



Wellesbourne Wanderers F.C.

Playing Kit and Sponsorship Guide 2023 – 2028

Stephen Jeffs-Watts

[Course title]



Playing Kit & Sponsorship Guide



As a volunteer-run, community football club, Wellesbourne Wanderers FC relies on the generosity and support of numerous local and national businesses to sponsor playing kit and training jackets for our players.

Our sponsorship packages involve sponsoring kits at cost price. Our kits provide excellent value. They are bespoke made for the club, enabling us to ensure longevity as individual replacement shirts and shorts can be obtained at any point where required. The sublimated kit embeds sponsor logos within the fabric, ensuring no cracking, colour loss or wear over time – they look as good after 2 seasons as they did on day 1!

There are 2 kits (home and away), both of the same design but with different colourways that ensure a consistent design is used across all teams in the club.

Each kit is guaranteed to be in use for 2 seasons, but kits are often used for 3-4 seasons. The club provides new playing socks for every season past the first to help make sure the players are always looking their best when representing the club and your brand.

Training jackets are an invaluable item of clothing for our players, helping to keep them dry and warm at matches and training on typically British cold, rainy days. They are typically in use for 3 seasons, with the sponsor logo printed centrally on the rear of the jacket. Once a team has kit and rain jackets, other items from our training range can also be sponsored, please discuss with your team manager.

We buy our kits and jackets in standard quantities, based on the maximum squad size for the format of play for the age group being sponsored.

Junior clothing is not VAT applicable, and for simplicity we ask that sponsors pay the club direct where there is no VAT to reclaim.

VAT applies when sponsoring older teams, where adult-sized kits are used. In order to reclaim the VAT on the purchase, sponsors can setup an account with our supplier, SurrIDGE, who will invoice the sponsor direct whilst the club's kit officer handles the procurement process and will receive the kit to distribute to the applicable team. Where this applies, we will send the account creation form to the sponsor for completion. This needs to be completed before the order is placed and artwork is produced.

We are also pleased to be able to offer the opportunity for 2 companies to sponsor an individual team. The main, shirt sponsor would pay 2/3rds of the cost and the secondary sponsor 1/3rd. The secondary sponsor's logo is embedded into the right leg of the short. Both sponsors should sign-up to sponsor a team at the same time in order to take advantage of this.

All sponsors must comply with the FA's regulations on appropriate businesses. These can be found here: <http://www.thefa.com/football-rules-governance/policies/kit-advertising>

As a gesture of thanks, Sponsors receive a framed shirt from the club.

If you have any queries, please contact the club playing kit officer, Stephen Jeffs-Watts via email at sponsorship@wellesbournwanderersfc.co.uk

Thank-you for your interest in sponsoring our club!



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U8-U10 (5 & 7-a-side)

Long-Sleeved, 14 outfield sets + 2 Goalkeeper

Payment to club; Sizes purchased at this age group mean that VAT is not applicable on orders.

Full team kit: £633 (VAT not applicable due to sizes purchased)

Jackets: £420 including single-colour print. Add £14 for multi-colour (VAT not applicable due to sizes purchased)

U11 & U12 (9-a-side)

16 outfield sets + 2 Goalkeeper

Payment to club; A small amount of VAT may be applicable on larger shirts/shorts and socks. The total amount payable will be confirmed prior to the order being placed.

Short Sleeved: £683 (+VAT on applicable items in order)

Long Sleeved: £699 (+VAT on applicable items in order)

Jackets: £480 including single-colour print. Add £16 for multi-colour (+VAT on applicable items in order)

U13+ (11-a-side)

Short-Sleeved, 18 outfield sets + 2 Goalkeeper

Payment to Surridge if sponsor wishes to reclaim VAT.

Full team Kit: £748 +VAT

Jackets: £515+VAT including single-colour print. Additional £18+VAT for multi-colour.

Artwork Requirements

In order to ensure the highest quality, our supplier needs artwork to be supplied in vector format. The easiest way to identify this is if the file extension of the image supplied is .eps, .pdf or .svg. If you cannot provide an image in vector format, Surridge will redraw the artwork you supply for the nominal fee of **£10+VAT**. We will let you know prior to placing the order whether this service will need to be added to your order.

What Happens Next

Thank you for your interest in sponsoring our club! Please contact our club playing kit officer, Stephen Jeffs-Watts (sponsorship@wellesbournwanderersfc.co.uk) or the manager/coach of the team you wish to sponsor and we'll be in touch!



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How the process works

