



AFC Leyton
Women & Girls

Sponsor Pack AFC Leyton Women

Who we are

AFC Leyton is a women and girls only football club and a registered charity that was created to help give females a fair slice of the the footballing action.

It's little known that The English Football Association (FA) banned females from playing football for 50 years (when it was really really popular) and then they refused to support it for another 20 years. This meant that the men's game was allowed to grow and develop whilst females were all forced to be spectators.

So AFC Leyton was created in 2015 to try to shift that balance and guess what happened? Hundreds of women and girls turned up to play.

How absolutely awesome is that?

And what's more, they were all ages (from 3 years old right up to in their 60s), and a broad mix of religions and heritages.

We're super proud to say that at AFC Leyton you can visit the world in just one training session!

Why we need you

Football has enormous benefits, for women and girls. It helps to remove unrealistic body expectations, building confidence and self esteem, plus supports emotional wellbeing and personal development.

But with training in the evenings, in England there are costs attached to that. And its not cheap to deliver services to all these women and girls, even though we are volunteer run!

We want to ensure we can continue to deliver our services to as many women and girls as possible but getting pitch space is hard and costly. So we need as many sponsors as possible that can help us with playing kits, advertising and boosting our operational budget.

Every bit of support goes a very long way.

And let's face it, we have lots of your customers right in our club.



ALL EYES ON US



Facebook/Twitter/Instagram: @afcleytonwomen



What Makes us Special

A large and diverse specialist club

AFC Leyton was founded in 2015 to create a dedicated female only community football club, to cover all aspects of football with a common aim of building self-esteem, confidence, and life skills. Our players are encouraged to set and reach their Goals in a fun, inclusive environment. In 2020 we became a registered Charity with the intent of providing affordable sports services to all females.

Our club has a motto **#LeytonPlayStrong**

Guiding Principles

Our ethos is to promote the empowerment of girls and women through sport. To teach them the techniques and attributes of good football players. Not willing them to score individual goals but to enjoy the team play and to allow them to see the power of a collective effort.

Our Vision

Our vision for is to grow and develop female confidence and abilities both on and off the pitch by providing a safe and nurturing environment for females to have space to have fun, build friendships and develop themselves and their interests.

Males are already benefiting from the inherent skill set that they gather on the sports fields, and have carried them through into the boardrooms of businesses. Females must be given the same opportunity to collect the same skills.

Female footballers confirm that football helped them to solve problems, deal with pressure at school/work, and feel empowered to overcome difficulties. The results make a compelling case: if you want girls to feel more confident, get them playing football.

700 females actively playing and there's much more to come!

80%

OF YOUNG FOOTBALLERS FEEL MORE CONFIDENT AS A RESULT OF PLAYING IN THEIR TEAM

48%

OF YOUNG FOOTBALLERS FEEL MORE CONFIDENT THAN OTHER GIRLS THEIR AGE VS/ 46% OF GIRLS WHO PLAY OTHER SPORTS

48%

OF YOUNG FOOTBALLERS FEEL LESS SELF-CONSCIOUS AS A RESULT OF PLAYING FOOTBALL VS/ 40% OF GIRLS WHO PLAY OTHER SPORTS

87%

OF YOUNG FOOTBALLERS LIKE PLAYING THEIR SPORT VS. 63% OF GIRLS WHO PLAY OTHER SPORTS



Facebook/Twitter/Instagram: [@afcleytonwomen](#)





