East Thurrock Community
Football Club



2024/2025

SPONSORSHIP OPPORTUNITIES

100% FAN OWNED

WHY ETCFC

Losing East Thurrock United, the club many in the community have followed for decades, had left a void in terms of high level football in the area and socially for many of our loyal fans. You take your local football team for granted and when it is suddenly gone overnight, without warning, your weekends are never the same. You can go and watch other teams but it never feels the same, as you aren't emotionally invested like before.

We started as a group of volunteers who had helped the old club on match days but never been involved in the day to day running or decision making positions. We all missed our club and after some discussion it was decided we would work together to bring football back to East Thurrock.

WHY ETCFC

From our very first face to face meeting at the end of September it was clear that we all had the same goals in mind, to honour the traditions of the old club as much as possible in terms of team colours and acknowledging the roots of the club but to ensure that what we offered would be 100% fan owned, democratic, transparent and sustainable.

The first thing we had to do was research how a fan owned football club would work, luckily many people had been through this before so we could look at models from Lewes to AFC Wimbledon as blueprints. We had support from the Football Supports Association, from meeting us, speaking at our first public meeting and assist us moving forward as we grow.

WHY ETCFC

We have seen an overwhelming level of support generated by our social media updates keeping everyone informed of our progress, this was exemplified by over 80 people attending our first public meeting. Having the FSA attend and speak on the legal framework of a Community Benefit Society and what the club was going through allowed fans to have confidence in our project and know what we were doing was best for the club for generations to come.

We set what we believed would be an ambitious ownership target of 100 by our first game, 22 days after we launched, we had reached 100 owners. Football fans are passionate and keen to get involved in a well run local project. Everyday we are seeing progress for the club as everything comes together and more people get onboard as owners and volunteers.

WHY ETCFC

Democracy being one of our core beliefs and our ethos has seen our fans decide via voting on our club badge and indeed the location of our home pitch. Future votes include the design of kit, away colours and charity partners. These are held both online and face to face, allowing everyone to take part as we have owners from Australia, England, Italy, Qatar, Scotland, Spain, USA and Wales already.

We are starting with a first team but our vision is to offer football for all, from womens teams, youth, reserves, disabled, veterans and more. Your sponsorship will help us to achieve this.

We are ambitious in terms of what we want the club to achieve and with the support of our fan owners, the FSA, local businesses, the community and our expanding online audience we look forward to what the future holds for our fledgling club.

OUR REACH

Despite only starting a few months ago we have a growing presence in the local community, online and globally:

- Facebook - 437 followers
- Instagram - 1,147 followers
- Twitter - 563 followers
- Website
- Weekly YouTube Show
- Weekly Spotify/Apple Podcasts
- Leaflet To 15,000 Local Homes
- Full Page Digital Matchday Programme
- Weekly Owner Newsletter
- Weekly Fan Newsletter

These channels will continue to grow and distribute more material as we start playing games which means more attention on you as our sponsors.

DIAMOND SPONSOR

£2,500

The Diamond Sponsorship package is exclusively available to one individual/company.

- Front Of Home Kit
- Social Media Post Day Before Home Game
- Logo On Our Leaflet To 15,000 Homes
- Full Page Digital Programme
- Listed On Team Website
- Board Around Ground
- On Weekly Fan Newsletter
- YouTube/Podcast Sponsor Every 4 Shows
- Owner Discount Scheme

For this package, please email eastthurrockcfc@gmail.com

PLATINUM SPONSOR

£1,500

The Platinum Sponsorship package is exclusively available to one individual/company.

- Front Of Away Kit
- Social Media Post Day Before Away Game
- Logo On Our Leaflet To 15,000 Homes
- Full Page Digital Programme
- Listed On Team Website
- Board Around Ground
- On Weekly Fan Newsletter
- YouTube/Podcast Sponsor Every 4 Shows
- Owner Discount Scheme

For this package, please email eastthurrockcfc@gmail.com

GOLD SPONSOR

£1,000

The Gold Sponsorship package is available to two individuals/companies.

- Back Of Home/Away Kit
- Monthly Social Media Post
- Half Page Digital Programme
- Listed On Team Website
- Board Around Ground
- YouTube/Podcast Sponsor Every 8 Shows
- Owner Discount Scheme

For this package, please email eastthurrockcfc@gmail.com

SILVER SPONSOR

£750

The Silver Sponsorship package is available to two individuals/companies.

- Sleeve On Home/Away Kit
- Monthly Social Media Post
- Half Page Digital Programme
- Listed On Team Website
- Board Around Ground
- YouTube/Podcast Sponsor Every 8 Shows
- Owner Discount Scheme

For this package, please email eastthurrockcfc@gmail.com

BRONZE SPONSOR

£500

The Bronze Sponsorship package is available to four individuals/companies.

- Tracksuits/Matchday Polos/Training Shirts/Sideline Coats
- Monthly Social Media Post
- Half Page Digital Programme
- Listed On Team Website
- Board Around Ground
- Owner Discount Scheme

For this package, please email eastthurrockcfc@gmail.com

SPONSOR A BOARD

£250

- Board At The ground
- A Social Media Post Per Season
- In The Match Day Digital Programme
- Listed On Team Website
- Owner Discount Scheme

For this package, please email eastthurrockcfc@gmail.com

MATCHDAY SPONSOR

£150

- On Gameday Social Media Graphic
- Page In the Match Day Programme
- Choose Man Of Match
- Photo Of Presentation On Social Media

For this package, please email eastthurrockcfc@gmail.com

DIGITAL SPONSOR

£100

- A Social Media During The Season
- In The Match Day Digital Programme
- Listed On Team Website
- Owner Discount Scheme

For this package, please email eastthurrockcfc@gmail.com

SPONSOR A PLAYER/COACH

£50

- Appears In Digital Program
- Appears On Website
- On Graphic When Player Scores
- On Graphic For Away Man Of The Match
- On Graphic When Player Reaches Appearance Milestone

For this package, please email eastthurrockcfc@gmail.com

OWNER DISCOUNT SCHEME

We are keen to provide return on investment for our sponsorship partners and the advice from other community owned clubs is an owner discount scheme.

If you want to offer a discount for our owners, they can show their ownership card when they come to your business.

There is no requirement to join the ownership discount scheme, we just wanted to offer this exclusively to our sponsors. You will still get the same level of encouragement from us as a club to support you as a sponsor.