

Hampshire FA



Partner Opportunities

2024/25

Partner with our commercially leading county football association and become part of an impactful corporate network supporting grassroots football in Hampshire.

 Hampshire FA

 Partnerships@HampshireFA.com

 HampshireFA.com/Partnerships



/ Contents

03 WHO WE
ARE

04 COUNTY PARTICIPATION
STATISTICS & DIGITAL REACH

05 PARTNER
TESTIMONIALS

10 COMMERCIAL CASE
STUDIES

14 PARTNERSHIP
OPPORTUNITIES



/ Who We Are

We work towards a four-year strategic plan aimed at providing everyone with the opportunity to participate in football for life. It is our objective to use the power of football to build a better future for all and as with all county FA's, our goal is to work towards achieving the strategic vision that has been set out, nationally by The FA.

To find out more about our history and values, please [click here](#).

OVER
100,000
REGISTERED
MEMBERS
ACROSS OUR
FACILITIES
EVERY
MONTH

OVER
1,000
AFFILIATED
MATCHES
PER MONTH
ACROSS OUR
FACILITIES

OUR FACILITIES



Winklebury
Football
Complex

Basingstoke



Stoneham
Lane Football
Complex

Eastleigh



Front Lawn
Community
Hub

Havant



King George V
Football
Complex

Portsmouth



/ Digital Reach Statistics



Website

170,000+ annual views
1,300+ unique users to Member Benefits page



Twitter (X)

1,700,000+ annual impressions
6,500+ annual link clicks



Instagram

25,000+ annual account reach
7,500+ average annual profile visits
3,500+ followers



Facebook

310,000+ annual reach
7,900+ annual content interactions
10,000+ annual link clicks



Email

38% average open rate*
3% average click-through rate**
2,500+ contact marketing list with 4% average monthly growth

*UK average email open rate for the sports industry is 24.57%

**UK average email click-through rate for the sport industry is 3.09%





Partner Testimonials

Official Supplier of Grounds Machinery



Rod Gaskin Ltd attended the inaugural Hampshire FA Grounds & Maintenance Forum in March 2023.

We are delighted to say, that off the back of the event, we are now working with two of the grassroots football clubs who were in attendance on the day.



TOM M-S

Rod Gaskin Ltd



/ Partner Testimonials

VEO

Hampshire FA Media Partner



*Hampshire FA is the
highest performing
county FA for Veo
camera sales so far
this year.*



ROSIE C

Veo Partnership Development Manager



Partner Testimonials

MARSH SPORT

Hampshire FA Silver Supporter



Hampshire FA is an incredibly proactive county FA for all things commercial. Marsh Sport (formally Bluefin) have been partnered with Hampshire FA for a number of years and have reaped the benefits of being associated with them – particularly the networking opportunities.



ELLIOTT M

Marsh Sport Development Executive



/ Partner Testimonials

FLEET LINE MARKERS

Official Line Marking Partner



The association offers a varied programme of commercial benefits, namely, the Grounds & Maintenance Forum which has been a welcome addition. We have also been able to track additional sales because of this partnership from local clubs that have become customers of ours.



CHRIS B

Sales Office Manager



/ Partner Testimonials

POWERPLAY



We have been so impressed with the forward thinking and drive of this county. The collaboration is just the start of what we can do following the Summer Football Festival held at Stoneham Lane Football Complex.



DEAN G

Powerplay Regional League Operations Manager



/ Commercial Case Studies

Bettavend & PTS Compliance



What was required?

The Bettavend offices were due to have their 5-year electrical safety inspection as per the legal requirements. We tried to contact our previous service providers, but they had in fact closed down. After a Google Maps search for local providers, we came across PTS Compliance. Recognising that PTS Compliance were also partners of Hampshire FA, gave us the confidence that they were the right team for the job. The affiliation to the county FA gave us the same confidence a personal recommendation would have.



