



St Albans City Youth FC  
BOYS UNDER 10 ORIENT



# BUILDING COMMUNITY TOGETHER

Sponsors & Partners  
Pack 2020/21

[www.cityyouthfc.com](http://www.cityyouthfc.com)



## WHO ARE WE?

St Albans City Youth Community Football Club (STACY) was founded in 1971 to provide organised football for a group of local School boys.

From humble beginnings the Club is preparing to celebrate its 50th anniversary in 2021 and can now boast to be one of the largest Grass Roots Sporting Clubs in the UK with over 1000 players across 84 teams and with an age range of 7-18 years for boys and girls and open age for our broad range of Disability teams.



'City Youth' as it is commonly known became a registered charity in 2001 and in the same year the club was awarded Charter Standard status by the Football Association. The Management Committee, the Team Managers, Assistants and Officers give their time on a voluntary basis as do the Board of Trustees who oversee the club to ensure that it is run on a sustainable basis with its core values and development objectives being achieved.



The Club continues to grow year on year and play an increasing role in the community of St Albans and the surrounding areas. The Blue and Gold of City Youth is one of the most highly recognisable sporting Brands in Hertfordshire and beyond amongst parents, children and Schools and has a reputation for promoting inclusiveness, fair play, sporting opportunity and outstanding governance.

## WHAT ARE OUR VALUES?

Our continuing aim is to build on the foundations established over five decades for a self-sustaining Community Based Club, providing sport (mainly football) to junior and senior players, boys, girls and disabled participants, in a positive, friendly and professional environment.

St Albans City Youth strives to deliver the very best aspects of youth sport. We aim to teach young people; competitiveness but fairness. We teach respect for the Club, for our environment, team-mates, managers, coaches, officials and most importantly themselves.

STACY works to deliver increased participation in Sport across all sectors of our Community. We aim to promote and encourage active and healthy lifestyles. Crucially we aim to educate our young people to recognise the need for tolerance, inclusiveness and understanding. It underpins everything we do. We feel that sport can deliver these objectives and the Club's role is to deliver in the most effective and holistic way possible to as many young people as we can reach. We are the Community.





## WHAT IS OUR ROLE IN THE COMMUNITY?

As the club has evolved and grown over the last 20 years, as well as providing all the traditional functions of a youth sports club crucially the Club has developed its Community awareness programme, known locally as St Albans City Youth in the Community. This has seen the club focus on innovative ways of training young people. Some of this Community work is provided by the Club and some in partnership with local agencies including Herts Sports Partnership and Special Olympics. Our Disability section at City Youth is a key part of our family and we are committed to developing young disabled people to become more active and involved through sport and to integrate this element of our community into our club ethos.

The Community Trust provides 150 girls and boys aged under 7 football fun and coaching on Saturday mornings in term time. The club also supports 16 primary schools within the St Albans area by promoting School-Club links and providing coaching courses and experience for sixth formers training for their Coaching Badges. The Disability Section have plans to replicate the School-Club coaching experience throughout their section and with Special Olympics. Towards the end of each season teams are actively encouraged "to tour" using our links in Europe and beyond.



Through our community work we offer career advice, guidance and progression to young and disabled people including work placements, work experience, Junior Sports Leaders courses, holiday work and apprenticeships.



We also run School Holiday Camps, Community Days, Disability Festivals both at Highfield Park and Nicholas Breakspear School and Small Sided Competitions for boys and girls. All this requires funding and support from Sponsors and volunteers alike. The Club does this to "give something back" to the Community. As a Charity, we aim to run our events at a competitive price and have a hardship policy to allow everyone to take part.

## HOW ARE WE MEETING THE CHALLENGE?

City Youth faces the same challenges for resources faced by most Charities and community organisations. Our costs increase as we grow and expand the work that we do. Increasing internal revenue streams is becoming more challenging resulting in the need to attract external partners to support us and work alongside us. As a Club with our scale and reach we know we can provide many reciprocal benefits to our partners that are both tangible and intangible.

