



# Ground Sponsorship Opportunities at Faraday Road



## Principles:

- A single supplier and procurement route with a single and consistent specification
- Installed in a co-ordinated and professional way
- Clubs to determine themselves the sponsorship rates and keep all profits directly
- Once authorised by NCFG, sponsors will buy direct at Kremer Signs for an NCFG discounted rate and agree artwork
- 8ft x 2ft boards are £125+vat and 8ft x 4ft boards are £185+vat
- NCFG to take a small fee (£10 per board) to cover CIC running costs and will arrange delivery and installation
- Sponsorship period to run for next 2 seasons, but can be installed asap this season as “bonus”
- Sections of space to be released to maintain consistency
- Proposals need final WBC sign off and to comply with WBC Sponsorship guidelines
- Sponsorship of Stand available too, for an individual deal



### **Proposal: (for NCFG affiliated clubs)**

- £125+vat for design, manufacture, delivery and installation of a 8ft x 4ft sign until 31<sup>st</sup> May 2027
- (8ft x 4ft option is available for £185+vat)
- Sponsorship values to be agreed with each club direct and they will receive the full value
- Once sponsorship funds have been received by Club in question, NCFG will authorise the direct purchase from Kremer Signs, to whom the sponsor will pay the sign costs direct and agree design, artwork and approvals
- NCFG will obtain West Berkshire Council approval before manufacture
- 1<sup>st</sup> batch to be section 1, left, centre and right of dugouts

### Notes:

If ground closes or is redeveloped before 31<sup>st</sup> May, then clubs will have to manage that with sponsors directly  
If a sign is damaged or vandalised or a new sign is required, the same £160 fee applies again

## WBC Sponsorship Guidelines



2.2 The Company shall not offer or agree Sponsorship opportunities in respect of any potential Sponsor where the Sponsorship Signs would refer to any of the following:

2.21 Sponsorship for political parties or where the content is considered to be of a political nature

2.22 Sponsorship on behalf of Trade Unions or Employers Federation

2.23 Sponsorship that may reasonably be construed as offering or promoting services of a sexual nature

2.24 Sponsorship for religious organisations of a religious nature

2.25 Sponsorship that may reasonably be construed as showing or encouraging any type of prejudice including any type of prejudice based on race, sexual orientation, disability, religion, gender or age.

2.26 Sponsorship that may reasonably be considered not to comply with the guidelines set down from time to time by the Advertising Standards Authority

2.27 Sponsorship for products of, or companies dealing in, the tobacco and alcohol industries

2.28 Such other sponsorship types as the Council reasonably specifies and for which it gives reasonable written notice to the Company that it considers such sponsorship unsuitable.



## Newbury Community Football Group



### Sections

- Red – Section 1
- Blue Section 2
- Orange (poss) Section 3 – may need different (bigger) signs
- Stand