



# WEST END UNITED

## SPONSORSHIP PACK



## WHY WE ARE REACHING OUT TO YOU?

Hi there, we are reaching out to businesses in the local area searching for sponsorship for the upcoming season.

At West End United AFC, we're passionate about building strong connections with local businesses to help shape a brighter future for our community.

Based in Llanelli, our club serves as a community hub, offering a positive outlet through the game of football.

As we continue to grow, we're excited to be launching a second team this year — and we'd love to have you on board as a sponsor for both our First and Second teams.

We currently have several sponsorship opportunities available, including:

- Kit Sponsorship
- Social Media Sponsorship
- Player Sponsorship
- Matchday Sponsorship

By partnering with us, your business could benefit from:

- Exclusive access to Wales international matchday tickets (with coach travel included)
- Professional marketing support from an experienced digital marketer and graphic designer
- Website and social media advertising to boost your local visibility
- Promotion on the Comet app, targeting a community-based audience
- Invitations to charity matches and networking opportunities with other local partners
- Community involvement opportunities for your staff — promoting health, inclusion, and connection through football
- Access to all club events, including our annual presentation night where you can sponsor a trophy

If this sounds like a great fit for your business, we'd love to discuss how we can grow together and make a lasting impact in the community..

## WHY SHOULD MY BUSINESS SPONSOR WEST END UNITED?

Sponsoring a small local football team like West End United offers businesses a unique opportunity to strengthen community ties, enhance brand visibility, and demonstrate genuine support for local talent. As a grassroots club, West End United draws loyal local supporters, providing sponsors with consistent exposure through matchday signage, social media mentions, and community events. Backing the team not only boosts brand recognition but also aligns your business with positive values like teamwork, health, and local pride—building goodwill and trust with your customer base.



# BENEFITS TO SPONSORSHIP

## Community Exposure

Your logo on our kits, banners, and matchday programs ensures consistent visibility among local fans, families, and players.

## Brand Association with Positive Values

Align your business with community support, youth development, mental health awareness, and grassroots sport.

## Engaged Local Audience

Connect directly with our loyal supporter base and the wider Llanelli community—your potential customers.

## Digital Promotion

Reach thousands through our social media channels and website with regular sponsor shout-outs, stories, and tags.

## CSR & Reputation Boost

Show your commitment to social responsibility and make a real difference in the lives of local players and families.

## Exclusive Event Access

Enjoy invites to club events, award nights, and the chance to run co-branded promotions or community initiatives.

# WHAT WE ARE ABOUT

Formed in 1987 with the aim to make football accessible to everyone in Llanelli. A family friendly club who puts their players at the heart of everything we do.

West End United AFC is a senior men's football club based in Llanelli, Wales, competing in the Carmarthenshire League Division 2. Established in 1987, the club was founded with the aim of making football accessible to everyone in the local community.

We play our home matches at Penygaer Playing Fields in Llanelli. The club prides itself on fostering a family-friendly environment, emphasizing hard work, team spirit, and community engagement.

With over 300 wins in the Carmarthenshire leagues and participation in more than 80 community events, West End United AFC has a rich history of both on-field success and off-field involvement.

They are committed to mental health awareness and host monthly social events to encourage team bonding and inclusiveness. Training sessions are held on Tuesdays and Thursdays, from 6:00 PM to 8:00 PM. Whether you're a player, supporter, or sponsor, joining West End United AFC means becoming part of a passionate and inclusive football family.

We have grown to be one of the most well respected, friendly and welcoming clubs in the Llanelli area, once you become a palm tree you become family for life.



## SPONSORSHIP OPPORTUNITIES



### KIT SPONSORSHIP

This year we are delighted to bring you the opportunity to sponsor our first team kit below you will see the following options :

- 1 FRONT OF SHIRT SPONSORSHIP - £600**
- 2 BACK OF SHIRT SPONSORSHIP - £350**
- 3 SLEEVE SPONSORSHIP - £250**
- 4 PURCHASE OF FULL KIT FOR BOTH FIRST & SECOND TEAM WITH PRINTING - £1000**



## MATCHDAY SPONSORSHIP OPPORTUNITIES

### MATCHDAY HOARDING - £500

Be represented at every West End United home game, this option will give you the chance to have your business pitchside for every home game this season.

