



ENGLAND
FOOTBALL

PARTNERSHIP OPPORTUNITIES



BE PART OF THE OXFORDSHIRE FOOTBALL ASSOCIATION TEAM WITH OUR EXCITING NEW PARTNERSHIP OPPORTUNITIES

As the local not-for-profit, governing body we are the beating heart of football throughout Oxfordshire. We believe in long lasting long-term partnerships and ensure that we re-invest everything we make into the sustainable growth of local grassroots football and an inclusive pipeline into the professional game.

Our overall drive is to increase activity across Oxfordshire, using the power of football to inclusively bring people together from all backgrounds to have fun and lead active, healthy and fulfilling lives. We provide ways to ensure sustainable corporate social responsibility with clear continuous improvement as a positive and lasting contribution to local communities.

Founded in 1884 our membership includes 170 local clubs with 1,400 football teams and over 20,000 coaches, match officials and players of all ages (including, adult, youth, disability and Walking Football) as well as reaching all those who come to watch, and volunteer to help, at every match.

Your business can make a huge difference to directly improving the health and wellbeing of our local communities across Oxfordshire, and the lives of tens of thousands of members of the Oxfordshire football family which we engage with through our network.

We have a dedicated football development team that work closely with grassroots clubs, organisations, and key stakeholders to grow sports participation for people aged from 5 to over 70 across the male, female, and disability pathways. Through our many strategic partnerships with local authorities, community and wellbeing organisations, we can help you achieve your own Corporate Social Responsibility aims and clearly demonstrate an active and positive contribution in your local community.

We've created a number of flexible partnership packages at either gold, silver or bronze levels to allow businesses of all sizes from any sector to partner with us at different levels and support the inclusive aims of our progressive football association.

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COUNTY CUPS

We deliver a wide range of prestigious County Cup competitions, including the historic Oxfordshire FA Senior Cup which was first contested in the 1884/1885 season and includes English Football League, FA National League System and Regional Feeder League teams.

Our County Cup competitions kick off in October and run through to the local finals in May and June. They provide high-profile promotional opportunities throughout that period and include adult male and female first teams, reserve teams, youth teams for boys and girls from ages 13 to 18, and players aged 35 or over as well as our Sunday Cup and Charity Cup.



There are three flexible County Cup Competition partnership and other packages available for you to choose from - with investment opportunities starting from just £1,000 a year:

GOLD MEMBERSHIP



SILVER MEMBERSHIP

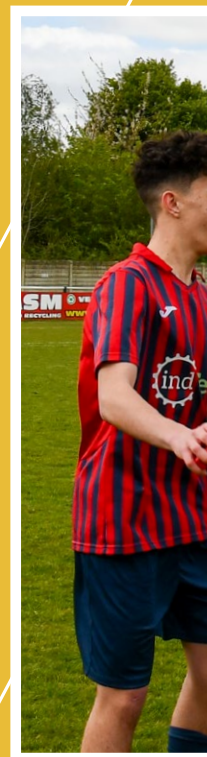


BRONZE MEMBERSHIP



GOLD MEMBERSHIP

- Naming rights to the category or cup competition you sponsor
- Your company logo featured as an exclusive partner on our website
- Your company name mentioned in all news items on our website featuring your category or competition
- Your company named as sponsor of your chosen category or cup competition
- Your company logo included in our monthly newsletter
- Dedicated digital news articles with featured advertising on our website
- Your logo featured on all digital and print marketing associated with the partnership
- Welcome social media post as a category or cup sponsor
- Social media tagging in all of your category or cup competition fixtures
- 6 social media channel promotions a season across all platforms and our YouTube channel
- 6 tickets to your chosen competition cup final and trophy presentation photoshoot
- Premium County Cup Final digital matchday programme advertising
- Places at the annual Oxfordshire FA end-of-season Awards Dinner presentation
- **12 Wembley Stadium match tickets a season for an agreed combination of England international matches and the FA Cup Final or Community Shield**
- Membership of our new 1884 Business Networking Club





SILVER MEMBERSHIP

- Naming rights to the cup competition you sponsor
- Your company logo featured as an exclusive partner on our website
- Your company named as sponsor of your cup on the cup competitions page of our website
- Your company name mentioned in all news items on our website featuring your competition
- Your company logo included 6 times a year in our monthly newsletter
- Welcome social media post as a cup competition sponsor
- Quarterly social media channel promotions a season across all platforms
- Social media tagging in all of your cup competition fixtures
- 4 tickets to your competition cup final and trophy presentation photoshoot
- 4 tickets to the annual Oxfordshire FA end-of-season Awards Dinner presentation
- County Cup Final Digital matchday programme advertising
- **6 Wembley Stadium match tickets a season for an agreed combination of England international matches and the FA Cup Final or Community Shield**
- Membership of our new 1884 Business Networking Club