The outcome

“ *The team that turned up from PTS Compliance were very polite, professional and very efficient. It didn't require any major work on our part and it was minimal interruption throughout. It was great to see a group of people that just got on with it. They all knew what they had to do and they completed everything to a high standard.* **”**

-Ben West, Managing Director at Bettavend



/ Commercial Case Studies

Graham Scambler Photography & Video / Tickbox Promo



The outcome

What was required?

During a re-brand of my photography company, I required some new clothing with my new logo stitched into them. I had seen adverts at Stoneham Lane Football Complex for Tickbox Promo and as we are both partners of Hampshire FA, I decided to get in touch with them.



“ My contact at Tickbox Promo was Dave and he was very helpful with giving me advice on how to make the logo stand out on my new clothing. When the shirts came I was very pleased. They are very good quality. I ended up ordering 5 polo shirts and a black formal shirt. As we were approaching the winter I decided to once again get in touch and asked their advice on a good coat that would keep me warm whilst being pitch-side at a football match on a winter's fixture. I went for a fleece lined jacket where the fleece can be removed when the weather turns warmer. My logo stands out so much that I have had a lot of positive feedback so I've been pointing people in the way of Tickbox Promo. ”

-Graham Scambler Photo & Video



/ Commercial Case Studies

PTS Compliance & Hampshire FA



What was required?

PTS Compliance recently rectified the lighting in the suite and café area at our Stoneham Lane Football Complex.

Additionally, their engineers installed power for our complex's irrigation pumps in the West Car Park area.



The outcome

PTS Compliance completed what was a longstanding issue with the electrics at the Complex. The team came in and completely sorted everything in the quickest and most efficient of turnarounds. The team were and are always professional and diligent throughout, every time there is an issue to resolve. We are delighted to have a trusted team in PTS Compliance supporting us with such works and would highly recommend them to anyone.

-Pete Hussey, Facility Operations Manager





Partnership Opportunities

[CLICK FOR PARTNERSHIP](#)



SUPPORTER | BRONZE

A company website section advertised on the Hampshire FA Commercial Partners section on HampshireFA.com.

Regular social media posts advertising company products and services as and when requested throughout the duration of the partnership.

Complimentary promotional features advertised in Hampshire FA's monthly e-shot (available on request)

5x complimentary Senior Cup Final Tickets (for men's and women's finals)

2x hospitality lounge passes for the men's and women's Senior Cup Finals

1x half-page advert in all county cup final programmes *

1x ball sponsor opportunity for a nominated Hampshire FA cup final (optional)

Entry into a quarterly draw for Portsmouth, Southampton, and AFC Bournemouth match tickets

Hampshire FA exclusive B2B partner discounts and offers.

Hampshire FA partner discounts and offers advertised on our Hampshire FA

Member Benefits page for the grassroots community (optional)

FREE quarterly networking meetings with hospitality

FREE commercial contacts list

Annual partner Festive Social event with hospitality

2x complimentary tickets with hospitality for the Hampshire FA Grassroots Football Awards ceremony

Partner discounts on suite and pitch hire across all Hampshire FA facilities (subject to availability)

Digital certificate of membership with Hampshire FA promoted every season in line with partner renewals.

Commercial Starter Pack offered for the duration of the partnership (to support with marketing materials for the partnership)

Social media header advertisements offered in the year in line with spotlight partner offers.

Referral benefits offered.

The price for this commercial opportunity is £550.00 per year (exc VAT) and we can offer a 3-year partnership option at £1,400.00 (exc VAT and payable in three annual instalments). This presents a cost saving of £250.00.



/ Partnership Opportunities

[CLICK FOR PARTNERSHIP](#)



SUPPORTER | SILVER

A company website section advertised on the Hampshire FA Commercial Partners section on HampshireFA.com.

Regular social media posts advertising company products and services as and when requested throughout the duration of the partnership.

