



SMWFC SPONSORSHIP BROCHURE



COMMUNITY FOCUSED FOOTBALL. NOW EXPANDING ITS REACH.

As we look ahead to the 2026/27 season, it gives me great pleasure to welcome you to another year at Staveley Miners Welfare FC.

Founded in 1962, Staveley Miners Welfare FC is a community-focused English football club based in Chesterfield, Derbyshire, and currently playing in the United Counties League Division One. Known as "The Trojans", the club has grown from a local Sunday side into a thriving, debt-free grassroots hub with extensive youth and educational facilities.

Club History

1962: Established as Nag's Head FC, a Sunday league team based nearby in Barrow Hill.

1990s: Transitioned to Saturday football, enjoying rapid promotions through the Sheffield & Hallamshire County Senior League and the Central Midlands League.

1997: Promoted to the Northern Counties East League (NCEL) Division One, reaching the Premier Division in our first year.

2010–2011: Produced a historic treble – winning season, securing the NCEL Division One title and returning to the Premier Division.

2011: Juniors Section Formed

2022: The club voluntarily applied for relegation to NCEL Division One (Step 6) to establish a 5-year financial sustainability plan and restructure its youth pipeline. We later joined the United Counties League.

The Inkersall Road Stadium: Nicknamed "The Trojans," our home ground features four stands (including seated and accessible sections), a licensed clubhouse, and one of the largest match programme shops in Non-League football.

Premier League Backing: Backed by substantial investment from the Football Foundation and the Premier League, the club installed a state-of-the-art 3G pitch utilised by over 500 local youths and academy players each week.

Education & Environment: The club boasts an on-site BTEC sports coaching academy in custom classrooms and is heavily engaged in grassroots green initiatives, such as energy-saving technology pilots

We are more than just football: We are part of the fabric of our local community, and I hope that you will join us for this exciting season as we seek promotion for the mens & women's teams



Terry Damms
Chairman, Staveley MWF.C



YOUR INVITATION TO JOIN US & BE PART OF OUR COMMUNITY.

THE TROJANS



KIT SPONSORSHIP

We are introducing a new home and away kit for the main club next season. These kits will be worn across the full club – men's and women's first teams. We're working towards our Reserves and Junior Teams also sharing the same new look.

SPONSOR THE MENS & LADIES FIRST TEAMS.

HOME SHIRT SPONSOR

Men's – £2000

Women's – £2000

AWAY SHIRT SPONSOR

Men's – £2000

Women's – £2000

RESERVES SHIRT SPONSOR

Men's – £1000

Women's – £1000

These are the most visible assets we offer. They carry across matchdays, media, and all core content output.

Sponsorships for £500 will receive 2 free season tickets for the men's or women's first team games.

£1000 will get you 5 free season tickets.

£2000+ sponsored will allow you to have 10 free season tickets.

SECONDARY POSITIONS PROVIDE CONSISTENT, HIGH-FREQUENCY EXPOSURE.

Back of Shirt Sponsor – £1000

Shirt Sleeve Sponsor – £750

Shorts Sponsor (Back) – £550

These placements appear across both home and away kits. They are highly visible in match action and, importantly, in close-range digital content – where most will engage to join our growing global community.

TRAINING AND TRAVEL EXTEND THAT VISIBILITY BEYOND THE PITCH.

Back of Warm-Up Top – £600

Back of Player Tracksuit – £600

These assets are worn in pre-match build-up, training environments, and all off-field movement. They offer repeat exposure across social, video, and day-to-day club output.

The principle is straightforward. Regular presence. Broad coverage. Association with a club that is building, and growing its community outreach.

SPONSOR PACKAGES

1962 GOLD

£2,000*

Category-defining partnership. Maximum visibility, priority access, and a direct line into the club's commercial direction.

Exclusive partner in your industry sector.

Digital Scoreboard advertising. Ongoing visibility across matchdays.

10 x season tickets providing regular access across the season for family, friends and colleagues.

1 x 26-27 season framed shirt.

Invites to 2 x partner network events with guest speaker.

1 x match day sponsor including hospitality for 10. Gold partners given first choice of home fixtures.

Brand on SMWFC website and all social media channels.

Corporate membership status. Recognised association with Staveley MWFC.

Brand presence in the match day scoreboard. Repeated exposure to a committed audience.

Joint PR announcement with the club. Credible, co-branded positioning.

Rights to use the club crest across your own channels. Controlled, consistent association.

PR press release with Staveley MWFC.

*All prices exclude VAT.

SPONSOR PACKAGES

1962 SILVER

£1,250*

Strong, consistent presence. High-impact assets with meaningful access and regular integration into club activity.

Digital Scoreboard advertising. Ongoing visibility across matchdays.

5 x season tickets providing regular access across the season for family, friends and colleagues.