BRONZE MEMBERSHIP

- Naming rights to the cup competition you sponsor
- Your company logo featured as a preferred partner on our website
- Your company name mentioned in all news items on our website featuring your competition
- Your company named as sponsor of your cup on the cup competitions page of our website
- Your company logo included 3 times a year in our monthly newsletter
- Welcome social media post as a cup competition sponsor
- 2 social media channel promotions a season across all platforms
- Social media tagging in all of your cup competition fixtures
- 2 tickets to the annual Oxfordshire FA end-of-season Awards Dinner
- 2 tickets to your competition cup final and trophy presentation photoshoot
- County Cup Final digital matchday programme advertising
- **2 FA Community Shield tickets at Wembley Stadium**
- Membership of our new 1884 Business Networking Club





YOUTH DEVELOPMENT

Gold Partnership Package

Our 200 local football clubs rely on thousands of local volunteers across Oxfordshire.

We want to encourage future generations of young people to feel fully equipped and get more involved in delivery and decision-making through their local community football clubs, and thereby develop greater self-confidence and life skills.

Our innovative #Next Gen Youth Leadership Programme is aimed at inclusively recruiting, engaging, developing and promoting opportunities for 14 to 24-year-olds. It provides a tiered progression pathway through support via coaching sessions, mentoring and volunteering opportunities to help develop future leaders. It will also offer valuable insight into, and experience of, employment whilst developing key skills and working towards apprenticeships and qualifications which we can help deliver.

Football has the power to change lives and your support in sponsoring this development programme could positively impact thousands of young people throughout Oxfordshire.





WOMEN'S FOOTBALL

Gold Partnership Package

There has never been a more exciting time to be involved in the women's game in Oxfordshire, with the game growing from strength to strength!

In Oxfordshire, we have 1,000 players participating in over 50 affiliated teams in grassroots football within our local club network.

We also have five FA Just Play providers offering a recreational football offer for women aged over 18.

These are providing fun, social and inclusive opportunities for women that have never played before or might have stopped playing in the past.

We are proud to have so many success stories of girls progressing through our county football pathways to represent their country as well as play professionally, including England U23 and Birmingham City's Lucy Thomas and Leicester City's Demi Lambourne.

With the success of the Lionesses helping to supercharge growth we





have an exciting future ahead, but there is more we want to achieve and with your help we can make this happen.

You will be helping us with the:

- Increased opportunities for women to get into sport, and stay active and healthy
- Improved opportunities for women to improve their mental health through exercise
- Delivery of the Oxfordshire Football Association Female Coach Network

DISABILITY FOOTBALL

Gold Partnership Package

There has never been a more exciting time to be involved in the disability game in Oxfordshire.

We have 230 players with disabilities participating in 24 affiliated teams in grassroots football. The county also have four active FA Comets sessions which are recreational opportunities for 5 to 11-year olds. We work closely with the Berkshire, Oxfordshire and Buckinghamshire (BOBi) League which is one of the biggest PAN Disability Leagues in the country. We are also making progress with PAN disability sessions, and impairment specific sessions with Powerchair, Down Syndrome, and Cerebral Palsy provision opportunities.

However, we want to push this even further and provide all children, young people, and adults with a disability a local opportunity to participate.





These opportunities are changing the lives of many people across the county - so join forces with us to help double the number of children and adults with disabilities playing football in Oxfordshire.

You can help us to:

- Grow the number of FA Comets Programmes in the county to provide children aged from 5 to 11 with a positive introduction to football
- Allow us to invest more time into our FA Disability Football Ambassador programme to increase the number of grassroots clubs providing inclusive sessions in the county
- Grow the number of youth and adult affiliated teams participating in the BOBi League
- Increase the number of wellbeing sessions in the county.
- Provide mental health guidance and support to our grassroots club and league network
- Provide more opportunities for disability players to play football in their local area

