Player Awards.
- *Awards Programme* – Logo displayed in Annual Awards programme.

General Benefits

- *Framed Plaque* – AUFA partner plaque for display within your business



TEAM/INDIVIDUAL SPONSORSHIP TARIFFS 2018

What's Included?	Front of Strip	Training Kit	Rear of Strip	Shorts	Football Camp	Player Sponsorship
<i>Junior Academy (U7/U9/U11/ U13) Cost Per Annum</i>	£400	£400	£200	£125	£200	£20
<i>Senior Academy (U15/U17/ Ladies) Cost Per Annum</i>	£800	£800	£400	£250	N/A	£40
<i>Advertising</i>						
Match Day Kit	✓	✓	✓	✓	-	-
Vinyl Banner	-	-	-	-	✓	-
Quarterly E-Newsletter	✓	✓	✓	✓	-	-
Photo + Article	✓	✓	✓	✓	✓	-
Product Selling	✓	✓	✓	✓	✓	-
<i>Media Benefits</i>						
Match Report	✓	✓	-	-	-	-
Quarterly Update	✓	✓	✓	✓	✓	-
Logo/Link - Business Page	✓	✓	✓	✓	✓	✓
Logo/Link - Player Page	✓	-	-	-	-	✓
Social Media Posts	✓	✓	✓	✓	✓	-
<i>Hospitality Benefits</i>						
Match Day Tickets	✓	✓	✓	✓	-	-

Awards Night Tickets	✓	✓	✓	✓	-	-
Award Sponsor	✓	✓	-	-	-	-
Award Programme	✓	✓	-	-	-	-
<i>General Benefits</i>						
Framed Plaque	✓	✓	-	-	-	-



FULL FEMALE PATHWAY SPONSOR 2018

This exciting opportunity to sponsor the full female football programme in its entirety, from U7's to Ladies teams, includes the following minimum benefits;

Company logo on all team playing strips.	Dedicated company webpage on aufa.org.uk	Company advertising banner for use at all matches and club events.
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<p>Company advertising board at Somerset Park for Ayr United FC first team playing season.</p>	<p>Hospitality box at an Ayr United FC home league match.</p>	<p>Complimentary tickets to all club events and presentation of awards at End of Season Player of the Year event.</p>
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If interested in any of the sponsorship opportunities available for season 2018 and beyond, please contact lara.ingram@aufa.org.uk

We look forward to hearing from you in what will be yet another exciting season for our female players!



Ayr United Football Academy Women and Girls Club

