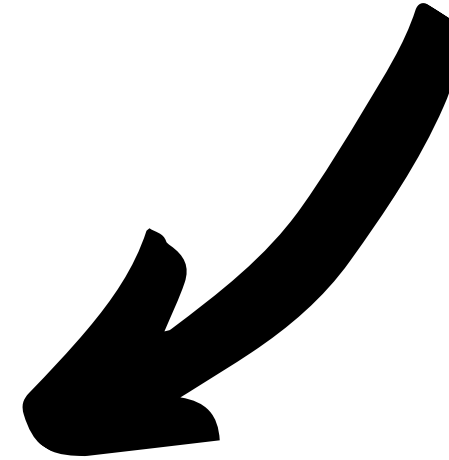


2023/24



1891

ARLESEY



TOWN

FOOTBALL
CLUB



PARTNERSHIP
OPPORTUNITIES

A MESSAGE FROM OUR CHAIRMAN





At ATFC we are looking to enhance the services we offer to the local community, providing the people of Arlesey with a top class facility, while continuing to offer the local area a source of multi-sports entertainment, as we have done for over 130 years. We need your help, knowledge and commitment to return this club to its former glory!

Dave Kitson



OUR MEMORIES



FOUNDED IN 1891

Arlesey Town Football Club has been part of the local community for over 130 years, producing some amazing memories for the residents of Arlesey.

1995 FA VASE WINNERS

In 1995 Arlesey travelled to Wembley defeating Oxford City to win the FA Vase, the national tournament brought together the local community and is a strong part of the town's history.

FA CUP 1ST RND

2 successful FA Cup campaigns saw Arlesey Town play former FA Cup Winners Coventry City. The campaigns brought widespread exposure locally and nationally on Sky & BT Sport.



ARLESEY TOWN
1ST XI

7 DARTS
TEAMS

BEDFORDSHIRE
COUNTY DARTS

ARLESEY TOWN
YOUTH

OUR COMMUNITY AND PARTNERS

ARLESEY TOWN
SUNDAYS

4 PETANQUE
TEAMS

BALDOCK TOWN
FC

ARLESEY TOWN
EJA

NEW YOUTH
TEAMS 23/24





WHY PARTNER WITH US?

- 01** OVER 10,000 TWITTER IMPRESSIONS PER MATCH →
- 02** 970 INSTAGRAM IMPRESSIONS PER POST →
- 03** 20+ ASSOCIATED TEAMS →
- 04** 2X AWARD WINNING PROGRAMMES →

OVER 10,000 MATCH VISITORS PER SEASON
PLUS OUR COUNTY DARTS, PETANQUE, FUNCTIONS, ETC.



FACILITY AND COMMUNITY IMPROVEMENT

ARLESEY TOWN FC HAS BEEN PART OF THE LOCAL COMMUNITY SINCE 1891 PROVIDING A FACILITY FOR SPORT AND SOCIAL ACTIVITY FOR OVER 130 YEARS. WE ARE AWARE OF THE GAPS THAT HAVE BEEN FORMING BETWEEN OURSELVES AND THE COMMUNITY OVER THE LAST 20 YEARS, AND WE WANT THAT TO CHANGE! WE WANT TO PROVIDE AN ENHANCED FAMILY FRIENDLY, SPORTS AND SOCIAL ATMOSPHERE FOR THE PEOPLE OF ARLESEY AND THE SURROUNDING AREAS, TO DO THIS WE NEED TO IMPROVE OUR FACILITIES ENABLING US TO CREATE A MORE WELCOMING, DESIRABLE AND SAFER ENVIRONMENT FOR OUR CUSTOMERS, PLAYERS AND SUPPORTERS.

YOU CAN BE PART OF THIS EXCITING REDEVELOPMENT!





FACILITY AND COMMUNITY IMPROVEMENT

PHASE 1

Covid 19 and Cost of Living Recovery

The Covid-19 pandemic has affected everyone and no more so than the sports industry, especially at lower levels and grassroots football. The lack of revenue and income during the pandemic has reduced our ability to go about our regular business, initial funds will be used to prepare us for the upcoming season in these continued uncertain times.



Video Content Creation

To further advance into the digital era, increased video and media content is required to improve a brand's image, we at Arlesey Town FC have increased our video content through the filming of our matches enabling us to create Live Feeds, Highlights, Monthly Goal Awards and Post-Match Interviews, in order to continue to do this we need to be able to improve our digital content equipment, with your help we can expand our online footprint.



Facility Improvement

We are currently in advanced talks to install a 3G Football Pitch to increase the use of our facilities and to enable the use by youth setups for training and matches, as well as our First Team to train, at the ground. We require funding to bring this state-of-the-art facility to Arlesey and you can be a big part of this project.





