



Readstone United Junior Football Club  
**CLUB SPONSORSHIP**

Thank you for your interest in supporting our club.

**ABOUT THE CLUB**

We are very proud that our club was formed over 30 years ago and is now a 2-star England Football Accredited grass roots junior football club serving communities in and around the villages of Read and Simonstone.

We try to always welcome children regardless of their ability, experience, or life difficulties because we believe the game, especially in the primary school years, should be accessible to everyone and not just those with a gift or good fortune.

The Club is managed by volunteers and whilst our principal purpose is to provide opportunities for young people to play football, we know that being part of a Club and a member of a team not only offers a great environment to make new friends and learn new skills but also a way for our children to grow and develop as young people.



Whilst we want our teams to be competitive and love to win, in the primary school years (referred to as the Foundation Phase by the FA), our focus is on participation and the development of key skills.

We understand that the growth and development of a young person does not depend on winning a football match, and our general ethos is all about having fun, creating positive experiences for everyone involved, including our volunteers, and making some great memories along the way.

Above all else, we want our members to enjoy being part of the club and the Readstone football family.

### **CLUB MANAGEMENT**

We work hard to maintain appropriate standards in the management and operation of the club in line with relevant government regulations and FA guidelines and aim to provide tangible support to our volunteers without whom the club would not exist.

A strong team of volunteers is key to the effective and efficient operation of the club and its future development, and we regularly review our volunteer structure and try to ensure that all necessary functions are effectively managed and supported. We have a volunteer induction programme in place to ensure the club's ethos and philosophy is understood and implemented.



Communicating positively with all stakeholders is very important to us, and we do this through our website and social media platforms.

To encourage engagement with the club we correspond formally and directly with volunteers and parents at the beginning of the season and at the end of the season, prior to our Presentation Day and Annual General Meeting. We also try to publish short advertorial features through our social media platforms to recognise the support provided by our kind sponsors.



During the football season, Team Managers and Coaches communicate with Parents using the club's WhatsApp Community platform and we have now introduced a short bi-annual survey seeking feedback from volunteers, parents and playing members so that we can better understand the experience of everyone associated with the club.

The Club is affiliated to the Lancashire Football Association and our teams play matches on a Sunday in the East Lancashire Football Alliance.

## **GROWTH**

We currently have over 200 members playing across 17 teams and our long-term ambition is to recruit enough players and volunteers to support multiple teams in every age group in the primary school years, aiming to establish two teams in each of the U11 and U12 age groups. We believe this will help us to provide a better experience for those with different skill levels and capabilities and give us a better chance of sustaining a healthy squad in every age group in the secondary school years.

We also want to increase female participation, and in the long term, our aim is to establish a girls' team in every age group. Support for the club from volunteers and sponsors is therefore key to the growth of the club.



## **COACH DEVELOPMENT**

The development of our coaches is key to the success of the club and the enjoyment of our members and with this in mind, we now provide coach mentoring support throughout the season and in the daylight training hours we bring in a specialist Goalkeeping coach to work across all age groups.

## **FACILITIES**

We draw our members first and foremost from Read, Simonstone and the surrounding area. For most of the season we hire facilities for training at various locations in Burnley, Accrington, and Clitheroe and in the summer months we enjoy the use of the Read Recreation Ground and Read St John's Primary School field.

Finding suitable facilities for training is difficult and our long-term goal is to find a location that we can call home, which we believe would provide a greater sense of club and help us to recruit new members. In the short term, we have consolidated the number of venues that we use and hope to reduce this further in the years to come.



## SPONSORSHIP

We understand that sponsoring a junior football team may not be a commercial proposition and we are forever grateful for the benevolence of parents and businesses that provide funds to help a team. When all is said and done, sponsorship income allows the club to better manage its costs, helps us to invest in our volunteers and develop the skills and abilities of our players.



## TEAM SPONSORSHIP

A team's playing kit is usually good for two years, so for consistency all Team Sponsorship packages are offered for a **2-year period** and the cost of sponsorship (shown below) can be found in the age group for which the support starts. There are a variety of ways to support a team, and these are as follows:

Age Group	Squad Size	The Whole Shebang <sup>1</sup> Full Match Kit, Training Shirt, Rain Jacket, Trophies, Medals & Keepsakes	The Full Wardrobe <sup>1</sup> Full Match Kit, Training Shirt & Rain Jacket	The Strip & Shiny Combo <sup>1</sup> Full Match Kit, Trophies, Medals & Keepsakes	The Strip <sup>1</sup> Full Match Kit Shirt, Shorts & Socks	The Shiny Stuff <sup>1</sup> Trophies, Medals & Keepsakes
U7	9	£1,045	£810	£610	£375	£240
U8	10	£1,145	£815	£710	£380	£330
U9	10	£1,225	£880	£790	£445	£345
U10	12	£1,300	£950	£790	£445	£345
U11	12	£1,380	£1,015	£870	£505	£365
U12	14	£1,550	£1,265	£870	£585	£285
U13	14	£1,630	£1,335	£950	£660	£295
U14	16	£1,725	£1,420	£965	£660	£310
U15	16	£1,725	£1,420	£965	£660	£310
U16	16	£1,725	£1,420	£965	£660	£310
U17	16	£1,725	£1,420	£965	£660	£310
U18	16	£1,725	£1,420	£965	£660	£310

<sup>1</sup> Prices are indicative and subject to squad size and supplier offers at the time of ordering.

If you would like to offer your support to the club in any way, our Club Secretary would be delighted to hear from you and can be contacted by email at [secretary@readstonejfc.club](mailto:secretary@readstonejfc.club). Alternatively, you can work with the relevant Team Manager, who will liaise with the Club Secretary to make arrangements as required.

*Please Note: In line with FA guidelines, our club policy is to respectfully decline offers of sponsorship from any business promoting age restricted products or services such as betting, smoking / vaping, alcohol.*