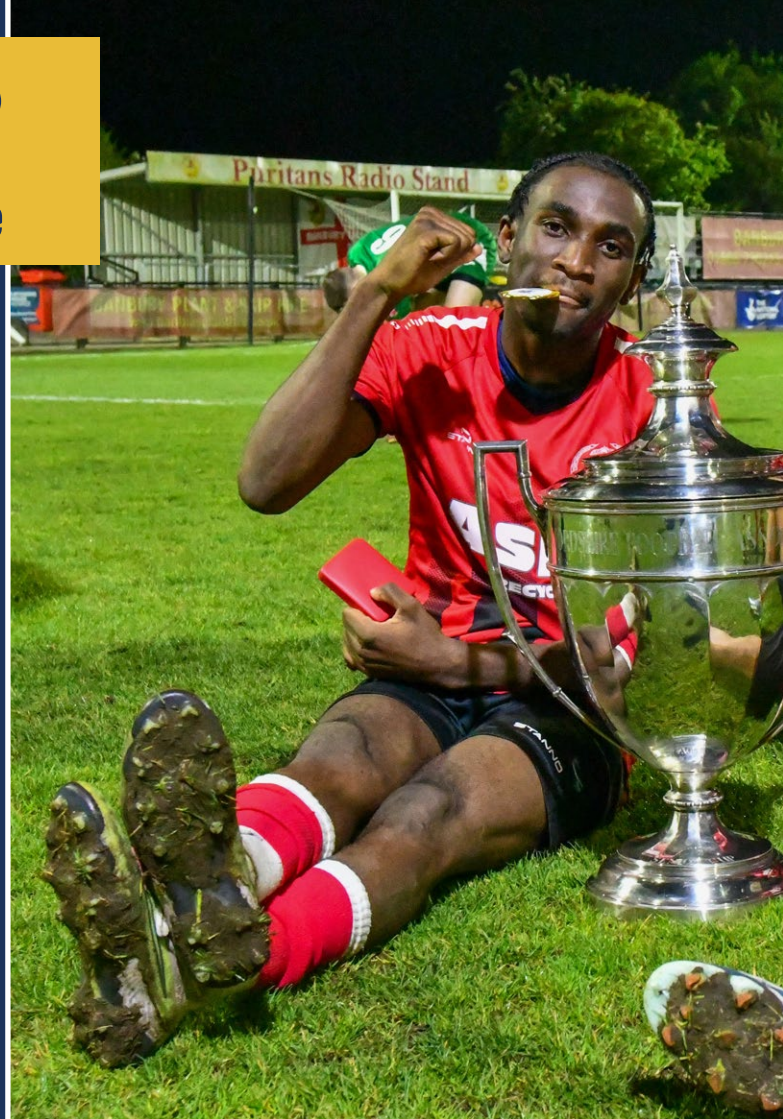
EQUITY, DIVERSITY AND INCLUSION

Gold Partnership Package

Equity, Diversity and Inclusion is in our DNA. We are committed to promoting equality and diversity in all areas of our work and our vision is to be one of the most wholly inclusive County FAs in the country. We endorse the principle of sports equality and will strive to ensure that everyone in our county who wishes to be involved in football, whether as participants, club or league officers, managers, coaches, referees or spectators, has the opportunity to do so.

We are proud to have achieved both the Foundation and Intermediate levels of the Equality Standard for Sport, showing our commitment to embedding EDI across the business and county. In February 2024, we launched our Diversity & Inclusion Action Plan and are making strides towards making football truly for all.

Since the launch of the plan, we have already seen some exciting project delivery including the Women's Football Fortnight, a Celebration of Football Ramadan Event and the development and launch of our online Mental Health & Wellbeing Hub.





We are proud and excited to have secured funds to employ a full-time Inclusion Football Officer with the focus on positively engaging with Ukrainian Guests, Refugees and Asylum Seekers.

We have made huge progress, but we need your help to supercharge work in this area further. You can support us make football for all and change lives across the county.

You will be helping us to:

- Deliver our Diversity & Inclusion Action Plan and provide football opportunities for all
- Positively engage new audiences in diverse ethnic communities through the power of football
- Support our new dedicated Inclusion Football Officer to positively engage Ukrainian Guests, Refugees and Asylum Seekers through their local community football clubs

WALKING FOOTBALL

Gold Partnership Package

Walking Football is exactly as the name suggests. It has seen the biggest growth in participation and impact on activity, health and wellbeing amongst people aged 50 years and older in Oxfordshire with similar trends across the country.

Usually aimed at people over 50, this inclusive, fun and sociable 5-a-side version of the game is slow-paced but still contains the same passion and excitement of the original game.

We are proud to have a number of opportunities for older people to participate in local recreational sessions and competitively through the Oxfordshire Walking Football League. The league has opportunities for the over 50s, 60s and most recently a midweek over 70s offer.

