

# Leicester Nirvana Football Club



*Sponsorship and  
Advertising Opportunities*



# Chairman's Message

At Leicester Nirvana we strive to provide the best opportunity for our all our members. We aim to be the most progressive grassroots club locally, regionally and nationally. We use football as our main vehicle to contribute to the many social matters that impact young people's lives, helping to shape our society through the positive contribution of our members.

One of our key strengths is the true diversity that runs throughout the whole club. We aim to provide a platform for all regardless of race, religion or circumstances, proving just how inclusive we are as an organisation. Our volunteers have taken the challenge to create an environment to welcome and support the whole community.

We aim to be a platform that offers young people life changing opportunities and we need the support of businesses and organisations to enable us to have the resources to deliver this. I really do hope we can explore how you can support Leicester Nirvana and the wider community. Ultimately our mission is to use football as a vehicle to empower and provide opportunities for all young people.

**Zak Hajat**  
(Chairman)  
***Leicester Nirvana Football Club***



# WHO ARE WE?

Here at Nirvana we nurture junior talent from the age of five years up to under eighteen years of age, as well as adult senior reserves and senior first team, providing a clear pathway for young players to develop into men's football in the non-league pyramid system.

Over time the club has developed and restructured to now include a development club that focuses on providing opportunities for young players aged five to nine years to access structured coaching in a friendly and nurturing environment. The club also has teams that are part of the grassroots leagues system, from under seven years of age through to adults.

Nirvana is known for developing young, talented players and strong teams with many of those teams playing at the higher end of league structures.

Today, Nirvana embodies more than just a football club and aims to be a platform that allows young people to access life changing opportunities via football and other arenas. With a strong community focus, Nirvana will continue to fuse football and the sporting development of individuals with the wider work of advocacy to influence public policy and the decisions that ultimately affect our members.

Our vision is to empower young people and communities to greatness.







# OUR VALUES

**FUN** – Use football to provide excitement and enjoyment for everyone

**HARD WORK** – Instil commitment and dedication in all members

**RESPECT** – Appreciate all abilities no matter how new or experienced the child

**HONESTY** – Ensure all members act with integrity on and off the pitch

**UNITY** – Members from all backgrounds and abilities to show togetherness as part of a team where they can learn from each other



## KEY FACTS

- 22 dedicated and qualified coaching staff
- 600+ young members
- Catering for both male and female
- Charter Standard Club
- Operates 15+ teams

## EXPOSURE

- Combined following of 6750+ on social media and growing
- 1,000+ Club shirts and tracksuits in circulation
- 10,000+ attendance at games per annum, at all levels
- FA Cup, FA Vase Cup and FA Youth Cup entry every season





# Sponsorship Benefits

Sponsoring Leicester Nirvana Football Club creates a bridge between your brand and the local community built on over forty years of dedicated commitment from community volunteers.

With your help we aim to continue our great work within the community by increasing participation, improving our facilities and helping all of our members to progress into adult sporting engagement, maintaining a healthy lifestyle.





## ***Our club strategy is based on three principles:***

1 – Football – To deliver development opportunities within a sporting environment.

2 – Community – Work with communities to enable local people to influence and challenge social change.

3 – Education – To support and encourage the user to engage in diverse educational avenues.



# Club Sponsorships

## MAIN STAND SPONSORSHIP - £1000

- Your company name/ logo printed on an advertising board that is placed on the stand
- Branding on website including a click-link
- Advertisement and branding on match day programme
- Two complementary season tickets

## ADVERTISING BOARD SPONSOR - £350

- Your company name/ logo printed on an advertising board that is placed around the pitch of the senior (first) team.
- Branding on website including a click-link to your site
- Advertisement and branding on match day programme





## DUG OUT SPONSOR - £500

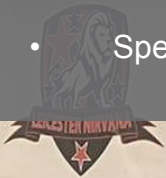
- Your company name/ logo printed on an advertising board that is placed in/on the dug out.
- Branding on website including a click-link
- Advertisement and branding on match day programme
- Complementary season tickets

## ANNUAL PRESENTATION EVENING £2,000

- This would allow the club to purchase and provide young people with trophies to celebrate their achievements throughout the year.
- Your name printed onto the club trophies
- Your logo/ name included in promotional material about the presentation evening on the website
- Special guest at the presentation.