Pitch Perimeter Safety Improvement

Our pitch perimeter fencing is becoming dated and dangerous, the increased pace of the game has over the last few seasons lead to multiple collisions with the original concrete posts of our perimeter fence, we would like to be able to provide extended safety to all those who use our pitch and the installation of a new perimeter fence.

Community Sports

We at Arlesey Town FC want to continue to be able to provide a multi sports hub for Arlesey and the wider community, this includes improving our facilities to enable increased usage, with the hope of introducing extended sports including Cycling and Running.

Building Refurbishments

With our building now being 20 years old, refurbishments need to be made to ensure a more desirable experience for our community. We completely renovated our main bar but would also like to improve our function suite, along with refurbishments to lighting heating and water supplies.

Facility Upgrades

As well as building refurbishments we need to improve accessibility and security of our facility, enabling for the increased usage without fear of trespassing and damage to property, higher fencing is also required to reduce the loss of footballs that provides an increased cost to all clubs who use the facility.

FACILITY AND COMMUNITY IMPROVEMENT



OUR FUTURE



* ATFC U18s

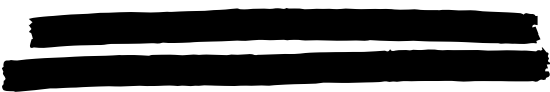
The club's recent affiliation with Arlesey Town EJA has led to a good level of youth football returning to the club. It is our vision to increase this year on year. Paramount to this is forming an U18s team to bridge the gap between youth and first team football, creating a platform for youth players to transition into senior football and hopefully producing some of the stars of the future.

* Integrated Academy Facility

Creating a high profile football facility for the community has been the focal point of our agenda for many years, providing the foundations for a self-sufficient football club that can attract and produce the top talent. We at Arlesey Town FC aim to have a full 3G facility with a classroom to enable us to achieve our future goals.

* Arlesey Development

Arlesey is in the process of a large development, with 3,000 houses set to be built in the area within the next 20 years, this gives Arlesey Town FC a great opportunity to encourage and enthrall a new breed of supporter and consumer.



AVAILABLE PARTNERSHIP OPPORTUNITIES

MATCHBALL SPONSORSHIP

1/4 PAGE PROGRAMME ADVERT

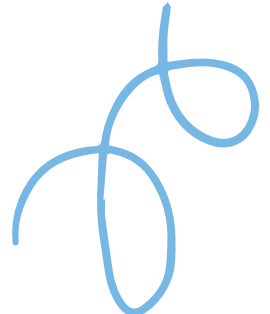


1/2 PAGE PROGRAMME ADVERT

FULL PAGE PROGRAMME ADVERT

MATCHDAY SPONSORSHIP

GOAL OF THE MONTH SPONSOR

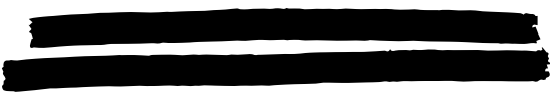


PITCH PERIMETER ADVERTISING

ATFC TV



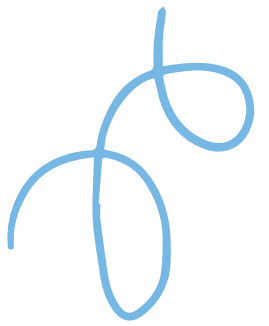
The above is a cost per season



AVAILABLE PARTNERSHIP OPPORTUNITIES

PLAYER SPONSORSHIP
(50% GOES TOWARDS PLAYER EXPENSES)

WARM-UP KIT SPONSOR



TRACKSUIT SPONSOR

DUGOUT SPONSORSHIP



SLEEVE SPONSOR

MATCH HIGHLIGHT SPONSOR

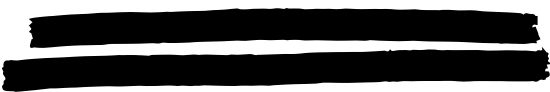
STAND SPONSOR



STADIUM SPONSOR



The above is a cost per season



AVAILABLE PARTNERSHIP OPPORTUNITIES

SHIRT SPONSORSHIP

HOME SHIRT
FRONT
BACK

AWAY SHIRT
FRONT
BACK

HOME SLEEVE

AWAY SLEEVE

HOME SHORTS

AWAY SHORTS



The above is a cost per season, multi-season deals available

ANY
QUESTIONS?



LET'S →
DISCUSS OUR
FUTURE
TOGETHER



CONTACT US AT

INFO@ARLESEYTOWNFC.CO.UK



@ARLESEYTOWNFC - OVER 4,300 FOLLOWERS



ARLESEY TOWN - OVER 1,200 FOLLOWERS



ARLESEY TOWN FC - OVER 600 MEMBERS



BRAND NEW YOUTUBE CHANNEL