Recently the Trustees took the bold decision to employ a full-time Community Manager who organises numerous outreach projects in local schools, delivered by apprentice coaches and oversees the Clubs Coach education and coaching provision. More recently, the decision was taken to employ a full-time Commercial Manager in order to establish and manage various fundraising initiatives including partnering with local businesses to harness potential sponsorship opportunities. The Commercial Manager will ensure that potential partners will feel welcomed, valued, informed and importantly will see the benefits of their investment in the community. We are now at the point where the 1000s of hours delivered by our vast family of volunteers need further professional support and outside participation from the Community we serve.





## WHAT ARE OUR COSTS?

As a Charity we try only to cover our costs each season, charging players a registration fee to cover their participation. Our philosophy is to make the cost of playing for our club as reasonable as possible for parents/guardians. Each team costs approximately £2,200 per year to run. Despite this our Registration fees remain amongst the lowest among peer clubs in the region as we strive to offer 'Football for all' irrespective of background or personal circumstances. As a Charity, Hardship grants are made available to qualifying cases to ensure no young person is excluded from taking part based on financial difficulties.



Additional money is raised by the Officers, Management, Players and Parents who undertake fund-raising events and source individual team sponsorship. Each of our 84 teams is provided with match kit, this can come from sponsorship, grant applications, parents or club funds. When a team grows out of a kit and it is still in good condition it can be passed down to another team. Once it reaches a certain age it is shipped out for use in Africa.

**THE REALITY IS THE FUNDS NEEDED TO RUN A CLUB WITH OUR SCALE REQUIRES IN EXCESS OF £250,000 PER YEAR TO OPERATE.**

## WHY BECOME A PARTNER WITH 'CITY YOUTH'?

The benefits of partnering and sponsoring sport at the Grass Roots level are many and varied and we as a Club stand at the vanguard of that opportunity. Partnering with us is a very positive but also practical and visible way of supporting the community where you are based. This is also where your customers may operate and where your employees live and work. Our size and presence means that it highly likely that among your employees and your customer base there are parents or family members of players, a manager or volunteer or two and the high probability you will encounter regularly our vast family of former players and coaches developed over our near 50 history. Everyone in our city knows someone connected to 'City Youth' and the City Youth brand that only carries positive connotations.

We at City Youth want to partner with organisations that share our values and support our vision. The key word here is 'partner'. Our Commercial Manager will work alongside our partners to develop long lasting and meaningful relationships which are beneficial for all parties involved.

Partnering through one of our range of Sponsorship options will provide your organisation with increased visibility in our Communities and the opportunity to be connected to and be seen to visibly support a strong and positive brand that is respected by all. Being part of our 'family' can only bring positive results.





## WHAT ARE THE OPPORTUNITIES?

There are four key categories of partnership and sponsorship available which will provide varying levels of coverage and reach both within our Club and the wider St Albans community and beyond and therefore will attract differing levels of financial support.

However, in each case the Club's Commercial Manager will work with each of our partner organisations to ensure that they are superbly promoted, recognised and valued.

The opportunities currently available are;

- **THE CLUB'S MAIN PLATINUM PARTNER**
- **DISABILITY SECTION PLATINUM PARTNER (SOLD)**
- **BOY'S SMALL SIDED TOURNAMENT (2 DAYS)**
- **GIRL'S SMALL SIDED TOURNAMENT (1 DAY)**
- **ANNUAL CHARITY GOLF DAY PARTNER**
- **SQUAD KIT SPONSORSHIP**





## ST ALBANS CITY COMMUNITY FC PLATINUM PARTNER

As the Club's Platinum Partner, we would welcome you to a yearlong partnership to be the Club's Headline Community Partner and sponsor.

This comprehensive package is designed to bring maximum exposure to your organisation enabling you to feel part of the City Youth community and to participate in and celebrate our journey and achievements across an entire calendar year and hopefully beyond. This we hope, would fully reflect your financial support and any other benefits that your organisation can offer. Our Commercial Manager will work with you across the year to ensure you feel valued and included.