Complimentary promotional features advertised in Hampshire FA's monthly e-shot (available on request)

5x Complimentary Senior Cup Final Tickets (for men's and women's finals)

2x Hospitality Lounge passes for the men's and women's Senior Cup Finals

1x half-page adverts in all county cup final programmes

1x ball sponsor opportunity for a nominated Hampshire FA cup final (optional)

Entry into a quarterly draw for Portsmouth, Southampton, and AFC Bournemouth match tickets

Hampshire FA exclusive B2B partner discounts and offers available throughout the year.

Hampshire FA partner discounts and offers advertised on our Hampshire FA Member Benefits page, for the grassroots community (optional)

FREE quarterly networking meetings with hospitality

FREE commercial contacts list

Annual partner Festive Social event with hospitality for partners

2x complimentary tickets with hospitality for the Hampshire FA Grassroots Football Awards ceremony

Partner discounts on suite and pitch hire across all Hampshire FA facilities (subject to availability)

Digital certificate of membership with Hampshire FA promoted every season in line with partner renewals.

Commercial Starter Pack offered for the duration of the partnership (to support with marketing materials for the partnership)

Social media header advertisements offered in the year in line with spotlight partner offers.

1x pitch-side advertising board at a Hampshire FA facility (Stoneham Lane Football Complex, Winklebury Football Complex, Front Lawn Community Hub, or King George V Football Complex)

Referral benefits offered.

The price for this commercial opportunity is £800.00 per year (exc VAT) and we can offer a 3-year partnership option at £2150.00 (exc VAT and payable in three annual instalments). This represents a cost saving of £250.



Partnership Opportunities

[CLICK FOR PARTNERSHIP](#)



SUPPORTER | GOLD

A company website section advertised on the Hampshire FA Commercial Partners section on HampshireFA.com.

Regular social media posts advertising company products and services as and when requested throughout the duration of the partnership.

Complimentary promotional features advertised in Hampshire FA's monthly e-shot (available on request)

5x Complimentary Senior Cup Final Tickets (for men's and women's finals)

2x Hospitality Lounge passes for the men's and women's Senior Cup Finals

1x half-page adverts in all county cup final programmes

1x ball sponsor opportunity for a nominated Hampshire FA cup final (optional)

Entry into a quarterly draw for Portsmouth, Southampton, and AFC Bournemouth tickets

Hampshire FA exclusive B2B partner discounts and offers available.

Hampshire FA partner discounts and offers advertised on our Hampshire FA Member Benefits page, for the grassroots community (optional)

FREE quarterly networking meetings with hospitality

FREE commercial contacts list

Annual partner Festive Social event with hospitality for partners

2x complimentary tickets with hospitality for the Hampshire FA Grassroots Football Awards ceremony

Partner discounts on suite and pitch hire across all Hampshire FA facilities (subject to availability)

Digital certificate of membership with Hampshire FA promoted every season in line with partner renewals.

Commercial Starter Pack offered for the duration of the partnership (to support with marketing materials for the partnership)

Social media header advertisements offered in the year in line with spotlight partner offers.

2x pitch-side advertising board at Hampshire FA facilities (Stoneham Lane Football Complex, Winklebury Football Complex, Front Lawn Community Hub, or King George V Football Complex)

Referral benefits offered.

The price for this commercial opportunity is £1000.00 per year (exc VAT) and we can offer a 3-year partnership option at £2750.00 (exc VAT and payable in three annual instalments). This presents a cost saving of £250.00.



Partnership Opportunities

[CLICK FOR PARTNERSHIP](#)



SUPPORTER | PLATINUM

A company website section advertised on the Hampshire FA Commercial Partners section on HampshireFA.com.

Regular social media posts advertising company products and services as and when requested throughout the duration of the partnership.

Complimentary promotional features advertised in Hampshire FA's monthly e-shot (available on request)

5x Complimentary Senior Cup Final Tickets (for men's and women's finals)

2x Hospitality Lounge passes for the men's and women's Senior Cup Finals

1x half-page adverts in all county cup final programmes

1x ball sponsor opportunity for a nominated Hampshire FA cup final (optional)

Entry into a quarterly draw for Portsmouth, Southampton, and AFC Bournemouth match tickets

Hampshire FA exclusive B2B partner discounts and offers available.