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Stone Gate,  
er, LE3 5LG  
6 255 9993



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# First Team Sponsorship

## FIRST TEAM HOME SPONSOR - £1,750

- Logo on the front of the shirt
- Branding on website including a click-link
- Advertisement and branding on match day programme
- Two complementary season tickets

## FIRST TEAM AWAY SPONSOR - £1,500

- Logo on the front of the shirt
- Branding on website including a click-link
- Advertisement and branding on match day programme
- Two complementary season tickets

## TRACKSUIT SPONSORSHIP - £1,500

- Logo on the back of the tracksuit
- Branding on website including a click-link
- Advertisement and branding on match day programme
- Two complementary season tickets



## TRAINING KIT SPONSORSHIP - £1,500

- Logo on the front of the training kit – this is worn during the warm prior to a fixture and at training
- Branding on website including a click-link
- Advertisement and branding on match day programme
- Two complementary season tickets

## MATCH DAY PROGRAMME ADVERTISING

- £150 Full Page
- £100 Half Page
- £75 Quarter Page
- Branding on website including a click-link
- Advertisement and branding on match day programme (as above)



# Junior Teams Sponsorship

## TEAM SHIRT SPONSOR £450 (HOME OR AWAY KIT)

- Your company name/ logo printed on the home or away shirt of the team
- Your logo displayed on promotional materials including the website
- Website – logo on website with a direct link to the sponsor's own website
- Receive a club shirt, photo and letter of thanks



## TEAM PACKAGE SPONSOR £750 (HOME & AWAY KIT)

- This package will help to supply a complete set of kit to a team.
- Your logo displayed on promotional materials including the website
- Website – logo on website with a direct link to the sponsor's own website
- Receive a club shirt, photo and letter of thanks



# Junior Teams Sponsorship (cont...)

## **DEVELOPMENT ACADEMY - £1000**

This football session is offered to any child that wants to participate in football, no matter what their ability. It is a pathway to wider team involvement. Sponsorship will help to provide full training equipment for these children aged five to thirteen years.

- Training tops with the sponsor logo
- Training equipment – a special mention will be added to the website
- Website – logo etc. on academy page and main home page with a direct link to the sponsor's own website
- Receive a club shirt, photo and letter of thanks

## **BURSARY SPONSORSHIP FOR PLAYERS - £600 (THIS INCLUDES THREE PLAYERS)**

- Bursary places will be offered in your name to the young people and families that cannot afford to pay for sport, but that have the desire to play.
- Your company will be acknowledged in the promotion of this programme



**Bespoke packages can be arranged, particularly where more than one of the above items is taken up, please contact to discuss**



## Donating Resources and Time

Leicester Nirvana would also like to offer an opportunity to contribute to the future of the club by donating resources and time for specific projects. This covers a wide range of areas and will most likely depend on the products that are core to your business. Examples of this could be a donation of building materials and labour or the donation of a new television, computer system or clothing/ jackets that we could provide for all our teams.

This donation is an opportunity to help hundreds of children and members in a way that is just as effective as direct finances. It also allows for innovative ideas, a different way of working and could build a great legacy for your business within the community.

If you would like to sponsor Leicester Nirvana FC or would like to discuss how you could help, please contact us at -

[nirvanafc@hotmail.co.uk](mailto:nirvanafc@hotmail.co.uk)

or

[leicesternirvana@gmail.com](mailto:leicesternirvana@gmail.com)



 **LEICESTER NIRVANA**  
FOOTBALL CLUB 

  
Hamilton Park

Entrance Only

Entrance Only

PLAYERS & OFFICIALS  
ENTRANCE





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