



SPONSORSHIP

COMMUNITY AND CORPORATE

2025- 2026 Offer

Community Focused

Charity Number: 1202842



BECOME PART OF OUR STORY

OUR CLUB

Bury Town Community Football Club is proud to champion inclusion, opportunity, and the power of active participation across our community.

Inside this pack, discover how your support can help us to keep the game open to all – from our youth to women and disability teams – by funding safe spaces, high-quality kits, travel costs, and more. You'll get a closer look into the centre of our club: the players, trustees, coaches, and hear first-hand how football is building confidence, life skills and creating connections across our teams.

Become part of our story, and help us to go even further.

A MESSAGE FROM OUR CHAIRMAN

“Our goal is to be the go-to football club for grassroots football in our region”

Sponsorship is vitally important to the Club to help cover venue costs, provide kit and equipment and to help us achieve our charitable aims.

Our goal is to be the go-to club for grassroots football in our region and our sponsors have helped us to expand and increase healthy participation especially, within our girls and disability teams.

Your support goes far beyond the things you see as the friendships, values and skills our players develop alongside our highly qualified coaches are great foundations for life outside of football.

We hope that you will join us and support us on an incredible journey and become part of the Bury Town Community family.



Ben Oxley

CLUB IDENTITY

Community is at the heart of what we do.

Our dedicated committee, trustees, operations staff, coaches and players demonstrate our values and support the FA's Respect Agenda, both on and off the pitch to bring the best to Bury Town Community Football Club.

INSPIRING PARTICIPATION

We believe that the opportunity to play football should exist everywhere, whether you live in a town, city or rural village. We're keen to inspire local people to find one of our teams and get involved.

FUN AND MEMORIES

Alongside the key skills and discipline that football teaches, the game itself should always remain fun to play, exciting to be a part of, and a rewarding experience for everyone.

DEVELOPMENT

We're passionate about giving our players the space and chance to play by providing resources, local coaches and creating opportunities to develop by competing in local leagues and tournaments.

ONE TOWN, ONE FUTURE



SPONSORSHIP CHANGES THE GAME



Sponsorship isn't just about logos or kits — it's about confidence, community and creating lasting opportunities for our players. From new training equipment to essential kit for families as part of our Blues Community Support Scheme, your generosity reaches far beyond the pitch. Here's what it means to the people it supports:

"New kit has allowed us to turn up to games feeling smart and ready to face our competitors."

— U15 Lions Player

"We are so thankful for the generosity of our sponsors. We've been lucky enough to have a sponsored home, away and training kit. Our sponsors even came out to see our team in action. Giving to a local grassroots club helps us reinvest in new equipment and better opportunities for our players."

— James Thompson, Youth Coach

"By supporting our focused and dedicated teams, you help them to grow in confidence, spirit, and identity. Sponsorship changes the game. Since receiving kit support, the U15 Lions played 12 games — 11 wins and just 1 loss. We're incredibly proud of our players and deeply grateful to those who sponsor. Your support doesn't just provide kit — it builds pride, a sense of belonging, and opportunity. It makes a real difference to our teams and to our community club."

— George Gearing, Coach

FUND THE GOAL: MEANINGFUL WAYS TO SUPPORT YOUR LOCAL CLUB

Supporting grassroots football means so much more than funding a game.

At our community club, your support helps our teams to aim higher, feel empowered, and included. Across our youth, women's, and disability teams, we're working hard to make football accessible, welcoming, and a place for everyone — but we can't do it alone. Your involvement doesn't just fund equipment or pitches — it fuels opportunity, belonging, and community spirit. Here are some of the ways that you can get involved and make a meaningful impact.

These are some of the sponsor opportunities coming up in this pack:

CATERING, FACILITIES AND VENUES

HELP US TO MAINTAIN PITCHES & IMPROVE FACILITIES FOR ALL

PITCH-SIDE ADVERTISING

HIGH-VISIBILITY - A PARTNERSHIP THAT GIVES BACK

TRAVEL SPONSORSHIP

SUPPORT OUR PLAYERS TO GET TO THE GAME

PLAYER SUPPORT FUND

MAKE FOOTBALL AFFORDABLE FOR EVERY CHILD

ESSENTIAL KIT AND EQUIPMENT

EQUIP AND PREPARE OUR TEAMS FOR THE SEASON





FROM THE FUNDRAISING DESK

“Sponsorship is more than adding a logo to a kit.”

At age six, I was lining up with my autograph book to meet the players at Ipswich Town Football Club. Over 20 years later, the passion for the game is still strong. Now, I have the opportunity to support our players in over 20 teams that play across the region proudly representing Bury Town Community Football Club.

My role as Sponsorship and Fundraising Coordinator is to support our teams, coaches and wider club to ensure that we can look towards a sustainable and secure future with the support of our partners and sponsors.