There are over 15 sessions across the county offering turn-up-and-play opportunities aimed to be fun, inclusive, sociable and have a positive impact on health and wellbeing. We also have the impressive Oxfordshire Over 50s League which plays throughout the season.





They have recently introduced a an aged 60 and over division which has extended opportunities further. Despite the significant growth over the past couple of years, we are really excited about the opportunities to grow the Walking Football game even further county-wide and engage new audiences.

Help us positively engage with older people in the county to tackle loneliness, mental health and inactivity.

You will be helping us to:

- Grow the number of recreational Walking Football opportunities available for players aged 50+, 60+ and 70+ across Oxfordshire
- Engage with new audiences through our strategic partner Age UK Oxfordshire and support older people in the county and tackle inactivity, health and fall prevention
- Provide bespoke female Walking Football provision in each local authority in the county
- Support the growth of competitive Walking Football provision through the Oxfordshire Walking Football League
- Support our grassroots clubs network to create teams to enter the Oxfordshire Over 50s League
- Provide more opportunities for older people to play football in their local area

COACH DEVELOPMENT

Gold Partnership Package

Across our network of 200 local football clubs we have over 1,600 affiliated coaches who we support through the delivery of a comprehensive coach development programme culminating in an annual coaches conference.

This programme is designed to upskill our coaching workforce to provide a fun, safe, inclusive and enjoyable experience for all players in Oxfordshire. As part of our offer, with the aim of diversifying our coach workforce, we provide bespoke events for female coaches and diverse ethnic communities.

We are also developing a new Coaches Club which will allow us to create an inclusive coaching community to share good practice and support each other's development county wide.

We are proud of our coach development offer but we want to take this to the next level.





Help us transform children, young people and adults footballing experience in your local community and take the opportunity to reach coaches across the county and support them with their coaching journey.

You will be helping us with the:

- Launch of our new Coaches Club
- Delivery of our annual OFA Coaches Conference
- Delivery of coach development events throughout the season
- Delivery of our Diverse Ethnic Communities Coach Network
- Provision of more opportunities for coaches to learn, develop and network across Oxfordshire

ANNUAL AWARDS

Partnership Packages

At our annual end of season Awards Dinner, we also celebrate the success of over a dozen unsung heroes across Oxfordshire, these are the categories:

- Coach of the Year - Disability Pathway
- Coach of the Year - Female Pathway
- Coach of the Year - Male Pathway
- Match Official of the Year
- New Volunteer of the Year
- Young Volunteer of the Year
- Volunteer of the Year
- Inspiring EDI Project of the Year
- Club of the Year for creating the most positive and supportive environment
- League of the Year
- Outstanding Contribution to Grassroots Football

Sponsorship of one of these £200 awards guarantees 2 tickets to the event as well as the award presentation photoshoot for each category with winners featured afterwards on BBC Radio Oxford and across a full range of social media channels.





PACKAGE BENEFITS

GOLD

SILVER

BRONZE

✓	✓	✓	Naming rights to the category or cup competition you sponsor*
✓	✓	✓	Your company logo featured as an exclusive partner on our website
✓	✓	✓	Your company name mentioned in all news items on our website featuring your category or competition
✓	✓	✓	Your company named as sponsor of your chosen category or cup competition page of our website
✓	✓ 6 times a year	✓ 3 times a year	Your company logo included in our monthly newsletter
✓			Dedicated digital news articles with featured advertising on our website
✓			Your logo featured on all digital and print marketing associated with the partnership
✓	✓	✓	Welcome social media post as a category or cup sponsor
6	4	2	Social media channel promotions a season across all platforms and our YouTube channel
✓	✓	✓	Social media tagging in all of your category or cup competition fixtures
6	4	2	Tickets to your chosen competition cup final and trophy presentation photoshoot
✓	✓	✓	Premium County Cup Final digital matchday programme advertising
✓	4	2	Places at the annual Oxfordshire FA end-of-season Awards Dinner presentation
12	6	2	Wembley Stadium match tickets a season for an agreed combination of England international matches and the FA Cup Final or Community Shield
✓	✓	✓	Membership of our new 1884 Business Networking Club

*Some competition names recognising historic figures in local football can't be changed therefore the competition would be referred to as sponsored by your company name. All partnership packages subject to availability given the competition there is for them.

All pricing is exclusive of any applicable VAT with partnership packages subject to availability given the competition there is for them.



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More information on how to join the team can be found by emailing
Partners@OxfordshireFA.com