Your business could be seen by hundreds of people in the local area and it will also be included in everyones matchday photos that make their way onto social media.

\*Prefabricated wooden frame with company logo attached

### MATCH DAY CYMRU APP ADVERTISING

Get the business name out there, on the official FAW Cymru football app. Thousands of people in Wales use this app to keep up to date with their favourite teams scores, lineups and performance for just £25 per match or £200 for a 10 game slot you can get yourselves plastered all over our feed.

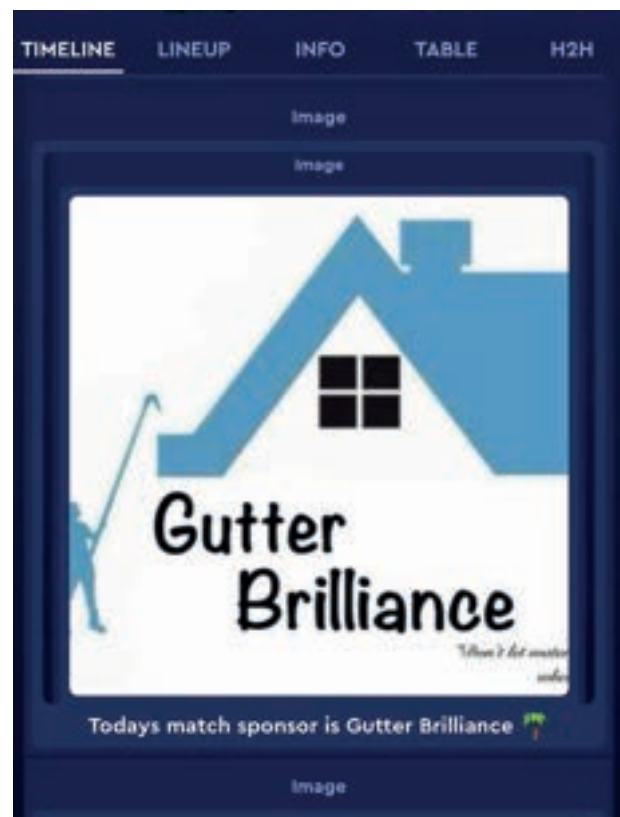
This year, we will also be looking to give at least one local charity a shoutout pre-match every game, if you have a local event, good cause or charity in mind let us know and will make the magic happen.

**1 X MATCHDAY POST - £10**

**10 X GAME - £200**

**FULLSEASON - £400**

**\*SHIRT SPONSORSHIP GUARANTEES THIS OFFER**



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## MATCHDAY PHOTOBOARD

Our matchday photoboard option, guarantees you a photoboard with your company logo held up by our team pre-match, and the man of the match after it.

This photo will then be posted on all of our marketing, and social media outlets as well as the FAW Cymru football application.

**PURCHASE & DESIGN OF PHOTOBOARD - €100**

**COST PER MATCH ADVERTISED - €10**

## MATCHDAY SOCIAL MEDIA POST



Sponsor our official pre-match matchday post this will be shared 2 x throughout the matchday week.

This graphic will then be shared across all of our social media & marketing platforms.