Two official club shirts (home and away). Current kit.

Invitation to two partner network events. Direct access to the club's commercial community.

1 x match day sponsorship including hospitality for 10.

Corporate membership status. Recognised association with Staveley MWFC.

Brand presence in the matchday scoreboard. Repeated exposure to a committed audience.

Joint PR announcement with the club. Credible, co-branded positioning.

Rights to use the club crest across your own channels. Controlled, consistent association.

1962 ASSOCIATE

£750*

Entry point with intent. Credible association, core visibility, and a platform to build from.

Digital Scoreboard advertising. Ongoing visibility across matchdays.

2 x season tickets. Access to the live environment.

1 x match ball sponsorship.

One official club shirt (home or away). Visible connection to the current squad.

Corporate membership status. Formal link to the club.

1 x Home game hospitality for 5.

Corporate membership status. Recognised association with Staveley MWFC.

Brand presence in the match day scoreboard. Repeated exposure to a committed audience.

Joint PR announcement with the club. Credible, co-branded positioning.

Rights to use the club crest across your own channels. Controlled, consistent association.

*All prices exclude VAT.

ADDITIONAL SPONSOR OPPORTUNITIES

PREMIUM PRE-SEASON FRIENDLY MATCH DAY AND/OR MATCH BALL SPONSOR **£300***

Three fixed opportunities to sponsor our 2026/27 pre-season fixtures against upcoming high level opposition. High-profile fixtures with built-in attention.

Your brand is integrated across pre-match promotion, match day programme and live coverage. Maximum visibility around a defined moment in the calendar.

You will present the match ball before kick-off, with access to hospitality pre-match and at half-time. Direct involvement, not just presence.

Each partner will also receive a framed, match shirt signed.

MATCH BALL SPONSOR (INCLUDING HOSPITALITY FOR 5) **£400***

As Match Ball Sponsor, your brand is attached to a defined moment in the fixture. It features across match day social output and the programme, delivering clear, repeated visibility.

You and five guests will be hosted in the boardroom with full hospitality, including food and a complimentary bar. A controlled, high-quality environment before the game.

Pre kick-off, you will present the match ball and then be escorted to premium seats in the main stand. Direct involvement, followed by the full match day experience.

*All prices exclude VAT.





PLAYER OF THE MATCH (INCLUDING 2 SEASON TICKETS)

£250*

Sponsor the Player of the Match and align your brand with performance that is recognised, not assumed.

Each fixture, one player is selected as Player of the Match. Across the month, those performances are carried forward and decided by supporters through club channels. It is a simple mechanic with consistent visibility.

Your brand sits alongside that moment of recognition. It appears across social output, the matchday programme and the club website. Repeated exposure, tied to a clear outcome.

The value is in the association. Performance. Consistency. Delivery under pressure.

If you are looking to connect with a committed audience in a way that feels earned, this does that.

*All prices exclude VAT.

PLAYER SPONSOR (INCLUDING 2 SEASON TICKETS)

£300*

Associate your brand with an individual first-team player from the men's or women's squads of Staveley MWFC. Includes a meet and greet and presentation of their match -worn kit at the end of the season. A direct, personal connection to the team.

COMMUNITY SPONSOR (INCLUDING STAND BRANDING + 1962 SILVER PACKAGE) **£2500***

Be our Community Sponsor helping provide 10 match day experiences for up to 15 individuals or families who couldn't otherwise attend a football match, bringing people together pre match for a social event with food and drinks provided, help build our community outreach with you at the heart of it.



THE TROJANS

TURNSTILE/SEASON TICKET PARTNER £400*

Position your brand at the point of entry for our growing fan base and the thousands of grassroots supporters that utilize the facility each year. Your logo is featured at the main entrance turnstiles. Every supporter interaction starts here.

PROGRAMME ADVERT £100*

Quarter-page advert in every men's and first team programme. Consistent, season-long visibility to a committed match day audience.

A simple way to position your business alongside Staveley M.W.F.C. and demonstrate active support.

SCOREBOARD ADVERTISE £2000*

Align with the club's playing surface environment. Your brand is present in the Trojans home ground on our new digital scoreboard throughout the season. Visibility to all home and away fans, and thousands of grassroots football supporters.

*All prices exclude VAT.





BUILDING THE EXPERIENCE

THE TROJANS

Thank you for taking the time to review this brochure.

We are upgrading the match day experience ahead of next season, with new food and drink provision across the ground.

For the first time, we will also host sponsors in our newly constructed board room. A more complete, more considered offer. Built to match the direction of the club.

CONTACT

If you would like to explore these opportunities in more detail, or shape something that aligns with your objectives, contact:

staveleyed@hotmail.co.uk

We are building our club for our community, to better serve the local community and support development of the local community.



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