



BAGULEY ATHLETIC FC COMMERCIAL BROCHURE





CHAIRMAN'S WELCOME

Welcome to Baguley Athletic

In the last few months since joining we have gained real momentum both on the pitch and off it. In large part that has been done by focusing on two core principles – identity and presence, and the two go hand in hand.

Identity means smart new kits, new training and travel apparel for players and coaches, to give a more professional look and ensure that our players, volunteers and prospective commercial partners can feel proud of what we stand for and how we look.

Presence is gained by being involved – deeply – in the local community. We have gifted front of shirt sponsorship to two charities. Our home kit will have the logo of BW3 on it, a charity funded by businesses that raises funds to invest in local schoolchildren giving them more opportunities and creating a wider local talent pool for them. Our away shirt will have the logo of the Woodhouse Park Family Centre on it, a not for profit free childcare programme for families that need it.

It's not just about front of shirt sponsorship though, it's about supporting those causes throughout the year both by fundraising and volunteering for their programmes – players, coaches and staff. It doesn't stop there, we are committed to playing a supportive role in the whole community.

We are expanding our numbers, with a women's team and an Under 18's now coming on board to complement the first team and development. It's a structure we believe will aid us in our ambitions to climb the non league pyramid. We aren't deluded, we know this may have to be by taking small steps, but the core principles will give us the foundations to do so.

Commercial partners are vital to our sustainability and success. Typically, grassroots sponsorship is philanthropic, chased via a 'begging ask' and a leaning on individuals networks. We want to think differently as you can see above, and have devised packages that make any sponsorship a two way relationship – with visibility, connection and real value for money.

The contents herein are our initial ideas, but we'd be very open to learning what you need as a business and how we can shape our packages to give you that.

*Regards
David Platt*

ABOUT OUR CLUB

Welcome to Baguley Athletic, a thriving grassroots football club that is much more than just a club – it's a community, a passion, and a platform for developing the next generation of football stars.

Our club is committed to providing high quality football for all ages, from competitive adult teams to a junior section for boys and girls.

Since our founding in 2004, we've had one central goal: to create a welcoming, inclusive, and supportive environment where players of all ages and backgrounds can grow, learn, and enjoy the beautiful game. Whether they're a seasoned adult player or a young athlete starting their football journey, we believe in fostering a love of the sport and promoting values such as TEAMWORK, RESPECT, DISCIPLINE, and HARD WORK.

Our club is built on the strong foundation of community engagement. We understand that grassroots football is about more than just winning games – it's about building lasting relationships, offering a safe space for youth to develop life skills, and creating an environment where local talent can thrive.

As we continue to expand, we are looking for partners to join us on this exciting journey. With your support, we can take our club to the next level, provide even more opportunities for players, and continue to be a positive force in our community.

We invite you to become a sponsor or investor and help us make a lasting impact in the world of grassroots football.



OUR MISSION...

... is to foster a love for football by providing an inclusive, supportive, and inspiring environment where players of all ages and backgrounds can develop skills, build long lasting friendships and contribute positively to the community. We aim to promote health, teamwork, respect, and sportsmanship both on and off the pitch.

We believe sport has the power to bring people together, strengthen community ties, and support the physical and mental well-being of individuals. Our club exists to be a hub for connection, development, and pride within our local area.

...AND VISION

To be a leading community football club recognised for nurturing talent, promoting inclusivity, and making a positive impact – both on and off the field within the lives of everyone involved.

Our Goals

- + To provide accessible football opportunities for all skill levels and age groups.*
- + To develop players' technical, tactical, and personal growth*
- + To create a safe and welcoming space for the community*
- + To encourage volunteerism and community engagement*
- + To compete with integrity and passion whilst prioritising fun and participation*

KIT SPONSORSHIP



HOME KIT

£1500

(2 years)



HOME & AWAY KIT

£2250

(2 years)



AWAY KIT

£1250

(2 years)

All of our Kit Sponsor Packages come with the following benefits:

Front of Shirt Branding

Digital Branding (Website & Social Media)

Hospitality (Lunch Club Invite for 2 people + Matchday Sponsor Package for 4)

Tickets (2 tickets to all club events including our End of Season Presentation)

Recognition (End of Season Award presented in your company name)

Signed Shirt (Chairman & Players)

Antique Match Ball

PACKAGES & PERKS

PLAYER SPONSOR

- + Digital Branding
- + Signed Shirt
- + Event Tickets

£300

per player / per season

MATCHDAY SPONSOR

- + Light Refreshments & Drinks
on matchday (up to 4 people)
- + Private Lounge Access
- + Digital Presence
- + Signed Shirt
- + Antique Football

£400

per match

PLAYER WARM UP SHIRT

- + Front of Shirt Branding
- + Digital Branding
- + Signed Shirt
- + Event Tickets

£500

per team / 2 seasons

SLEEVE 4 CAUSE

- + Sleeve Branding (charitable)
- + Digital Branding
- + Signed Shirt
- + Event Tickets

£500

per team / 2 seasons

*Gain publicity for your chosen charity &
your company*

VIDEO CONTENT

- + Digital Branding (logo on
ALL video content produced by
the club)
- + Signed Shirt
- + Event Tickets

£1200

per season

PITCH & STADIUM ADVERTISING



Looking to cement your business at the heart of the local community?

Our pitch and stadium advertising options offer a unique dual advantage of high-intent sports marketing and high-volume roadside visibility.

On Matchdays: Your pitch-side board reaches a wide, diverse demographic of thousands of visitors. Because our ground proudly hosts Baguley Athletic, Wythenshawe Town, and Wythenshawe Town Laces (formerly Manchester Laces), your brand benefits from triple the exposure, welcoming football communities from across the region every weekend.

Throughout the Week: The visibility doesn't stop when the final whistle blows. Our external stadium boards face directly onto Altrincham Road (A556), a major local traffic artery. With an estimated 60,000 cars passing the ground every week, your business gains constant, repetitive exposure to daily commuters.

£POA



***THANK YOU FOR YOUR
ATTENTION &
CONSIDERATION***

***HEAD OF
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