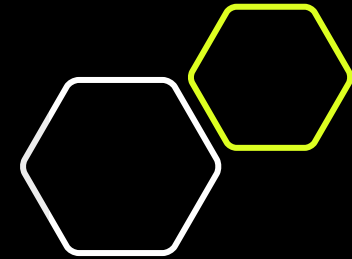


EST. 1972 • TUNBRIDGE WELLS, KENT

SERVING THE HEART OF KENT.

1250+ ATHLETES. 4 SPORTS. 1 COMMUNITY.

SPONSORSHIP PROPOSAL





Built by the village. Run for the community.

LGCSA is an FA Charter Standard community sports club with charitable status, based in Langton Green near Tunbridge Wells. Established in 1972, the club has played at 'The Rec' for over 50 years and is run entirely by volunteers. We support Football, Netball, Basketball and Cricket in the community. Helping over 1250 children access sporting activities.

1972

Club established

50+

Years serving the village

4

Sports under one umbrella

10+

Trustees on the board

GOVERNANCE

Charity, not just a club

- Charitable status granted July 2014
- Charity No. 1157693 / Company No. 8773907
- 30-year lease on the Recreation Ground and pavilion from Speldhurst Parish Council
- 10+ trustees from football, netball, basketball and cricket, plus a Parish Council representative

ETHOS

Everybody plays

- Open to all, regardless of ability, sex, ethnicity or religion
- Bursaries and scholarships so cost never blocks a child from playing
- Helping every child be the best they can be
- Values written into our articles

SAFEGUARDING

A safe, respectful game

- Adopts The FA Safeguarding Children Policy
- The child's welfare is the paramount consideration
- Dedicated Club Welfare Officers in place
- Codes of conduct for players, coaches, parents and spectators
- All coaches are DBS checked
- Regular FA-accredited courses, from safeguarding to coaching fundamentals



Backing the girls' game. All in, all the way.

Ten years ago, only 10 girls played here. Since entering our first girls' team into league football in 2019, we've won two Kent FA Cups and seen one of our players progress to Arsenal and the England U20 squad. Today, 175 girls play across 11 teams from U8s to U18s. Despite that success, girls still make up just over 20% of our players, highlighting the huge potential that remains.

11

Girls' teams

U5 – U18

Every age group

KGWFL

Sunday league

AT THE CLUB

A place for every girl who wants to play

- Girls' football is the fastest-growing part of our club
- Saturday-morning training for U5 - U8
- Sunday league football in the Kent Girls & Ladies League from U9
- Mums and dads welcomed in as coaches, no experience needed
- The club funds FA coaching badges: 4 of our 5 newest girls' coaches qualified last year

Reaching Higher

Aligned with the FA's ambition to grow the women's & girls' game, creating more opportunities for girls to play, develop and thrive.

THE NATIONAL PICTURE

The game is changing fast

- Women and girls playing football up 56% in four years (The FA)
- Participation up 5% since England's 2025 European title
- 90% of schools now offer girls equal access to football in PE

HOW WE GET THERE

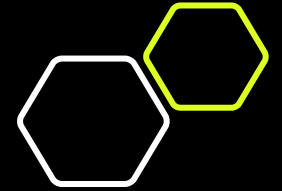
Fulfil our growth potential

- Secure additional resources
- Grow entry-level sessions for our youngest girls
- Fund more female coaches and referees through the club
- Equal pitch time, kit and fixtures for every girls' team



WE NEED YOUR HELP | WHY WE NEED YOUR SPONSORSHIP

Langton Green Community Sports Association



We need your help.

We want to help more local children access and enjoy sport, including those who may not otherwise be able to afford to participate, while continuing to invest in the growth of girls' and women's sport.

At the same time, the cost of providing high-quality grassroots sport continues to rise.

PITCH HIRE

The cost of 3G

Limited local facilities and rising competition for slots are pushing up the cost of 3G pitch hire for training.

GRASS PITCHES

A changing climate

Hotter, wetter weather means increased spending on irrigation, seeding, drainage & pest prevention, helping maintain safe, playable grass pitches for longer.

