



# NORSEMEN FC

## SPONSORSHIP OPPORTUNITIES

**KITLOCKER** 

# NORSEMEN FC

WHO WE ARE

OUR PLANS FOR THIS SEASON

WHAT'S IN IT FOR YOU?

OUR ASK

TAX RELIEF

EXAMPLE PRICING

CONTACT DETAILS



# WHO WE ARE

WE WERE FOUNDED IN 1896 AND JUST CELEBRATED (IN LOCKDOWN) OUR 125<sup>TH</sup> ANNIVERSARY. WE HAVE 8 ADULT SIDES, 14 YOUTH TEAMS AND A GIRLS & WOMENS SECTION. WE CURRENTLY HAVE A MEMBERSHIP OF AROUND 280 PLAYERS YOUNG AND OLD, WHICH RANGE FROM 5-50!



# OUR PLANS FOR THIS SEASON

WE'VE JUST BEEN ACCEPTED AS A NIKE PARTNER CLUB, WHICH IS ONLY AVAILABLE TO A SELECT NUMBER OF GRASSROOTS FOOTBALL CLUBS IN THE UK.

WHILST WE MAINTAIN THE HIGHEST STANDARDS POSSIBLE, THE NPC PROGRAMME AIMS TO ELEVATE FA CHARTER STANDARD CLUBS EVEN FURTHER THROUGH RAISING THE CLUB'S PROFILE AND STRENGTHENING OUR IDENTITY THROUGH UNITED BRANDING ACROSS ALL OF OUR AGE GROUPS.

THE POWER OF THE SWOOSH IS UNRIVALLED AND ALL OF OUR PLAYERS FEEL GREAT WEARING SUCH A FAMOUS BRAND, BUT MORE IMPORTANTLY IT MAKES THEM FEEL PART OF A COMMUNITY.

WE'VE ALSO PARTNERED WITH TEAMWEAR SPECIALISTS KITLOCKER.COM, WHO WILL BE PROVIDING OUR EMBELLISHED NIKE SPORTSWEAR FOR THE FORESEEABLE FUTURE.

WE ARE DESPERATELY TRYING TO RAISE FUNDS FOR A FULL SIZE 3G PITCH TO SUSTAIN OUR CLUB AND GIVE BACK TO THE LOCAL COMMUNITY IN OUR AREA. WE ARE A FULLY FOCUSED FOOTBALL CLUB THAT'S SOLE FOCUS IS GRASS ROOTS AND FOOTBALL FOR ALL.

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**NIKE PARTNER CLUB**

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# WHAT'S IN IT FOR YOU?

SPORT IS LIFE FOR MANY, THE PHYSICAL AND MENTAL BENEFITS ARE UNRIVALLED. BEING ALIGNED TO A SPORTS CLUB PROVIDES FANTASTIC ASSOCIATION FROM A CORPORATE SOCIAL RESPONSIBILITY ANGLE.

SUPPORTING LOCAL MAKES SENSE, YOUR TARGET CUSTOMER IS THE SAME AS THE STAKEHOLDERS ASSOCIATED WITH OUR CLUB. WE'LL PUT THE EYES THAT MATTER MOST STRAIGHT ONTO YOUR BUSINESS' PRODUCTS AND/OR SERVICES.

OUR STAKEHOLDERS ARE ENGAGED, PASSIONATE, EMPATHETIC AND ALWAYS KEEN TO SUPPORT LOCAL BUSINESSES THAT CAN HELP OUR FOOTBALL CLUB. UPON SPONSORING AN AGE GROUP OR THE ENTIRE CLUB, WE'D LOVE TO HOST YOU AT A GAME TO DEMONSTRATE OUR PASSION FOR THE GAME AND THE CLUB'S ETHOS.

LOOKING BEYOND THE NEAR 300 PLAYERS CURRENTLY WITHIN NORSEMEN FC, WE HAVE PARENTS, COACHES, FAMILY AND FRIENDS AS STAKEHOLDERS, EXTENDING OUR REACH IN THE LOCAL AREA TO 1,000s.

SPONSORING NORSEMEN FC IS A GREAT WAY TO NETWORK WITH LIKE-MINDED BUSINESSES WHO ARE PROUD TO SUPPORT THE LOCAL COMMUNITY.



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# OUR ASK

WE HAVE A HOST OF SPONSORSHIP OPTIONS AVAILABLE, INCLUDING SUPPORTING A SPECIFIC AGE GROUP OR THE ENTIRE CLUB. BOTH OF THESE OPTIONS ARE OPEN FOR DISCUSSION. ANY SUPPORT YOU CAN CONTRIBUTE WOULD BE MASSIVELY APPRECIATED.

KITLOCKER HAVE PROVIDED A BREAKDOWN OF COSTS ASSOCIATED TO A FULL SET OF THE ABOVE. IN RETURN, YOUR LOGO WILL BE PRESENT ON ALL APPAREL AT 26CM WIDE FOR MAXIMUM EXPOSURE.

