



Commercial Brochure
Season 2026/27

History

Denmead Football Club was founded in the 1930s and provides the local community with access to qualified and structured training and matches. The Club's headquarters is the KGV playing fields. It is possibly the largest voluntary group in the village with 19 teams ranging from the Under 5's academy squad to the Veterans Team comprising over 250 registered players.

The youth section is the backbone of the Club with teams competing in the Portsmouth Youth Football League from U6 to U16. The Club's Saturday Adult team currently play in the Hampshire Premier League and is pushing for further promotion. The Club has grown significantly over recent years, has become highly successful and is at the heart of the Denmead community.

The Club is run by an active Executive Committee and approximately 30 qualified coaches and is supported by all the parents. As a community club we are always looking for sponsorship, sponsorship is the bloodline to our club. From the youth through to the first team, this coming season we introduce our U18s, along with a new Senior men's management team to oversee and support the youth section, we now have a structured pathway to help our players and players in our local region gain experience in playing men's football. As a non-for-profit club your money is used to help all our teams so if any local business is interested, please reach out for a chat.



Chairman - Danny Hewett
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PLAYER SPONSORSHIP

Elevate Your Brand: Sponsor a Denmead Player

Boost your business visibility while showing your support for a Denmead player. Our individual player sponsorship packages offer a unique opportunity to connect with fellow supporters and showcase your brand to our dedicated community.

Your company name or logo will be prominently featured alongside your chosen player across our primary engagement channels, ensuring consistent exposure throughout the season

Sponsorship Package Benefits

Official Match Programme:

Dedicated recognition as an official player sponsor in every home match programme.

Club Website:

Your company or individual name displayed on your player's profile page at

www.denmeadfc.co.uk

Social Media Impact:

Your logo or company name featured on "Goal Cards" whenever your sponsored player finds the back of the net.

Match Highlights:

Premium brand placement on our match highlight reels whenever your player scores.

Exclusive Priority:

Enjoy first refusal on sponsoring your chosen player for the following campaign.

Man Of The Match



MATCHDAY PROGRAMME

Reach the Denmead Community: Official Matchday Programme Advertising

Connect your business directly with the passionate Denmead Football Club community. Our official matchday programme is the perfect platform to showcase your services to a captive audience of local supporters, visiting fans, and fellow club sponsors.

Whether you are looking to build brand awareness or provide detailed information about your services, our programme offers the depth and engagement traditional digital ads often lack.

Why Advertise with Denmead FC?

- Engaged Readership:**

Our programmes feature exclusive interviews, team news, league stats, and player features ensuring readers spend quality time with your advertisement.

- Widespread Visibility:**

Programmes are available as free digital downloads to all our social media and website followers, extending your reach far beyond the stadium walls.

- Targeted Exposure:**

Engage both our loyal local fanbase and visiting supporters from across the region.

- Bonus Value:**

All programme advertisers are automatically included in our **Business Directory**, featured in every issue and on our official club website.

Advertising Options & Details

We offer flexible placements to suit your budget and marketing goals, including full-page and half-page advertisements.

For those looking for high-visibility spots, we also offer **sponsorship opportunities for premium sections**, such as the Manager's Notes (available at unique rates). **Package Duration:** Prices are based on a minimum of 18 matches (14 home league games + 4 cup games).

- Business Directory:** Every advertiser receives a listing in our programme directory and on the club website.



Kit Partner

Become a Denmead FC Kit Partner: Prime Brand Visibility

Align your business with the pride and performance of Denmead FC by becoming an official Kit Partner. This is one of our most prestigious sponsorship opportunities, offering guaranteed, high-impact exposure throughout the entire season.

Whether our first team is playing at home, on the road, or training, your brand will be front and centre, carried by our players across all competitions.

Our Kit Sponsorship Tiers

We offer four distinct levels of kit partnership, ensuring a range of options to suit your brand's visibility goals:

- Front of Shirt:** The most prominent position on our official home or away match kits.
- Back of Shirt:** A high-visibility placement on the reverse of our official match jerseys.
- Back of Shorts:** A strategic, premium placement on the back of our match shorts.
- Training Kit:** Get your brand seen daily. Your logo will be worn by players during training sessions, providing constant exposure throughout the week.

Why Choose Kit Sponsorship?

- Year-Round Impact:** Your branding is worn in every match—competitive or friendly—and during every training session.
- Extended Reach:** Exposure goes far beyond the pitch. Your company branding will also be featured in our official matchday programme and across our club media platforms.
- Authentic Association:** Demonstrate your commitment to the club by being part of the team's identity.



Wear your brand with pride. Partner with us to put your business at the heart of Denmead Football Club.

Sleeve & Shorts Sponsorship Partner

Exclusive New for 26/27: Sleeve & Shorts Sponsorship

We are excited to announce a brand-new commercial opportunity for the 26/27 season: **Sleeve and Shorts Sponsorship.**

This is your chance to secure a high-impact, unique advertising space that guarantees maximum visibility. Whether at home or on the road, your brand will be captured in the action, seen clearly by every spectator in the ground and featured in every match photograph and video clip.