RUNNING THE CLUB

Equipment and upkeep

The cost of equipment, and of maintaining and managing our facilities, keeps climbing year on year.

COST OF LIVING

Families under pressure

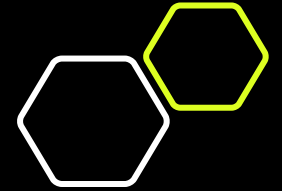
More families are weighing club membership against household bills, so more children need financial support.

YOUR SPONSORSHIP CAN HELP TO KEEP OVER 1250 LOCAL CHILDREN PLAYING, WHATEVER THEIR FAMILY'S CIRCUMSTANCES.



SPONSORSHIP OPPORTUNITIES | THREE WAYS TO PARTNER

Langton Green Community Sports Association



Three ways to back grassroots sport.

Back a team, the whole club, or fund places for children in need - reaching 1250+ children and families.

OPPORTUNITY 01

Team sponsorship

£1,500

per team / per season

Sponsor one team within an age group, for example, 'U8 Puskás, sponsored by [Your Business]'. Season-long exposure.

WHAT'S INCLUDED

- Logo on team match shirts
- Named as the team's official sponsor
- Visibility at matches and tournaments
- Named in team communications
- Supports equipment and kit
- Annual ESG & impact report for your business

OPPORTUNITY 02

LGCSA club partnership

From £12,500

per year

Back the whole club rather than one team, with recognition across our website, pavilion, socials and events.

WHAT'S INCLUDED

- Branding at The Pavilion
- Multi-team sponsorship (where available)
- Website recognition, promoted through our \$10,000/month Google Search Ad Grant
- 'Sponsored by' posts on social media
- Reciprocal marketing across our channels
- Multi-year community partner status
- Annual ESG & impact report for your business

OPPORTUNITY 03 | SOLO OR ADD-ON

Access & excellence fund

£3,000

per pack (5 or 10 depending on year group)

Buy it on its own or add it to 01 or 02. Funds bursaries and scholarships so cost never decides who plays.

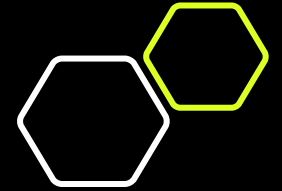
WHAT'S INCLUDED

- Up to 10 bursary or scholarship places
- £300 to £600 of support per child (Dependant on year group)
- Helps with fees, kit and training
- Families can apply for bursaries or performance scholarships
- Annual ESG & impact report for your business
- Standalone, or added to 01 or 02



WHY SPONSOR LGCSA? | VALUE AND IMPACT

Langton Green Community Sports Association



Marketing that means something.

01

Local brand visibility

Connect your business with over a thousand local children, families and community members throughout the year.

1250+ children and thousands of local families connected to the club

02

Repeated exposure

Team, club and digital sponsorship give your brand repeated visibility, rather than a single advert.

30+ weeks of football, training and matches every season

03

Community engagement

Show employees, customers and the wider local community exactly what your business stands for.

84% of consumers trust businesses more when they support local causes

04

Positive brand association

Associate your organisation with:

- Youth development
- Health and wellbeing
- Teamwork
- Inclusion
- Community
- Grassroots sport

43% back brands supporting their local community through sport (WST, 2025)

05

Measurable social impact

Your sponsorship contributes directly to:

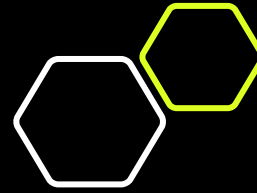
- Children accessing sport who otherwise could not
- Talented young people receiving extra support
- Development of coaches and volunteers
- Growth of girls' and women's football
- Continued investment in grassroots facilities

6% happier: the wellbeing benefit of being active
(Sport England's Active Lives Children & Young People Survey)



SPONSORSHIP OPTION 1 | TEAM SPONSOR

Langton Green Community Sports Association



Sponsor a team

For example, LGCSA U8 Puskás

Businesses can sponsor an individual team within an age group.