We are delighted to include the following opportunities to our Platinum Partner;

- The opportunity to promote your Partnership of St Albans City Youth FC in your own Marketing initiatives. \*
- Sponsorship of our Annual Presentation Day \*\* (see below).
- Shirt sponsorship for; one female and one male youth team for 2 years.
- 2 Advertising hoardings at the Club's base at Highfield Park displayed on all match days throughout the regular season.
- A permanent presence at the 'Headline' of all club's social media platforms and website.
- Your organisations logo and a link to your organisation's Homepage on our own website.
- A 20% discount on Club annual registration fees for all children of your employees.
- Constant Local press and social media coverage.
- Active promotion of your organisation at all Club internal events and meetings.
- A prominent reference on the footnote of all official Club Correspondence both internally and externally.

### ANNUAL PRESENTATION DAY\*\*

As the Club's Platinum Partner your organisation and your guests will be welcomed as valued guests and be provided a premium profile at our Annual Presentation Day. At this Blue-Ribbon event we celebrate our Club's achievements for the year be it National or County success or simply just taking part in one of our teams or activities. Each June, with the Mayor of St Albans in attendance; players, coaches, managers and parents of our 84 teams are invited to attend the celebration at the Alban Arena in the city centre. Over the day there are in excess of 2,000 attendees from our community.

This element of your overall package would include;

- The opportunity to promote your sponsorship of St Albans City Youth at the Presentation Day and in your own Marketing initiatives. \*
- An invitation for you to attend the event and present awards on the day.
- A 'Headline' banner on the stage where all presentations are made for the duration of the event.
- Your company name and logo on the Presentation Day Brochure Cover.
- 2 Full page advertisement in the Club's annual Presentation Day Brochure

\*With prior agreement of the Charity's Trustees

Suggested Cost: 1 season £6,000, 2 seasons £10,000





## ST ALBANS CITY COMMUNITY FC DISABILITY SECTION HEADLINE SPONSOR

As the Club's Inclusive Section Headline Sponsor, we would welcome you to a yearlong partnership to be the Club's principle Community Partner of and sponsor for our thriving and multi award-winning Disability Section.

This varied package is designed to bring maximum exposure to your organisation enabling you to feel part of the City Youth Inclusive community and to participate in and celebrate their journey and achievements across an entire calendar year and hopefully beyond. This we hope, would fully reflect your financial support and any other holistic benefits that your organisation can offer to our young people, many of whom face adversity and challenges in their daily lives. Our Commercial Manager will work with you across the year to ensure you feel valued and to keep you abreast of the Inclusive section's news and successes.

We are delighted to include the following opportunities to our Inclusive Section Headline Sponsor;

- The opportunity to promote your sponsorship of St Albans City Youth Inclusive Section in your own Marketing initiatives. \*
- Shirt sponsorship for; 2 inclusive teams.
- A permanent presence at the 'Headline' of all club's social media platforms and website.
- Your organisations logo and a link to your organisation's Homepage on our own website
- A 20% discount on Club annual registration fees for all children of your employees.
- Local press and social media coverage.
- Active promotion of your organisation at all Club internal events and meetings.
- A prominent reference on the footnote of all official Inclusive Section Correspondence both internally and externally.
- A warm welcome to our Club's annual Presentation Day including the presentation of awards to the Disability section.
- Full page advertisement in the Club's annual Presentation Day Brochure.
- 

\*With prior agreement of the Charity's Trustees

Suggested Cost: 1 season £2,500, 2 seasons £4,500 **SOLD**





## BOYS SMALL SIDED TOURNAMENT (2 DAYS)

The Boys small sided tournament is one of the most highly regarded and eagerly attended annual football celebrations in Hertfordshire. This prestigious event is held during the final weekend of May at Highfield Park in St Albans. The event delivers a weekend of football to 1250 children between the ages of 7 and 12 years old from across Hertfordshire (and beyond), supported by hundreds of parents and friends. Our annual tournament is organised by our volunteer events management team with help from the local community, ex-players and team managers from within the City Youth family. As a registered Charity all funds raised from the weekend are reinvested directly in youth football and help the club to support the 84 teams that we operate across our boys, girls and disability sections.

This comprehensive package offers your business the opportunity to demonstrate that you are a key part of the St Alban's community and simultaneously engage with several thousand Hertfordshire residents. We are looking for financial support from local businesses and/or any additional investment that your organisation can offer for the event. Our Commercial Manager will work with you to plan the event and on the day(s) to ensure your organisation feels valued and is comprehensively promoted amongst the local community and our guests from across the region.