Why Choose Sleeve & Shorts Sponsorship?

- Extreme Matchday Exposure:** These prominent locations ensure your brand is seen during every movement of the game, offering a fresh and highly visible alternative to traditional shirt-front sponsorship.
- Home & Away Presence:** Your brand will feature on both our Home and Away kits, ensuring your business is represented throughout the entire campaign, no matter where we play.
- Strategic Advantage:** These placements offer a unique way to stand out, putting your company at the heart of the action on the pitch.



This unique position is sized at 100cm² and will be clearly visible to all in attendance.

Kit Partner First & Reserve Management Team

Your logo or company details will be added to the front or the back of garments.



Full Tracksuit to be confirmed

First Team & Reserve Tracksuits & Training Kit

Your logo or company details will be added to the front or the back of garments.



Full Tracksuit to be confirmed

Media Board

Elevate Your Brand: Media Board Sponsorship

Position your brand at the heart of the action by becoming our official Media Board partner. Our pre- and post-match interviews with the management team are a cornerstone of our digital engagement, offering you a high-visibility platform that highlights your company's commitment to supporting Denmead Football Club.

Why Choose Media Board Sponsorship?

•Constant Visibility:

Your branding will be the backdrop for all pre- and post-match interviews, ensuring your company name is featured in every piece of video content we produce.

•Massive Digital Reach:

All interview content is uploaded directly to our social media platforms, which consistently engage over **2,000 viewers per month**.

•High-Impact Association:

Show your dedication to the club in a way that resonates with our audience, building trust and brand awareness within the local community.

•Showcase Your Business:

Each video serves as a professional, recurring advertisement for your business, putting you in front of a dedicated and growing fanbase every time we speak to the manager.

Put your brand in front of the lens. Partner with Denmead Fc today and ensure your business is part of every story we tell this season.

VEO

Every game, every highlight will feature your name, not just with the First team but with all the teams using the VEO. Your company brand will feature across all social media in match promotion and reviews.

This feature package is sure way to get maximum exposure to any company.



Premium Sponsorship Package: First Team Front-of-Shirt

Secure the most prestigious position within Denmead Football Club with our **Premium Sponsorship Package**. This is our premier partnership tier, designed to place your brand at the absolute forefront of our club’s identity. By securing the front-of-shirt placement, your company becomes the primary visual representative of the First Team, ensuring maximum brand authority and recognition throughout the entire season.

Key Features of the Premium Package

- Prime Kit Placement:** Your company logo will be featured exclusively on the front of our First Team Home and Away kits.
- Comprehensive Marketing Integration:** Your partnership will be featured in all club advertising campaigns, ensuring your brand is synonymous with the Denmead FC name across all promotional materials.
- Enduring Exposure:** Your brand will be seen by fans, visiting supporters, and media outlets in every competitive and friendly match, as well as in all team photography and digital assets.
- Maximum Authority:** This position serves as the cornerstone of our commercial partnership program, offering unparalleled prestige and industry-leading visibility.

This is a unique, high-impact opportunity to anchor your brand at the heart of our club.

Premium First Team Kit	SRP	Included Free
Team Match Kit	£1200.00	Full website Advertising
Full Page Program advert	£130.00	Social media
5 Match days Advertising	£125.00	Business Directory
Media Board	£35.00	Pre-Match Team Sheet
		Website
Total Cost	£1490.00	

Reserve & U18s Match Kit	SRP	Included Free
Reserves Kit or U18s Kit	£1000.00	Full website Advertising
Full Page Program advert	£130.00	Social media
5 Match days Advertising	£125.00	Business Directory
Media Board	£35.00	Pre-Match Team Sheet
		Website
Total Cost	£1290.00	

Important to any football team is presentation, the Premium Training Package offers you the opportunity to have your company logo on the back of the tracksuits, this attire will be worn on Matchdays and too and from training, a great way to get noticed when the players are out and about.

Premium Training Package: Elevate Your Brand Beyond the Pitch

Presentation is everything in football, and our **Premium Training Package** offers a high-impact, professional way to keep your brand in the public eye.

This sponsorship opportunity places your company logo on the back of our official team tracksuits. Worn by our players and staff on matchdays and during travel to and from training sessions, these garments provide constant, mobile advertising in the local community.

Why Choose the Premium Training Package?

•Constant Visibility:

Your brand is not limited to the 90 minutes on the pitch. By sponsoring our training wear, your company logo is seen everywhere the team goes, whether they are arriving at the stadium or out in the community.

•Professional Association:

Align your business with the pride, discipline, and presentation of the First Team squad.

•Get Noticed:

A clean, bold placement on the back of the tracksuits ensures your brand is clearly visible to spectators, media, and the public during team movements throughout the week.

