



PARTNERSHIP BROCHURE 2024/25

WESTDYKE CC JUNIORS

and LAWSONDALE SPORTS CENTRE TRUST



PARTNERSHIP BROCHURE

WELCOME

Westdyke Community Club Juniors are delighted to present our partnership opportunities for season 2024/25.

We are proud to be the newly formed Junior Club and part of Westdyke Community Club's continued growth. We are committed to development of a positive player pathway to the Senior Men's game within Westhill and the surrounding area, enhancing coaching opportunities and improving the facilities at Lawsonsdale in collaboration with Lawsonsdale Sports Centre Trust.

The support of our partners is integral to our community story and together we can achieve success on and off the pitch. Partnering with Westdyke allows you to engage with hundreds of players of all ages, supporters, coaches and committee members associated with the wider Community Club, as well as local and regional media, demonstrating a commitment to the community and growing awareness of your brand.

Whatever your budget and goals, we want to bring you value from your investment and ensure you are proud to partner with Westdyke.

The Junior Club is the natural next step in developing football in Westhill and the surrounding area. We'd love you to join our journey from the very start.

Best in football,
Westdyke Community Club Juniors Committee

WE ARE ALL WESTDYKE



PARTNERSHIP BROCHURE

WHY PARTNER WITH WESTDYKE

Cornerstone of the football community in Westhill and the surrounding area having been established in 1996.

Led the way through introduction of SFA Quality Mark being the first North club to be awarded Platinum status.

Giving back to the community through fund raising for local charities for over quarter of a century.

Diverse and inclusive club with participation at multiple levels of girls, womens, boys and mens football.

Successful on the pitch with squads winning competitions at regional and national level.

Continuing to grow, with the ambition to take the Club to the next level to the benefit of all stakeholders.

Support the physical and mental wellbeing of over 400 players who attend the Club weekly.

Supported 100+ coaches to gain formal qualifications, supporting development of life skills.

WE ARE ALL WESTDYKE



PARTNERSHIP BROCHURE

OPPORTUNITIES SUMMARY

We offer a range of partnership opportunities to suit all budgets and want to remove cost as a barrier. The most important thing to us is you feel like you are part of supporting football within Westhill and the local area.

Email partnership@westdykefc.co.uk to discuss your partnership with us!

If partnership in this way isn't for your business, then look out for future fundraising initiatives, such as our monthly 50/50 draw, which will be the perfect way for individuals to show their support.

Title Partners from £multi-year

- Ground naming rights
- Pavilion naming rights

Platinum Partners From £per season

- Home kit sponsor
- Away kit sponsor
- Matchday kit sponsor

Diamond Partner From £per season

- Training kit sponsor
- Kit shorts sponsor

Gold Partner From £per season

- Shirt shoulder sponsor
- Shirt sleeve sponsor
- Perimeter advertising

Silver Partner From £per season

- Player kit bag sponsor
- Player sponsor

Bronze Partner from £per season

- Match sponsor
- Match ball sponsor

WE ARE ALL WESTDYKE



PARTNERSHIP BROCHURE

PITCH AND PAVILION SPONSORSHIP

Pitch and pavilion sponsorship offers unrivalled exposure for your business and promotes your brand across local and regional audiences.

Becoming the naming rights partner for the Lawsondale 3G Pitch will provide so much more than traditional sponsorship. Your brand will become known across the region as the home venue for the newly formed Junior club and offers excellent value and maximum return.

By having the naming rights partner for the impressive Lawsondale Pavilion your brand will be exposed to the hundreds of visitors that attend the home of Westdyke Community Club week in, week out, year on year.

We have flexible terms and a custom-made package for these fantastic opportunities with each package including prominent branding and signage and coverage in print and digital media.

Email partnership@westdykefc.co.uk to discuss your partnership with us!



WE ARE ALL WESTDYKE



PARTNERSHIP BROCHURE

KIT SPONSORSHIP

Kit sponsorship gives you a unique way to build brand awareness through our kit and club apparel worn by all the players and staff.

Each of the Community Club squads wear their Westdyke Club kit with pride. The Junior Club will be no exception as both home and away, we are on the pitch with the kit emblazoned with your branding.

There are several custom-made kit sponsorship options available meaning you can choose from an array of value-add options to maximise the value of our partnership.