We are delighted to include the following opportunities to our Boys Small Sided Tournament Sponsor(s)

- The opportunity to promote your sponsorship of St Albans City Youth Boys Annual Tournament in your own Marketing initiatives. \*
- The invitation to attend the event and promote your organisation to attendees on the day using marketing materials. \*
- 2 Advertising hoardings at the entrance to Highfield Park on each day sponsored.
- A 20% discount on Club annual registration fees for all children of your employees.
- Local press and social media coverage.
- A prominent reference on the footnote of all correspondence both internally and externally relating to the event.
- Active promotion of your organisation at both the event and relevant planning meetings.
- Prominent promotion of your organisation on the App used to organise and communicate during the event.

\*With prior agreement of the Charity's Trustees

Suggested Cost: 2 days £2,500







## GIRLS SMALL SIDED TOURNAMENT (1 DAY)

Widely acknowledged as one of the most enjoyable and eagerly attended annual girls' football celebrations in Hertfordshire this prestigious event is held on a Saturday in late May at the club's base at Highfield Park in St Albans. The event delivers a day of football for 750 children between the ages of 7 and 12 years old from across Hertfordshire (and beyond), supported by hundreds of parents and friends. Our annual tournament is organised by our volunteer events management team with help from the local community, ex-players and team managers from within the City Youth family. As a registered Charity all funds raised from the weekend are reinvested directly in youth football and help the club to support the 84 teams that we operate across our boys, girls and disability sections.

This comprehensive package offers your business the opportunity to demonstrate that you are a key part of the St Alban's community and simultaneously engage with several thousand Hertfordshire residents. We are looking for financial support from local businesses and/or any additional investment that your organisation can offer for the event. Our Commercial Manager will work with you to plan the event and on the day to ensure your organisation feels valued and is comprehensively promoted amongst the local community and our guests from across the region.

We are delighted to include the following opportunities to our Girls' Small Sided Tournament Sponsor;

- The opportunity to promote your sponsorship of St Albans City Youth Girls Annual Tournament in your own Marketing initiatives. \*
- The invitation to attend the event and promote your organisation to attendees on the day using marketing materials. \*
- 2 Advertising hoardings at the entrance to Highfield Park on Tournament Day.
- A 20% discount on Club annual registration fees for all children of your employees.
- Local press and social media coverage.
- A prominent reference on the footnote of all correspondence both internally and externally relating to the event.
- Active promotion of your organisation at both the event and relevant planning meetings.
- Prominent promotion of your organisation on front cover of the brochure used to organise and communicate during the event.
- 2 full page colour advertisements in the Tournament brochure.

\*With prior agreement of the Charity's Trustees

Suggested Cost: £1,500





## ANNUAL CHARITY GOLF DAY PARTNER

St Albans City Youth are proud to be hosting a Charity Golf Day, at Verulam Golf Club, on Friday 1st May 2020. This event has already sold out.

Managers, Coaches, parents and friends of the Club will join us for what promises to be an exciting day of golf, food and friendship at Verulam GC; just a short walk from the City Centre. All proceeds raised from the day will go to St Albans City Youth Community FC (Reg. Charity No 1089343). Teams of 4 will enjoy coffee/tea and breakfast rolls on arrival, 18 holes on the Championship Course, a sumptuous 2 course lunch followed by a charity raffle and auction and the opportunity to relax and share stories late into the evening.

This comprehensive package offers your business the opportunity to demonstrate that you are a key part of the St Alban's community and simultaneously engage with many members of our business and sporting community.

Our Commercial Manager will work with you to ensure your organisation feels valued and is comprehensively promoted both prior to the event and on the day amongst the local community and our guests from across the region.

- The opportunity to promote your sponsorship of St Albans City Youth Charity Golf Day in your own Marketing initiatives and Social Media Promotions \*
- Regular Social Media coverage on the Clubs platforms highlighting your organisation's sponsorship of the Charity Golf day both prior to and after the event.
- The opportunity to display your branded marketing materials prominently at the event.
- Your company logo and brand to be displayed on any materials used on the day such as 'auction sheets', 'raffle prize sheets' and incidental signage displayed to aid visitors and guests.
- An invitation to attend the event and enjoy a complimentary '4 ball' should you so wish.
- An invitation to your representative(s) to present the Golf prizes and awards on the day; winning team, nearest the pin etc.

