



# Sponsorship Proposal

2024 - 2025



# About Our Club

Founded in Hall Green over a decade ago, Birmingham Walking Football Club now play from two locations boasting modern facilities and an ever growing player base.

Solihull Football Centre proudly boasts the worlds first 4G Astro surface specifically designed for walking football. With the increased popularity of the UK's fastest growing sport we felt it was time to use our experience to design what we feel caters for the competitive needs of walking football. It is for this reason it is the home of Birmingham Walking Football Club.



## Why sponsor us

### Advert Exposure

- Website views in the thousands monthly
- 2500+ followers across Facebook & Twitter
- 360 members, 25,000 foot fall to the club every year and 40 hours on our weekly coaching programme between 2023/24
- Featured on BBC Get Inspired, Made in Birmingham TV Channel & various other media channels

### Wide Ranging Audience

- 90% of participants are 50+ providing fantastic audience base for businesses
- Members from all across the midlands, with a diverse mix of interests and backgrounds

### Recommendations

- Coaches & customers are always happy to recommend members businesses with the additional benefit of knowing sponsors personally



# Sponsor Packages

Birmingham Walking Football Club is looking for cash Sponsorship to help with the running and development of our club. We have 3 sponsorship packages available:

## Bronze

- One 150cm x 50cm advertising board at the club.
- The organisation's logo and link put on our website + once a month promotion on a social media channel.

£250 Annual Fee

£150 set up first year  
Total - £400

## Silver

- One floodlight banner with your business information (£350 annual advertising for floodlights closest to the club).
- The organisation's logo and link put on our website + once a month promotion on a social media channel. Also, a piece about your business on our newsletter which goes out to all our members.

£300 Annual Fee

£200 set up first year  
Total - £500

## Gold

- Everything included in the Bronze and Silver package.
- 10% membership discount for any employers (proof of workplace required).

£450 Annual Fee

£350 set up first year  
Total - £800

## Next Steps

If you are interested in sponsoring or would like to discuss this sponsorship proposal in more detail, contact Chris:

Call 0121 796 1330

or email

[solihullfootballcentre@gmail.com](mailto:solihullfootballcentre@gmail.com)



## CLUB SECRETARY

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