Team sponsors receive prominent brand visibility, including their company name or logo on the team's match shirts, creating a strong & highly visible association with the players, families & local community throughout the season.

TEAM SPONSOR

£1,500

per team / season

- Logo on match shirts
- Season-long visibility at matches and events
- Direct association with a youth team
- End of season awards sponsor
 - Participation Trophy (for all squad members)
 - Players player of the year
 - Parents player of the year
 - Coaches' player of the year





SPONSORSHIP OPTION 2 | LGCSA CLUB PARTNERSHIP

Langton Green Community Sports Association



Your brand, across the whole club.

Club partnership puts your name on the kit, places and channels our members and their families see every week. A custom package that can be tailored to you.

From £12,500 per year



INSIDE THE PAVILION

Club & café branding

Your logo inside our clubhouse, seen by players, parents and visitors at every match and event.



ONLINE

Multi-Channel Recognition

Sponsor recognition on the LGCSA website and 'sponsored by' posts across our social channels.



TEAM SPONSORSHIP

Sponsor one or more teams

Your logo on team match shirts, worn at training, matches and tournaments all season.¹



OUT IN THE COMMUNITY

Branded hoodies & more

Your logo on sponsored hoodies, water bottles and more, worn by our players around town and beyond, every day of the week.²

¹ Club partnership can also include multi-team sponsorship where available, reach across 1250+ children and thousands of local families, and potential multi-year community partner status.

² Sponsored hoodies, bottles and accessories subject to supplier lead times and club branding guidelines.



SPONSORSHIP OPTION 3 | ACCESS & EXCELLENCE FUND

Langton Green Community Sports Association



Ten children. One decision.

A pack of up to 10 bursaries or scholarships, added to your sponsorship or taken on its own.

£3,000 per pack of up to 10

Add-on to 01 or 02, or buy on its own

COST OF LIVING

35% of Children Affected

Cost pushes children out

35% of young people say the cost-of-living crisis has hurt their participation in sport.

ACCESS

A 12.9pts Gap

The affluence gap

44.9% of children from low-income families meet the daily activity guideline, against 57.8% of the most affluent.

CLUB COSTS

81% clubs affected

Costs keep climbing

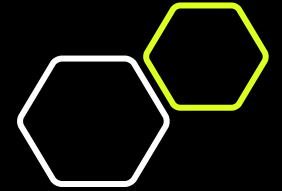
81% of grassroots clubs have seen costs such as pitch hire rise, pushing fees up for families.

What a pack delivers

- 5-10 bursary or scholarship places for local children (Dependant on age group)
- Between £300 to £600 of support per child
- Help with membership fees, kit and training costs
- Support for talented players to keep progressing

How the add-on works

- Add it to team or club sponsorship, or buy it alone
- Families apply confidentially for assistance
- Awards made against clear club criteria
- Recognition subject to safeguarding and privacy



Sponsorship that works for your business.

- 01 You are buying advertising, not just making a gift**
You get shirts, signage and website branding in return for the money.
- 02 It can cut your tax bill**
Normally deductible if incurred wholly and exclusively for the purposes of your trade.
- 03 Prefer to simply donate?**
Qualifying charitable donations are deducted from profits, but cannot create a loss.
- 04 VAT registered? VAT may be recoverable**
Where VAT is charged on sponsorship, or on kit bought from our suppliers, it may be recoverable.
- 05 Your staff can get involved too**
Seconding employees stays a deductible cost, and payroll giving is easy.

General information only; LGCSA does not give tax advice. Tax treatment depends on your own circumstances, including how the sponsorship supports your business, so please confirm the position with your accountant.

Interested in becoming an LGCSA sponsor
or community partner?

We would be pleased to discuss the available sponsorship opportunities, create a package aligned to your objectives, and agree how we support any outbound marketing or communications you would like around the partnership.

YOUR NEXT STEP

Andy Thompson

Sponsorship Lead

Langton Green Community Sports Association

sponsorship@langtongreencsa.org.uk