Premium Training Kit		Included Free
First & Reserves Training Kit (40 kits)	£1500.00	Full website Advertising
Full Page Program Advert	£130.00	Social media
Media Board	£35.00	Business Directory
First team Match Shorts (back)	£75.00	Pre-Match Team Sheet
		Website
Total Cost	£1240.00	

Premium First Team Track Suit		Included Free
Tracksuits (40 Tracksuits)	£2000.00	Full website Advertising
Full Page Program Advert	£130.00	Social media
Media Board	£35.00	Business Directory
18 Match Sleeve Home Kit	£100.00	Pre-Match Team Sheet
		Website
Total Cost	£2265.00	

Management Sponsorship: Become the Face of Leadership

The **Management Sponsorship** is one of our most prestigious and sought-after partnerships. By aligning your brand with our leadership team, you position your company at the very heart of the club’s identity and decision-making. This is a high-visibility, professional opportunity that ensures your brand is present during every pivotal moment, from pre-match strategy to post-match reflection.

Sponsorship Features

- Complete Coaching Apparel Integration:** Your company logo will be prominently featured on the reverse of all management team apparel, including but not limited to:
 - Sweaters
 - Polos
 - Rain Jackets
- Unmatched Exposure:** Because our management team is constantly in the spotlight—interacting with players, officials, and the media your brand will enjoy recurring visibility throughout the matchday experience.
- Home & Away Presence:** Your branding will be seen by supporters at every home and away game, ensuring consistent brand awareness wherever the club travels.
- Association with Success:** Showcase your commitment to the club by supporting the very people responsible for the team’s performance and tactical direction.

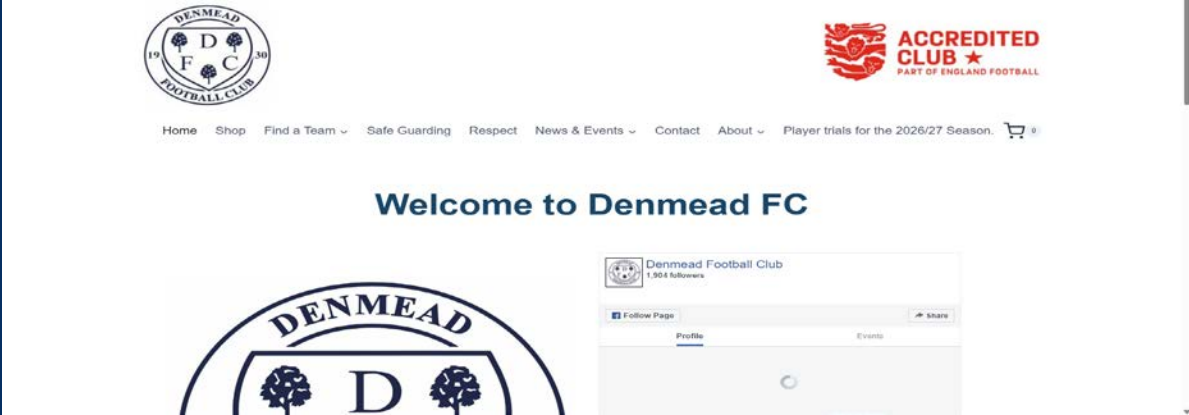
This is a prime opportunity to associate your business with the leadership of Denmead FC. Secure this sought-after package to ensure your brand is always at the centre of the conversation.

First Team Management Sponsor	SRP	Included Free
Training Kit	£1800.00	Full website
Match Sleeve/Shorts	£100.00	Social media
Media Board	£35.00	Business Directory
		Per-Match Team sheet
		Pre-Match Team Sheet
Total	£1935.00	Website

Program			15 League games per season, price per game, plus 4 Cup games
Full page Premium inside front cover	The premium position, as soon as spectators open the program your company will be seen, situated on the reverse of the front cover. Proven to be the best place to advertise any business.	£200.00	
Half page premium front cover	With less investment you can secure the premium advertainment position, share the first page with another company , or promote your second business here.	£150	
Full Page	All advertainment is good, positioned at your request, a full page add will capture attention, excellent for your business.	£130.00	
Half page		£100	
1/3 page		£75.00	
Business Directory		£40	

Match Day Promotions		Investment
Match Day Sponsor	Promote your company by being the Match Day Sponsor, special half page bio on your business ,your company logo in prime position on the front of the Program. Select your Player of the match also, Website, three Social media coverage of your business logo with match information in the week before the build up for the game. Inc VEO	£50.00
Match Ball Sponsor	Promote your company by being the Match Day Sponsor, your business logo on the front cover of the match day program. Website, three Social media coverage of your business logo with match information in the week before the build up for the game. Inc VEO	£45.00

Other Advertising		
Pitch Side Boards	Advertise your business around the main pitch, be the focus on match day , top areas of advertising are the corners and the centre circle,	£150.00
Veo	Every match is filmed with our club VEO, your company logo is to feature on every highlight, putting your company in primary focus. All match highlights will feature on our social media & website links.	£500.00
Website	Have you companies the main focus on our website, the first thing our supporters see when logging on to catch up with all the lates developments.	£300.00
Dug out	Every home game your company banner will sit along side the dugouts, this promises maximum exposure to all at the game.	£150.00





A big thank you to last years partners, with out you we could not compete.