



CAMBRIDGE FUTSAL WOMEN'S TEAM

Sponsorship opportunities



Why sponsor?



Brand awareness

- Expand your brand's visibility
- Club website & social media channels
- Game day logos on kit and banners

Community support

- Support local communities
- Games are free attract a diverse crowd, including young families and students (14 league games + cup games)

Promote wellbeing

- Encourage your community to take part in a fun and healthy activity
- Promoting LGBTQ+ inclusion



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TheFA
FUTSAL
NATIONAL FUTSAL SERIES

Why futsal?



⚽ **Futsal history**



- ⚽ Originated in South America in the 1930s
- ⚽ Futsal comes from the Portuguese Futebol de Salão (Indoor football)
- ⚽ Futsal is the only version of 5-aside football supported by FIFA since it took over as the governing body of the sport in 1989

⚽ **Growing fast**

- ⚽ The FA's Fast forward with Futsal strategy aims to increase futsal participation to **150,000 players by 2024**, including both genders and all ages

"As a little boy in Argentina, I played Futsal on the streets and for my club. It was tremendous fun, and it really helped me become who I am today."

Lionel Messi



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Why sponsor Cambridge Futsal?



- ⊕ **Club history:** also known as 'The Bees', Cambridge Futsal was established in 2013. Initially as a men's team, then academy and in 2022/2023 the women's was introduced
- ⊕ **Club's goals:** our goal is to get as many people playing and supporting futsal in and around Cambridge as possible.
- ⊕ **Costs:** the women's team need to raise 10K to cover the costs for the season, which include venue hire, referees' fees, equipment, and transportation
- ⊕ **Digital presence: over 5,250 followers**
 - ⊕ Twitter: [@CamFutsalClub](https://twitter.com/CamFutsalClub)
 - ⊕ Facebook: [Cambridge Futsal Club](https://www.facebook.com/CambridgeFutsalClub)
 - ⊕ Instagram: [CamFutsalClub](https://www.instagram.com/CamFutsalClub)



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SPONSORSHIP OPTIONS



Contact us: info@cambridgefutsal.club



Main Shirt Sponsor – home & away



Place your logo front and centre of the Cambridge Futsal Women's team home and away kits. Become the teams main sponsor and reach both a local and national audience as futsal continues to grow throughout the UK.

£2,950 – 1 available



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Back of Shirt Sponsor – home & away



Sponsor the back of the team's home and away shirts, by placing your company's logo or name above or below the player's number.

£1,950 – 2 available



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Shirt Sleeve Sponsor – home & away



Place your logo (roughly the size of the team's badge) on the sleeve of the Bees' home and away shirt. Gain national and local exposure during the team's match days.

£850 - 2 available



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Shorts Sponsor – home & away



Sponsor the back top, front leg or back leg of the Bees' shorts and gain exposure on match days and all match related media. You can either place your company's logo or name on the shorts.

£950 – front leg available
£950 – back leg available
£950 – back top available



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Warm-up Shirt Sponsor – home & away



Sponsor the back or front (replacing Cambridge Futsal) of the shirts the team wear during match warm-ups. Get exposure to the local audience which turns up in good numbers to watch the team play their home games

£950 – front of shirt
£950 – back of shirt



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Training Kit Sponsor



Gain local exposure by sponsoring the Bees' training kit, which comprises of t-shirt and shorts that the players use during their weekly training sessions at the Trumpington Community College. Plenty of exposure to different age groups, with Futsal youth sessions taking place before training and other sports taking place after the Bees' session.



£500 – front of kit
£500 – back of kit
£500 – Shorts



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Tracksuit Sponsor

Sponsor the Bees' tracksuits that are worn by players and staff during match day arrival, both home and away (including travel). This can include your logo on both the tracksuit trousers and jumper/jacket but other alternatives are available.

£1,250 – tracksuit top
£750 – tracksuit bottoms



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Advertising banner



Advertise your business at the state-of-the-art Cambridge University Sports Centre by having a banner displayed on the wall that the stands and crowd face during home games (which will mean a full day of advertising with all league games being played in Cambridge on that day). A great opportunity to increase your brand awareness in Cambridge and also for recruitment with many University of Cambridge students visiting the venue and seeing the banners. Using artwork supplied by you, the price includes the banner but you can also provide your own.



£650 – 3 available



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Goal Net (both goals)

Advertise your business in one of the most prominent places in the sports hall during home games, at the University Sports Centre, which is the goal. By acting as a rebound stopper (as the goal is close to the wall) this is what is often called a "false net".

£950 - available



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Additional options



Match sponsorship

- ⊕ From £150
- ⊕ Your brand name & logo gets visibility through:
 - ⊕ Social media posts pre- and post-match;
 - ⊕ Match report on Club website;
 - ⊕ Shoutout during the game;

Player sponsorship

- ⊕ From £100
- ⊕ Your brand name and logo gets visibility through:
 - ⊕ Player profile on club website;
 - ⊕ Player mentions on club's social media channels;

Match ball sponsorship

- ⊕ From £50
- ⊕ Your brand name and logo gets visibility through:
 - ⊕ Match report on Club website;
 - ⊕ Shoutout during the game;



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Resources



- ⚽ [The FA - History of Futsal](#)
- ⚽ [The FA Competitions- National Futsal Series](#)
- ⚽ [FA Fast Forward with Futsal strategy \(PDF\)](#)
- ⚽ [FA National Futsal Series on Twitter](#)
- ⚽ [FA National Futsal Series on YouTube](#)
- ⚽ [English Futsal Clubs Association \(EFCA\)](#)



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THANK YOU!



Contact us: info@cambridgefutsal.club



What sponsorship covers

- ⚽ Match & training kits
- ⚽ Training equipment
- ⚽ League entry fees
- ⚽ Venue hire fees
- ⚽ Referee fees
- ⚽ Insurance



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