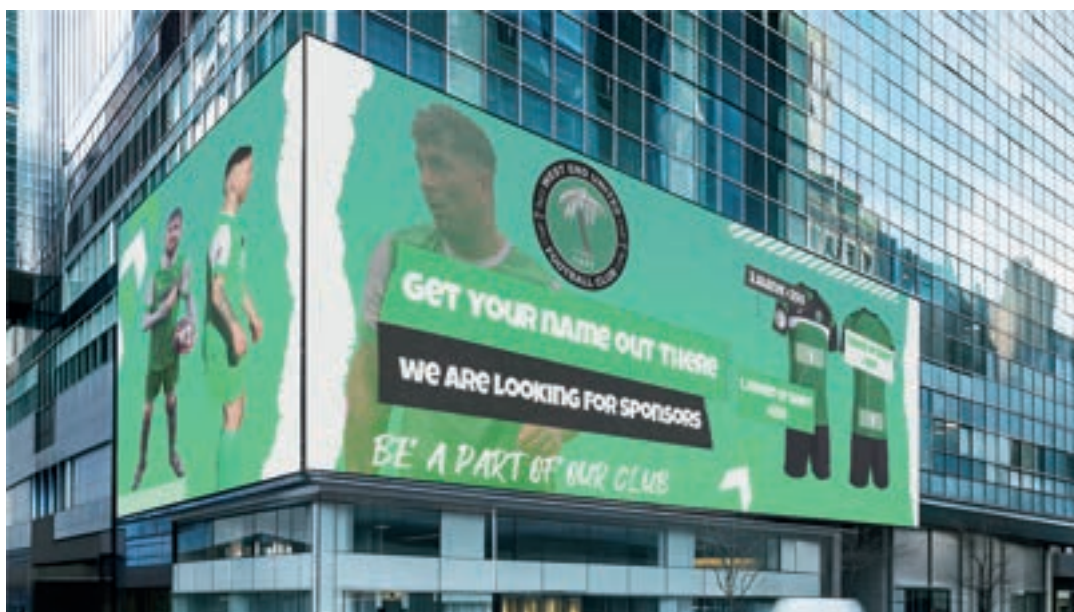
You will also have your business tagged in the next and on the graphic itself across all social media platforms.

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## PLAYER SPONSORSHIP - £35



The most important package we can offer, the player sponsorship package you can sponsor anyone of our players whether you are a business or a family member.

With this deal you get :

**1 X TRAINING SHIRT WITH YOUR COMPANY LOGO OR A BUSINESS LOGO OF YOUR CHOICE IF YOU ARE A FAMILY MEMBER PRINTED ACROSS THE CHEST**

**EVERY MATCH YOUR PLAYER SCORES,ASSISTS OR GETS VOTED MAN OF THE MATCH IN WILL GET YOU A PHOTO OF THE PLAYER IN THE TOP POSTED ACROSS ALL OF OUR MARKETING CHANNELS.**

**THIS PACKAGE WILL ALSO INCLUDE A FREE SOCIAL MEDIA POST OF THE PLAYER CHOSEN WEARING THE SHIRT AS SOON AS SPONSORSHIP IS CONFIRMED.**

### WEBSITE ADVERTISING

This season sees us launch for the first time ever our first ever official club website.

If you would like to purchase a space on our website or link up for an affiliation please see a seperate business enquiry marked for the attention of Aled Rees to [westendunitedafc@gmail.com](mailto:westendunitedafc@gmail.com)

All website enquiries will be discussed on first come first serve basis.



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## **ALL CLUB SPONSORSHIPS INCLUDE THE FOLLOWING:**

- 1. INVITATION TO ALL OUR CLUB CHARITY EVENTS EXCLUSIVE ACCESS TO WALES TICKETS**
- 2. INCLUSION IN ALL OUR EMAIL MARKETING & MONTHLY NEWSLETTERS**
- 3. ADHOC SOCIAL MEDIA ADVERTISING**
- 4. BONUS PHOTOS AND INCLUSION IN MARKETING MATERIALS**
- 5. FIRST RESERVE ON ALL FUTURE SPONSORSHIP OPPORTUNITIES**
- 6. A TEAM PHOTO**
- 7. AN OPPORTUNITY TO CONNECT WITH OUR PARTNERS AND NETWORKING EVENTS**
- 8. INVITATION TO OUR ANNUAL PRESENTATION NIGHT ALONG WITH THE CHANCE TO SPONSOR AWARDS.**
- 9. THE CLUB WILL ENSURE TO PROMOTE YOU AT ANY GIVEN OPPORTUNITY AND WILL DIRECT ANY BUSINESS WE FEEL MAY BENEFIT YOU TOWARDS YOU.**
- 10. A WARM WEST END UNITED WELCOME WHENEVER YOU WANT TO COME DOWN AND WATCH A GAME**

## **CURRENT PARTNERS**







**@WESTENDUNITEDAFC**

**BECOME A PALM TREE AND JOIN US TODAY TO HELP US TRANSFORM LOCAL FOOTBALL!**

**[WWW.WESTENDUNITEDAFC.CO.UK](http://WWW.WESTENDUNITEDAFC.CO.UK)**



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