Email partnership@westdykefc.co.uk to discuss kit sponsorship options!

Build your brand awareness with kit sponsorship options.

[£contact us](#)



These options can be combined and extended over multiple seasons for even better value and include branding to:

- ❖ chest on home and/or away kits
- ❖ back on home and/or away kits
- ❖ arms on home and/or away kits
- ❖ match day shorts
- ❖ chest of match day warm up kit
- ❖ match day kit for players and/or coaching team
- ❖ player kit bags
- ❖ training wear for players and/or coaching team

WE ARE ALL WESTDYKE



PARTNERSHIP BROCHURE

PERIMETER ADVERTISING

Promote your brand and show your support for our club with a pitch side advertising board at Lawnsdale Playing Fields.

This is highly effective way to reach a captive audience of players, coaches and supporters that call Lawnsdale home as well as visitors. Your brand will gain coverage across local media and on the Club's digital platforms.

Email partnership@westdykefc.co.uk to discuss your perimeter advertising!

Perimeter advertising board:

£contact us



WE ARE ALL WESTDYKE



PARTNERSHIP BROCHURE

PLAYER SPONSORSHIP



Whether it's advertising your brand or just pitching in to support a mate, player sponsorship is a special way to partner with the club.

Your name or branding will be displayed alongside your favourite player throughout the season on social media.

Email partnership@westdykefc.co.uk to discuss player sponsorship!

Player sponsorship:
£contact us

WE ARE ALL WESTDYKE



PARTNERSHIP BROCHURE

MATCH SPONSORSHIP

Promote your brand and bring a group of friends down for an extra special day at Lawsondale Playing Fields.

Not only will our match sponsor receive complimentary tickets and half-time teas/coffees, pies and snacks for four people, to make the day extra special it also includes:

- ❖ Engraved memento to remember your day by
- ❖ Opportunity to pick man of the match
- ❖ Promotion on the Club's social media and website

If you choose our match ball sponsor then, you will receive complimentary tickets and half-time teas/coffees for four along with:

- ❖ Engraved memento to remember your day by
- ❖ Promotion on the Club's social media and website

Email partnership@westdykefc.co.uk to discuss your matchday sponsorship!

**Match Day
Sponsor
£contact us**



**Match Ball
Sponsor
£contact us**

WE ARE ALL WESTDYKE



PARTNERSHIP BROCHURE

INDICATIVE TERMS

Item	Year 1	Year 2	Year 3+	Ex. 3 Year Sub.	Additional Info	
Combined ground and pavilion naming	£4500	£4050	£3645	£12195	"Company Name" Playing Fields, prominent signage and free perimeter advertising board.	
Ground naming only	£3500	£3150	£2835	£9485	"Company Name" Park at Lawsondale Playing Fields.	
Pavilion naming only	£1800	£1620	£1460	£4880	"Company Name" Pavilion with prominent signage to frontage.	
Home kit chest	£3000	£2700	£2430	£8130	All partnership subscriptions are offered on annual and/or multi-annual terms and include brand and web links on the Club website. For partnerships of longer than 3 years, year 3 subscription cost applies to additional years bringing higher value for longer partnership terms. Discuss opportunities with your Westdyke club contact or email partnership@westdykefc.co.uk and we'll get right back in touch. The most important thing to us is you feel you get great value from associating your brand with our club.	
Away kit chest	£2000	£1800	£1620	£5420		
Home kit shoulder	£900	£810	£730	£2440		
Away kit shoulder	£600	£540	£490	£1630		
Home kit shorts	£1000	£910	£820	£2730		
Away kit shorts	£650	£585	£535	£1870		
Home kit arm	£450	£405	£365	£1220		
Away kit arm	£300	£270	£240	£810		
Matchday kit	£1500	£1350	£1215	£4065		
Training kit	£1200	£1080	£970	£3250		
Player kit bags	£650	£585	£525	£1760		
Perimeter advertising	£650	£250	£250	£1150		
Player sponsor	£200	N/A	N/A	N/A		Includes framed shirt signed by your sponsored player.

Item	Match 1	Match 2	Match 3	Ex. 3 Matches	Additional Info
Match sponsor	£100	£90	£80	£270	Includes sponsorship memento as keepsake for your generosity.
Match ball sponsor	£50	£45	£40	£135	Includes sponsorship memento as keepsake for your generosity.