A locally operated global club

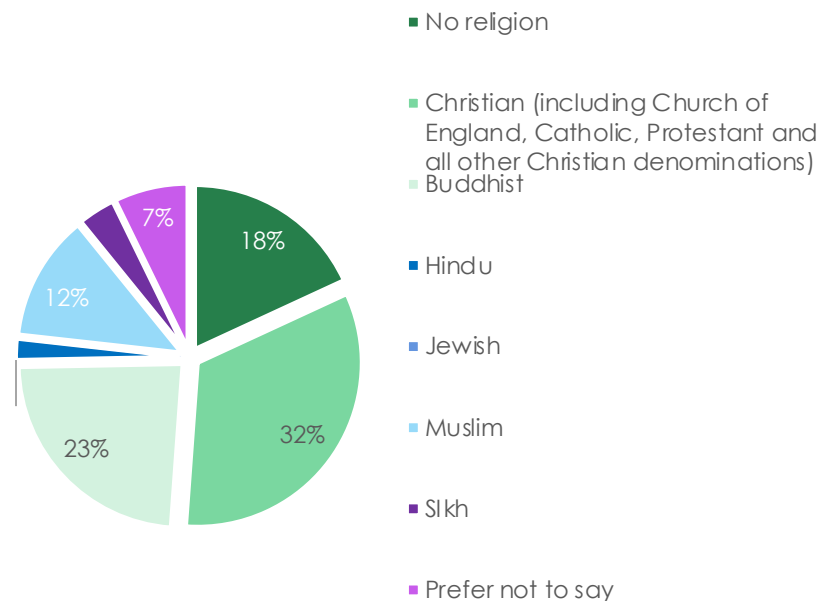
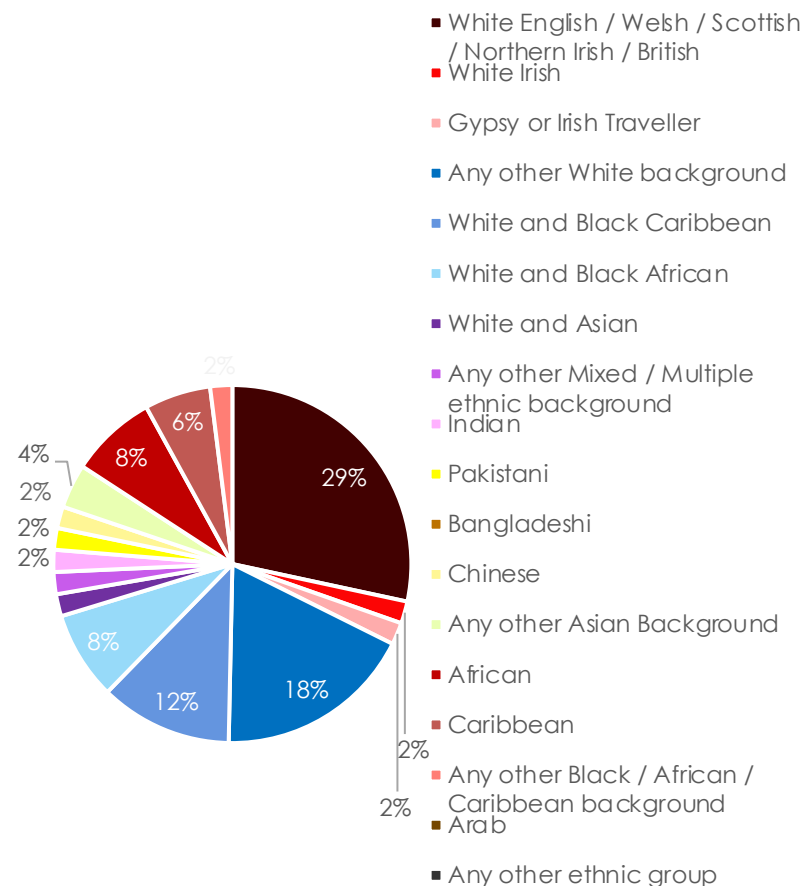
Celebrating Diversity

We are the most diverse community football club in the UK, and truly represent the local community that we serve.

- 71% of our members reported heritages in European countries other than the UK, as well as Asia, USA and Africa. 29% of our members were white British.
- AFC Leyton members reported being part of all major religions, with a high number of players of Christian, Muslim, Hindu, Jewish, Sikh and Buddhist faiths.

[source: AFCL 2020 member satisfaction survey]

*We share football and **celebrate** our differences*





Quality in everything we do

Building in quality

AFC Leyton is a female only grassroots club with a difference. No club operates like we do!

We support all our coaches to continually develop their knowledge, skills and confidence is a key aim of our Club which builds in quality throughout.

We ensure that all our sessions are operated by FA qualified coaches that hold a minimum of FA Level 1, and must achieve Level 2 within 3 years.

All AFC Leyton coaches work to session plans that have been agreed by the head coach and aligned to our philosophy.

Every player that wants to play can and enjoys the same high quality training, that all our players do.

We have created a specific session for all ages and abilities to ensure that talent is detected and elevated at every stage of our sessions.

*Quality is not one single act,
it's a habit.*

Pre-league development teams and league team players are all handpicked by the Head Coach before being taken on by the team managers.

And we have a very wide reach though an effective marketing and communications strategy delivering high web traffic for our core search terms.

AFC Leyton is a symbol of quality in our image and service delivery.



PROGRESSIVE THINKING





We are the first Community Football Club to track the menstrual cycle and sports

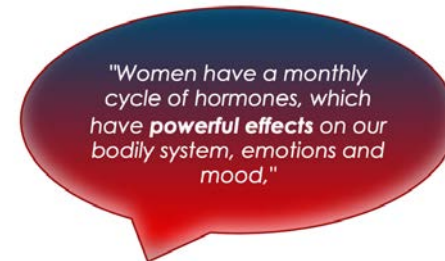
Whilst both males and females can be injured at any time, since the upsurge in female football, there has been an increase in ACL injuries in female players. This was double than male footballers.

This has led to a growing area of interest is the impact of menstrual cycle and hormones on the knee leading to anterior cruciate ligament injuries.

So we pulled all the research together that existed to create a single document to advise players, parents and coaches on how to manage symptoms better.

This approach still does not exist in many Women's professional Super League clubs!

We actively make noise across our social media channels for more awareness on the difference in biology and competitive sports because most training programmes are designed for males!



*Dr Emma Ross, co-head of physiology
English Institute of Sport (EIS)*





Inspire **every girl** to love the game

Our Community Pilot Scheme

It all started in 2017. We had been operating for 2 years, had 26 players (2 league teams) a will and desire to grow the female game locally.