As a registered charity, it's vital that we keep our St James and Great Whelnetham venues held to the best operating standards.

Our Disability Team face high travel costs throughout each season. We're searching for a travel sponsor to support some of their longer journeys. Can you help us?

Financial pressures affect everyone. We do all that we can to ensure that financial constraints never become a reason that a child, young person or adult stops playing the game they love. Read more on how we support players and their families with our **Blues Community Support Scheme**.

We listen to our players. You'll hear from our U15 Lions in the next few pages, who share their experience of reaching a low point in their season and how new coaching support and freshly sponsored new kit helped them to feel back in the game.

I hope to work with you in the future and personally thank you for considering supporting our community club.

Eleanor Ling



WELCOME TO THE COMMUNITY

LOCAL FOOTBALL, LASTING IMPACT

We encourage and champion the participation of over 25 teams within our community aspect of the football club. Ranging from Under 7's to our Women's and Disability Teams, we're proud to offer the opportunity for everyone to participate in the game.

Our dedicated coaches and committee support the safe practice, development and retention across the leagues that our teams are part of, which includes: Suffolk Youth Football League, Ipswich and Suffolk Youth Football League, Colchester and District Youth Football League, Suffolk Girls and Women's Football League, Norfolk Combined Youth Football League, the Wots Up iCAN Football League, Eastern Junior Alliance and Suffolk Disability League.

Venues - Great Whelnetham, St James Bury St Edmunds, Culford Sports Facilities, Bury St Edmunds Rugby Club, the West Suffolk All Weather Pitch and Skyliner Sports Centre.

SUPPORT OUR VENUES

Help us to create safe, welcoming spaces for community football.

We're committed to providing excellent venues for our players, it's at the heart of what we do – they're where teams grow in confidence, friendships are built, and families come together.

With your help, we can continue to offer a high-quality, community-focused sporting environment for players of all ages and abilities.

We operate across two key sites: St James and Great Whelnetham, both of which require ongoing maintenance to stay match-ready and welcoming for all. Pitch maintenance at our St James venue alone costs us £10,000 per season.

We Need Support With:

- **Pitch Maintenance** – Regular mowing, line marking, surface repairs, and drainage improvements to ensure safe playing conditions.
- **Toilet & Changing Facilities** – Upgrading current facilities to provide more accessible amenities for players and their families.
- **Secure Storage** – Safe, weatherproof storage solutions for team kit, goals, and groundskeeping equipment.
- **New Catering Unit** called a 'The Huddle' at St James- this would offer a kitchen space to improve our facilities and upgrade the match day experience, with the profits reinvested into keeping play going.

Whether you're a local business, tradesperson, or a supporter looking to give back, your support can make a visible difference.

Ways to Help:

- Sponsor specific improvements (e.g. toilet refurbishment, container storage)
- Donate equipment or professional services (a lawn mower, plumbing, electrical, hedge cutting)
- Fundraise for, or contribute to, our pitch & facilities.
- A ride on lawn mower would be a fantastic step to help us to maintain our own pitches.



Here's how venue sponsorship can pay you back

On-Site Branding & Signage

Your business logo prominently displayed on a pitchside board at St James, Bury St Edmunds or Great Whelnetham.

Online & Social Media Promotion

- Featured posts thanking your business on our club social channels.
- Logo placement on the facilities page of our website.
- Mentions during roundups or community news.
- Press release on our website

Community Visibility

Association with a trusted, growing grassroots club supporting 25+ teams.

Exposure to hundreds of local families and visitors across 30 weeks of the year.

Opportunities to attend and be thanked at events or end-of-season sponsors celebration.

If you would like to make a donation towards these improvements as part of our 'Pitch and Facilities Fundraising', please get in touch.

SUPPORTING OUR PLAYERS

LOCAL FOOTBALL, LASTING IMPACT



Shaking hands before the game begins

As a club, we have allocated over £2,000 in funding as part of our **Blues Community Support Scheme** to help local families financially to ensure that finances are not a barrier to participation, where every child can pursue their football hopes and ambitions.

As the scheme continues, the club is not just about scoring goals on the field; it's about scoring goals for the community's future, backed by a financial commitment that speaks volumes about the club's dedication to making a difference beyond the pitch.

As a sponsor, you'll help us to invest in the club and the future of community football, accessible to everyone.

How does this game-changing initiative support our players and their families?

This scheme provides vital support for families, backed by an impressive financial commitment, which has already proven to be a lifeline for local children, ensuring that economic hardships don't hinder their passion for football. This scheme acts as a shield against the potential dropout of local talent, fostering a nurturing environment where passion and skill can flourish.

It's strategically tailored to alleviate the financial strain associated with membership fees and represents a hugely positive step towards keeping the sport inclusive and accessible to all, irrespective of economic circumstances.