WE'D LIKE TO POINT YOUR ATTENTION TO THE NEXT SLIDE, WHICH HIGHLIGHTS TAX RELIEF YOU CAN RECEIVE WHEN SPONSORING US.



# TAX RELIEF WHEN SPONSORING US

YOUR LIMITED COMPANY CAN PAY LESS CORPORATION TAX WHEN IT GIVES MONEY TO A CHARITY OR [COMMUNITY AMATEUR SPORTS CLUB](#) (CASC). YOU CAN DEDUCT SPONSORSHIP PAYMENTS FROM YOUR BUSINESS PROFITS BEFORE YOU [PAY TAX](#) BY TREATING THEM AS BUSINESS EXPENSES. ENTER THE TOTAL VALUE OF YOUR DONATIONS IN THE 'QUALIFYING DONATIONS' BOX OF THE 'DEDUCTIONS AND RELIEFS' SECTION OF YOUR TAX RETURNS. (1)

IT IS IMPORTANT TO TAKE THE FOLLOWING POINTS INTO CONSIDERATION BEFORE SPONSORING A GRASSROOTS SPORTS TEAM: (2)

- IT IS NOT AN EXCESSIVE FIGURE (KITLOCKER HAVE OUTLINED AVERAGE COSTS OF KIT IN THIS DOCUMENT)
- THE AMOUNTS PAID ARE NOT EXCESSIVE COMPARED TO THE OTHER ADVERTISING SPEND OF YOUR BUSINESS. ESSENTIALLY, IS SPONSORING A SPORTS CLUB OUT OF CHARACTER?
- SPONSORSHIP EXPENSES ARE SUBJECTIVE IN HMRC'S EYES. SPONSORSHIP MUST BE 'WHOLLY AND EXCLUSIVELY' FOR THE BENEFIT OF YOUR BUSINESS.

**HOWEVER, THAT'S NOT TO SAY THE ABOVE CAN'T HELP A GRASSROOTS SPORTS CLUB PAY FOR THEIR PITCH FEES, A SUMMER TOUR OR NEW MATCH JERSEYS.**

ULTIMATELY, THE SPONSORING OF A GRASSROOTS SPORTS CLUB NEEDS TO PROVIDE COMMERCIAL BENEFIT TO YOU AS A BUSINESS. YOUR BUSINESS BEING ON THE FRONT OF OUR NEW MATCH KIT OR TRAININGWEAR DOES IN FACT DO THIS, AS AWARENESS OF YOUR PRODUCTS OR SERVICES ARE AMPLIFIED DUE TO STAKEHOLDERS OF THE CLUB SEEING THEM. (3)

BEFORE COMMITTING TO MAKE A LARGE DONATION TO CHARITY OR SPONSORING A LOCAL ORGANISATION, IT'S RECOMMEND YOU SPEAK TO YOUR ACCOUNTANT FIRST SO YOU CAN TAKE FULL ADVANTAGE OF ANY TAX RELIEF. (4)

THERE ARE DIFFERENT RULES FOR [SOLE TRADERS AND PARTNERSHIPS](#). (5)

SOURCES:

1. [HTTPS://WWW.GOV.UK/TAX-LIMITED-COMPANY-GIVES-TO-CHARITY/DONATING-MONEY](https://www.gov.uk/tax-limited-company-gives-to-charity/donating-money)
2. [HTTPS://CASERON.CO.UK/CLAIMING-SPONSORSHIP-EXPENSES/](https://caseron.co.uk/claiming-sponsorship-expenses/)
3. [HTTPS://WWW.BROOKSONONE.CO.UK/KNOWLEDGE-CENTRE/LIMITED-COMPANY/CLAIMING-BUSINESS-EXPENSES/SPONSORSHIP-COSTS/](https://www.brooksonone.co.uk/knowledge-centre/limited-company/claiming-business-expenses/sponsorship-costs/)
4. [HTTPS://WWW.LIMITEDCOMPANYHELP.COM/CHARITY-AND-SPONSORSHIP-EXPENSES-VIA-YOUR-COMPANY/](https://www.limitedcompanyhelp.com/charity-and-sponsorship-expenses-via-your-company/)
5. [HTTPS://WWW.GOV.UK/DONATING-TO-CHARITY](https://www.gov.uk/donating-to-charity)

# EXAMPLE KITLOCKER PRICING

## NIKE MATCH SHIRTS/SHORTS/SOCKS W/ BADGE, SPONSOR AND NUMBERS (x16 inc. GK):

YOUTH: £465

ADULT: £540



## MIDLAYERS (x16) W/ CLUB BADGE:

YOUTH: £465

ADULT: £580



## RAIN JACKETS (x16):

YOUTH: £465

ADULT: £540



*\*PRICES ARE APPROXIMATES AND MAY FLUCTUATE SLIGHTLY. PRICES ACCURATE OF JUNE 2021.*

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# CONTACT DETAILS

DANIEL GREEN

E: [DG18T@AOL.COM](mailto:DG18T@AOL.COM)

KITLOCKER .COM