\*With prior agreement of the Charity's Trustees

Suggested Cost: £750





## ST ALBANS CITY YOUTH FC TEAM KIT SPONSORSHIP

As a St Albans City Youth FC kit-sponsor we would welcome you to a two-year partnership to be the Partner and sponsor of one of our Boys or Girls squads.

This package is designed to bring maximum exposure to your organisation enabling you to feel part of the City Youth community and to participate in and celebrate our journey and achievements across two seasons and hopefully beyond. Our teams play across Hertfordshire during the season and enter Summer tournaments across the region.

Squads also have the opportunity to tour across Europe and the USA. Your Logo would travel with them wherever the squad go.

We hope this exposure would fully reflect your financial support and enable you to help fund the opportunity for young people from your community to play an enjoy sport and all the benefits that can bring.

We are delighted to include the following opportunities to all our kit sponsors across our 84 squads;

- The opportunity to promote your Partnership of St Albans City Youth FC in your own Marketing initiatives. \*
- Shirt sponsorship bearing your company name and or Logo for; one female or male youth team for 2 years.
- Your organisations logo and a link to your organisation's Homepage on the Club's own website.
- A 20% discount on Club annual registration fees for all children of your employees.
- Local press coverage
- Extensive social media coverage including being our Sponsor of the 'Week'
- Active promotion of your organisation at Club internal events and meetings.

Suggested Cost: 2 seasons £500, 4 seasons £1,500 (to include a replacement kit in year 3)





## ST ALBANS CITY YOUTH COMMUNITY FOOTBALL CLUB SPONSORSHIP AGREEMENT 2020

Type	
Period of Sponsorship	
Sponsorship Amount (£)	
Sponsoring / Partnering Organisation	
Name of Organisation's Representative/ Signatory 1.	
Telephone Number 1.	
Email 1.	
Organisations Address	

### SPONSORSHIP AGREEMENTS

This agreement is between the Sponsoring Organisation (Sponsor) and St Albans City Youth Community FC (STACY). Sponsorship provides the benefits outlined in the relevant section of the Sponsorship Pack for the specific type of sponsorship.

### SPONSORSHIP RULES

1. All sponsors need to be approved by the Club Management Committee. The Sponsor's details will be submitted by the Commercial manager to the Robert Baker (Treasurer) at [treasurer@cityyouthfc.com](mailto:treasurer@cityyouthfc.com).
2. For those packages that include kit sponsorship this agreement only gives a sponsor the right to have their name and logo on the kit(s) sponsored (if appropriate). Please note the kit always remains the property of the club and it must comply with the club's official kit standards.
3. All sponsorship funds received must be paid to the club (Club Treasurer).
4. Should the Sponsoring entity undertake specific activities during the period of the Sponsorship agreement which conflict with the club's aims pertaining to alcohol, tobacco or gambling then the Trustees can revoke the agreement with the club will having no liability to repay any sponsorship money;
5. The club has a standard kit policy to ensure uniformity and consistency. The sponsorship policy should be read in conjunction with the kit policy and all kit must comply with this policy;
6. All sponsor's logo's and names will be printed on club kit within the guidelines set out by the club and the FA.
7. The Sponsor and STACY are independent contractors with respect to one another, and neither shall have any authority to represent or bind the other in any manner or to any extent whatsoever, except as specified within this agreement.
8. The Sponsor shall have the right to use the following terms in advertisements, posters, brochures, newsletters, etc.: "Sponsor\* of St Albans City Youth FC", plus event name, if appropriate. \* or 'Partner'

**FOR MORE INFORMATION CONTACT: STEVE MANN, [STEVE.MANN@CITYYOUTHFC.COM](mailto:STEVE.MANN@CITYYOUTHFC.COM) MOB: 07741450660**





Signed on behalf of St Albans City Youth Community FC	Signed on behalf of;
Signature	
Print	
Dated	