This initiative not only underscores our dedication to the wellbeing of local families, but also exemplifies our club's understanding of the broader socio-economic challenges faced by the community.

PITCHSIDE AT ST JAMES

HIGH-VISIBILITY – A PARTNERSHIP THAT GIVES BACK

Placing your business at the heart of the action at St James, one of our Bury Town Community Football Club venues, is a smart and impactful way to raise your business profile. With hundreds of visitors each week throughout the 30-week season, pitch-side signage offers brand exposure and visible community support.

What are the benefits of signage sponsorship?

Our St James venue hosts matches, training sessions, and tournaments.

With 25+ teams, your business signage will be seen by:

- Local families, players, and supporters
- Visiting teams from across the region and beyond
- Community groups and event attendees
- It's consistent, high-footfall visibility – right in the heart of the action, and Bury St Edmunds.

What's Included?

- Your business sign (arranged through us) displayed pitch-side visible to approximately 5,500 people over 30 weeks of the season.
- A mention on our social media to welcome you as a signage sponsor.
- Listing on our website under club sponsors.
- Optional photo opportunity with your sign and committee members to share online or in local media.

Pricing and Our Renewal Discount

Advertising banners measure 6ft by 3ft and are priced at **£295 per season**. The signage is arranged through us and displayed for one season.

If you decide to renew for another season, we can offer £60 off of the next season cost as a thank you for your continued support.

Need a new banner? We can arrange re-printing for an additional fee.

A Partnership That Gives Back

Your support helps us maintain the pitches, improve facilities, and make football accessible to everyone – no matter their age, ability, or background. Let your business stand out while making a difference.

To sponsor a sign at St James or to find out more, please contact: eleanor.ling@burytowncommunityfc.co.uk



KIT SPONSORSHIP

Sponsors have the opportunity to feature their logo on either our home or away shirts per season, with a discount if you renew for a second season as a thank you for continued support.

Sponsoring a team kit at Bury Town Community Football Club is more than branding — it's a direct investment in grassroots football and community participation. With over 25 teams ranging from Under 7s to adult and disability teams, there's a level that's right for every sponsor. Kit is an essential part of our sport. We work with a high quality kit manufacturer and printing company to ensure that we maintain a professional look across all of our teams and age ranges whilst they represent Bury Town Community F.C.

Contact us to find out which teams crucially need your support.

PRICING PER SEASON

Team Age Group

Sponsor Price Includes

Youth Team: (U7-U16)

Team sizes can vary from
8 to 20 players

£37 per player*

*(adult sizing,
above an XS, are
subject to VAT)

- Shirt, shorts and socks for each player in the team within the one season sponsor cycle,
- Printed single-colour logo on kit (home or away) for one season,
- A thank you photo (with coaches/committee members)
- Social media post across our platforms,
- Social Media graphic for you to share on your channels,
- Your logo on the sponsors section of our website,
- Invitation to our annual sponsors celebration

Adult Team: Disability

We have two teams with
10 players registered in each team

£43 per player

- Sponsoring our Disability Team kit is a meaningful way to champion inclusion in sport, support accessible football for all, and show your commitment to breaking down barriers — while enjoying all the kit sponsor benefits (above) and a place in our growing, supportive community.

Adult Team: Women

Approximately 16 players per team

£43 per player

- Sponsoring our Women's Team kit is a powerful way to champion equality in sport, support the growth of the female game, and align your business with a movement that's inspiring the next generation of players — while receiving all the standard kit sponsor benefits (above) and exposure to a wider audience reach.

Kit Sponsorship Renewal Discount

We really appreciate your support. As a thank-you, we'd like to offer you a 30% discount on year two of sponsorship if you renew for another season. Your continued support means so much — not just to the players, but to their families and our whole club community.

LEAVE A LEGACY



Make a lasting impact on the future of our club by becoming a Legacy Sponsor.

This special opportunity is designed for individuals, families, or businesses who want to create real, long-term change for our players, our facilities, and our wider community.

By donating £5,000 or £10,000, your legacy would:

- Help us to grow and sustain our youth, disability and women's teams.
- Improve our venues and facilities for the long term.
- Support mental health and wellbeing initiatives.
- Fund community outreach programmes that create belonging and opportunity for all.

This is more than sponsorship — it's a chance to shape the future.

Get in touch to discuss becoming a Legacy Sponsor and making a lasting donation.

PACKAGES

All packages include a certificate of thanks.

Bronze Sponsor - £175

- Your logo on the club website for the season.
- Social media mention and thank you post (twice during the calendar year)
- Recognition on our website and newsletter as a supporter of grassroots football for the season.
- Invitation to attend a youth/women/disability match and meet coaches and the team.