Hampshire FA partner discounts and offers advertised on our Hampshire FA Member Benefits page, for the grassroots community (optional)

FREE quarterly networking meetings with hospitality

FREE commercial contacts list

Annual partner Festive Social event with hospitality for partners

2x complimentary tickets with hospitality for the Hampshire FA Grassroots Football Awards ceremony

Partner discounts on suite and pitch hire across all Hampshire FA facilities (subject to availability)

Digital certificate of membership with Hampshire FA promoted every season in line with partner renewals.

Commercial Starter Pack offered for the duration of the partnership (to support with marketing materials for the partnership)

Social media header advertisements offered in the year in line with spotlight partner offers.

3x pitch-side advertising boards at Hampshire FA facilities (Stoneham Lane Football Complex, Winklebury Football Complex, Front Lawn Community Hub, or King George V Football Complex)

Digital screen advert promotion (coffee machine) available at Stoneham Lane Football Complex

Referral benefits offered

The price for this commercial opportunity is £1200.00 per year (exc VAT) and we can offer a 3-year partnership option at £3350.00 (exc VAT and payable in three annual instalments). This presents a cost saving of £250.00.



Partnership Opportunities

[CLICK FOR PARTNERSHIP](#)



SUPPORTER | PLATINUM+

A company website section advertised on the Hampshire FA Commercial Partners section on HampshireFA.com.

Regular social media posts advertising company products and services as and when requested throughout the duration of the partnership.

Complimentary promotional features advertised in Hampshire FA's monthly e-shot (available on request)

5x Complimentary Senior Cup Final Tickets (for men's and women's finals)

2x Hospitality Lounge passes for the men's and women's Senior Cup Finals

1x half-page adverts in all county cup final programmes

1x ball sponsor opportunity for a nominated Hampshire FA cup final (optional)

Entry into a quarterly draw for Portsmouth, Southampton, and AFC Bournemouth match tickets

Hampshire FA exclusive B2B partner discounts and offers available.

Hampshire FA partner discounts and offers advertised on our Hampshire FA Member Benefits page, for the grassroots community (optional)

FREE quarterly networking meetings with hospitality

FREE commercial contacts list

Annual partner Festive Social event with hospitality for partners

2x complimentary tickets with hospitality for the Hampshire FA Grassroots Football Awards ceremony

Partner discounts on suite and pitch hire across all Hampshire FA facilities (subject to availability)

Digital certificate of membership with Hampshire FA promoted every season in line with partner renewals.

Commercial Starter Pack offered for the duration of the partnership (to support with marketing materials for the partnership)

Social media header advertisements offered in the year in line with spotlight partner offers.

4x pitch-side advertising boards at Hampshire FA facilities (Stoneham Lane Football Complex, Winklebury Football Complex, Front Lawn Community Hub, or King George V Football Complex)

Digital screen advert promotion (coffee machine) available at Stoneham Lane Football Complex

Referral benefits offered.

The price for this commercial opportunity is £1400.00 per year (exc VAT) and we can offer a 3-year partnership option at £3950.00 (exc VAT and payable in three annual instalments). This presents a cost saving of £250.00.



Partnership Opportunities

[CLICK FOR PARTNERSHIP](#)



MASCOT SPONSOR | HAMMY THE HAMMERHEAD SHARK

A company website section advertised on the Hampshire FA Commercial Partners section on HampshireFA.com.

Regular social media posts advertising company products and services as and when requested throughout the duration of the partnership.

Complimentary promotional features advertised in Hampshire FA's monthly e-shot (available on request).

5x Complimentary Senior Cup Final Tickets (for men's and women's finals)

2x Hospitality Lounge passes for the men's and women's Senior Cup Finals

1x half-page adverts in all county cup final programmes

2x ball sponsor opportunities at Hampshire FA youth cup finals

Entry into a quarterly draw for Portsmouth, Southampton, and AFC Bournemouth tickets

Hampshire FA exclusive B2B partner discounts and offers available.