The AFC Leyton Community programme was born. Initially targeting girls aged between 5 to 11 years (Primary school aged children), we set about to increase the clubs membership.

By directly working in schools, we gained access to all girls: including those girls who may be from ethnic communities that remain unaware of the footballing opportunities which exist, whilst also breaking down the barrier of cultural, religious and social norms.

Covering the costs of this programme through 2 small grants, we ran completely free in-school development sessions and in conjunction ran Saturday morning and Wednesday evening free football sessions for children aged between 5 and 11 years.

This programme reached thousands of children, with sessions that enabled children to get fit, meet new friends, learn new skills, gain confidence and encourage them to be more active in their general lives.

Overall, our programme has been a resounding success.

The core outcome being that we now have a permanent development programme called "Leyton Active", large "pre-league" squads, 7 more competitive league teams and have improved the life chances of girls within Waltham Forest through getting girls active.

*If opportunity doesn't knock on your door, **build a door***





Growing the Game

School Programme

Designed specifically for girls in school years 2 to 6, AFC Leyton's professional football coaches deliver coaching sessions in school.

These fun sessions provide a safe environment where girls with no football experience can; have fun engaging with sport, develop fundamental skills, learn football basics and create foundations for a lifelong love of sport. Girls who enjoy these sessions are invited to come to our Leyton Active programme.

"We won!! Thanks to your help."

Gavin, Heathcote Secondary School

2019 Waltham Forest School Competition Winners

Community Hub for Girls: Leyton Active

Operating on Saturday mornings and were created a large open community hub for girls called "Leyton Active". This is an open session for complete beginners to those with intermediate football skills aged between 3 and 17 years. Providing technical skills training and small sided games, players are routinely selected from this hub to join our pre-league development teams

Pre-league Development

We operate pre-league development sessions for players who are not quite ready for a league team but would benefit from training in a team environment.

These sessions are by invitation only from either new player trials or our Leyton Active programme. Players are selected from these squads to join our league teams when they are ready.

League teams

Our league teams are accessed via trials during pre-season or invitation from our Leyton Active sessions. Every player is hand-picked by our head coach and has undertaken a trial with the team before signing on. Although we are a female only football club, our teams play in the BCFA league, against boys teams.

This has transformed our teams into strong, tenacious and technically able female players that deliver results.



SPONSORSHIP OPTIONS



Facebook/Twitter/Instagram: @afcleytonwomen



Advertising with us



The right place, the right people

Working with a local community organisation like AFC Leyton can bring a wide range of benefits for your business.

For many businesses, local customers are an important source of sales and demonstrating a commitment to your community can improve your business reputation.

In fact, 64% of companies said there was a strong customer demand for businesses to be socially responsible.

Getting involved in community projects offers your business a real opportunity to contribute to society and share your values.

A responsible business cares about their community.

Advertising sponsorship opportunities with AFC Leyton allows local businesses to directly reach local families, by pushing out marketing information, offers, discounts and special events directly to hundreds of local families and their friends.

We are an incredibly local minded and community orientated club.

Our parents have a commitment to buy locally as well as a commitment in supporting the clubs sponsors, Which in turn ensures AFC Leyton can continue to operate for our local community.





4 TARGETED ADVERTS A YEAR

We run 4 digital newsletters a year to our database of players & members. This will reach up to 1500 local customers.

These will be issued:

- End of March (Spring)
- End of May (Summer)
- End of August (autumn)
- End November (winter)

Cost £200 per annum.

4 slots guaranteed.

Payments must be received in advance of the publication.

PLUS – a section about you and backlink on our website, which garners around 1200 visits a month locally (tracked via google analytics)

AND

For those that have a very special event, offer or promotion coming up, we can also issue a one off advertisement to our database solely promoting your business.

This is also pushed out across our social media channels.

Cost £200 per event/promotion.





Shirt Sponsors Elements included:

- Company log printed across home shirt
- Large company logo on website homepage
- Large company logo and details on our sponsorship page (all sponsors)
- Featured company details with any promotions or offers running on our digital quarterly newsletters :
 - end of March (Spring)
 - end of May (Summer)
 - end of August (autumn)
 - end of November (winter)



Shirt Sponsorships:

- minimum of 2 years commitment required
- **Adult teams U17s & above:** £1000 Pa
- **U14s to U16s:** Cost £500 Pa
- **U12s to U13s:** Cost £400 Pa
- **U11s and below:** Cost £300 Pa

Sleeve Sponsorship:

- minimum of 2 years commitment required
- **Adult teams U17s & above:** £225 Pa
- **U14s to U16s:** Cost £200 Pa
- **U12s to U13s:** Cost £150 Pa
- **U11s and below:** Cost £150 Pa

Kitbag Sponsorship:

- minimum of 2 years commitment required
- **Adult teams U17s & above:** £300 Pa
- **U14s to U16s:** Cost £250 Pa
- **U12s to U13s:** Cost £200 Pa
- **U11s and below:** Cost £150 Pa

Payments must be received in advance.



READY TO GO?



Steve Hodges
Chairman & Trustee



Louise McGing
Secretary & Trustee



Tom Cruse
Head Coach



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