Silver Sponsor - £500

- All Bronze benefits, plus:
- Pitch-side banner
- A Bury Town Community Shirt and Mug
- Invitation to our Sponsors Day celebration event

Gold Sponsor - £1,000

- All Silver benefits, plus:
- Logo on the training tops of one team for two seasons
- Dedicated social media feature post twice a year
- Noted on our website as a sponsor for the next two seasons

Community Champion Package - Custom (Starting at £3,000)

- Tailored packages for larger sponsors or long-term partners.
- May include naming rights (e.g. venue, fundraising event, etc.)
- Involvement in community outreach



Sponsors play a vital role in the both the present and future of Bury Town Community Football Club. By investing as a sponsor, you'll be helping to continue the great work of our coaches and volunteers and continuing our offer of sporting opportunities in Bury St Edmunds and beyond.

Become part of the story and help your local community club to thrive.

Start a conversation with us today to find the right sponsorship opportunity for you.



BECOME A TRAVEL PARTNER

HELPING OUR TEAMS GET THERE

Getting to the game is half the battle—and for many of our teams, it's also one of the biggest expenses.

Our players give their all on the pitch, but behind every kick, pass, and save is a journey. For some teams, especially our disability players, the cost of travel can be a real challenge.

Just three essential away trips for them during each season totals £2,500—a vital but often overlooked part of making football accessible to all.

By sponsoring or contributing towards travel costs, you're doing more than funding a minibus—you're supporting inclusion, opportunity, and the chance for every player to compete with confidence. Your support could make the difference between a missed match and a moment of glory.

Whether you sponsor a full season of travel or make a one-off donation, your support goes a long way—literally. Get in touch today to talk to us about travel sponsorship opportunities and how you can be part of the journey.



ADDITIONAL OPPORTUNITIES

BACKING THE FUTURE OF FOOTBALL, ONE OPPORTUNITY AT A TIME

One-Off Donations

- All donations are greatly valued. We can align your donation to an area of vital need within the club and send you updates to show you how your donation has made a difference. There is the option to donate in memory or in celebration.
- Donors can be listed on our "Supporters Wall" of our community club website.

Merchandise Sponsorship

- Sponsor a run of scarves, hats, mugs, or bottles.

Corporate Support

- Nominate us as your Charity of the Year
- Host a workplace fundraiser in aid of Bury Town Community F.C. – perhaps with a bake sale or maybe take part in a sponsored walk or run to raise vital funds for our charity club.

OUR PARTNERS

We're proud to collaborate with like-minded charities and organisations who share our values of community, opportunity, and inclusivity. These partnerships help us go beyond the pitch – creating real impact in the lives of our players, families, and the wider community.



My WiSH Charity - Fundraising for West Suffolk NHS Foundation Trust

One of our earliest charity partnerships, My WiSH Charity supports care across the West Suffolk NHS Foundation Trust. From the very beginning, they've helped us show what football can do off the pitch.

We were proud to partner with them on kit sponsorship – and our teams continue to raise money throughout the season, including through regular tea and coffee sales on match days. This partnership is about more than visibility; it's about giving back to a service that's there for everyone when they need it most.



Families Together Suffolk - Strengthening Families, Empowering Communities

We're thrilled to be partnered with Families Together Suffolk, a charity focused on building strong foundations for local families.

Together, we're creating a more supportive, inclusive future for our young players and their families.



Norwich City Football Club - A Pathway to Progression and Professional Development

We are excited to announce a landmark partnership with Norwich City Football Club, connecting our grassroots community with one of the country's leading football academies. We're incredibly proud to work with NCFC to help our young talent thrive – both on and off the pitch.

"This partnership will strengthen our club, expand our reach, and create new opportunities for players, coaches and volunteers."

— **Ben Oxley, Chairman, Bury Town Community Football Club**

"Bury Town is an exciting place with dedicated staff – this partnership is a key step in our regional goals."

— **Jake Swan, Head of Regional Academy Recruitment, Norwich City FC**

OUR COMMITTEE



Ben Oxley

COMMUNITY CHAIRMAN
AND TRUSTEE

Jason Day

RECRUITMENT & RETENTION OFFICER
AND TRUSTEE

Jackie Skipp

COMMUNITY SECRETARY
AND TRUSTEE

Carl Newdick

WELFARE OFFICER
AND TRUSTEE

Liam Bates

KIT & EQUIPMENT OFFICER

George Gearing

FEMALE FOOTBALL DEVELOPMENT
OFFICER AND COACH

Eleanor Ling

SPONSORSHIP AND FUNDRAISING
COORDINATOR

Mike Edwards

TREASURER

Dan Nash

MEDIA OFFICER

To start a conversation about the opportunities in this pack, please contact:
eleanor.ling@burytowncommunityfc.co.uk