Hampshire FA partner discounts and offers advertised on our Hampshire FA Member Benefits page, for the grassroots community (optional)

FREE quarterly networking meetings with hospitality

FREE commercial contacts list

Annual partner Festive Social event with hospitality for partners

2x complimentary tickets with hospitality for the Hampshire FA Grassroots Football Awards ceremony

Partner discounts on suite and pitch hire across all Hampshire FA facilities (subject to availability).

Digital certificate of membership with Hampshire FA promoted every season in line with partner renewals.

Commercial Starter Pack offered for the duration of the partnership (to support with marketing materials for the partnership)

Social media header advertisements offered in the year in line with spotlight partner offers.

Branded t-shirt featuring company name and logo (worn on the mascot) for the duration of the contract.

Company logo featured on Hammy the Hammerhead print and digital materials and graphics.

Hammy the Hammerhead Shark press release and promotional photo featuring the mascot to launch partnership.

Referral benefits offered.

The price for this commercial opportunity is £2500.00 per year (exc VAT) and we can offer a 3-year partnership option at £7250.00 (exc VAT and payable in three annual instalments). This presents a cost saving of £250.00.





/ Partnership Opportunities

[CLICK FOR PARTNERSHIP](#)



HAMPSHIRE FA ACADEMY | OFFICIAL KIT SLEEVE SPONSOR

Company logo embroidered across all Hampshire FA Academy kits.

Company logo featured on all Hampshire FA Academy digital marketing graphics (fixtures, scores, and campaigns).

Opportunity to promote company banners at all Hampshire FA Academy open evenings + invitation to attend all Academy events.

Company advertisement featured in Academy presentations delivered (networking meetings, open evenings etc).

PR mentions in press releases featuring team.

Promo piece created for company complete with team photo at Stoneham Lane Football Complex to announce the partnership.

Company logo featured on Hampshire FA Academy sponsor backdrop (interviews).

Dedicated company website section on the Hampshire FA Academy website page.

All Gold Supporters benefits (see separate attachment).

The price for this commercial opportunity is £3200.00 per year (exc VAT) for a min 2-year agreement.





Partnership Opportunities

[CLICK FOR PARTNERSHIP](#)



HAMPSHIRE FA HOPE PROJECT SPONSOR

Company sponsorship exclusivity across all Hope Project events or workshops.

Hope Project banners & flags including the company logo (produced by Hampshire FA).

Company logo featured on all marketing assets for the Hope Project (pre and post).

Opportunity for company representatives to attend all events or workshops.

Opportunity for the company to decide the Hope project Fair Play Award winners and to present the award at any/all Hope tournaments.

Opportunity for the company to be featured in relevant Hope Project web articles.

Partner pitches at all Hope Project events or workshops. Photography provided to the company to promote across their channels and in their comms (as agreed with the Association).

Hyperlinked comms/banner to support the sponsor (up to two weeks).

FREE entry for the company to enter a multi-faith team in any Hope Project events.

Opportunity to be part of company's corporate social responsibility complete with impact report.

Promotion of the tournament across Hampshire FA's social media pages tagging in the sponsor in all comms.

Complimentary Bronze Supporter benefits

The price for this exclusive sponsorship opportunity is valued at £1250.00 +VAT for a 1-season agreement.





Partnership Opportunities

[CLICK FOR PARTNERSHIP](#)



VIP | MAIN SPONSOR

Hampshire FA Winklebury Football Complex Facility (HQ) Headline Sponsorship Benefits*

Company logo embroidered on all Hampshire FA staff uniforms across all 4 sites.

Company logo embroidered on all training kits & bibs associated with all delivery programmes.

Invitations to attend all Hampshire FA delivery team events (exc Academy).

A dedicated company website page advertised under the Hampshire FA 'About' section.

Hyperlinked company promo banner promoted on every single association webpage.

Company social media content plan promoted on the Hampshire FA Twitter channel for the duration of the contract.

4x dedicated company e-shots produced per year (optional and on request)

20x complimentary Senior Cup Final Tickets (stand-only tickets for men's and women's finals)

10x Hospitality lounge passes for the men's and women's Senior Cup Finals

Company slide/advert produced and promoted on all Hampshire FA company presentations and videos.

16x company advertising boards featured across all Hampshire FA sites.

2x full-page adverts in all county cup final programmes.

2x sets of Portsmouth, Southampton, and AFC Bournemouth tickets per quarter.

Hampshire FA exclusive B2B partner discounts and offers available.

Hampshire FA partner discounts and offers advertised on our Hampshire FA Member Benefits page, for the grassroots community (optional)

5x spaces at Hampshire FA networking meetings with hospitality.

FREE commercial contacts list

Annual partner Festive Social event with hospitality for partners

3x FREE suite and full pitch hire across all Hampshire FA facilities (subject to availability) per year.

Signed and framed certificate of membership with Hampshire FA.

Company plaques featured at all facilities for the duration of the agreement.

2x car parking spaces with logo stenciled on the parking spaces at all facilities.

2x Southampton FC or Portsmouth FC season tickets for the company.

Sponsorship of the entire Corporate Sponsorship Responsibility team and all associated PR opportunities.

Nike GOK allocation for sponsor worth £500.00

Opportunity to sell products and services at each of the hub sites.

All Hampshire FA Mascot sponsorship benefits*

The price for this commercial opportunity is £25,000 per year (exc VAT) for a min 2-season-contract.



/ Partnership Opportunities

[CLICK FOR PARTNERSHIP](#)



HAMPSHIRE FA FOUNDATION | PATRON

1x ticket for a Hampshire FA Foundation event (match day experience, foundation or other) with hospitality

Individual Patron listing on the Hampshire FA Foundation website (can be linked to LinkedIn profile)

Individual mention on all Hampshire FA Foundation video credits as a Patron

Patron's name included on 'thank you' graphic and shared across Hampshire FA's social media platforms.

The price for this commercial opportunity is £75.00 +VAT per season.



Hampshire FA
Foundation



/ Partnership Opportunities

[CLICK FOR PARTNERSHIP](#)



HAMPSHIRE FA FOUNDATION | COMMERCIAL BUNDLE

Invitation to 1x Hampshire FA Foundation networking event with hospitality (2x tickets)

Hyperlinked company logo on the Hampshire FA Foundation homepage

Company logo/mention on all Hampshire FA Foundation video credits

Company logo included on 'thank you' graphic and share across Hampshire FA's social media platforms.

The price for this commercial opportunity is £125.00 +VAT per season.





/ Partnership Opportunities

[CLICK FOR PARTNERSHIP](#)



MATCHDAY EXPERIENCE SPONSOR

5x tickets for the event with hospitality for the sponsored event.

Company banners erected at the event.

Promotional material advertised at the event on all tables.

Company hyperlinked comms circulated to all attendees (pre-event)

Company logo featured on all social and promotional materials specific to the event.

Company article and cover image on the Hampshire FA Foundation website advertising event and sponsor.

'Thank you' certificate produced for company outlining funds raised for the event to evidence CSR work.

The price for this commercial opportunity is £500.00 +VAT per event.

HAMPSHIRE FA MATCHDAY EXPERIENCE





/ Go Bespoke

Don't see anything you like here?

As a commercially leading county football association in England, we work with over 40+ partners to support the grassroots game in Hampshire.

We strive to ensure that the beautiful game in our county is well-resourced and as such offer a varied programme of partner packages and benefits to help aid that very objective.

Hampshire FA also welcomes and invites companies to meet with our communications team to produce a tailored partner package of benefits. Ensuring that benefits are relevant to your needs and aligned to your company's objectives.

To discuss a tailored package with our team, contact us at Partnerships@HampshireFA.com



**Winkebury Football Complex, Winklebury Way
Basingstoke, Hampshire, RG23 8BF**

HampshireFA.com
Partnerships@HampshireFA.com
Company Number 03975817