



## GREAT HORWOOD FOOTBALL CLUB SPONSORSHIP POLICY

Great Horwood Football Club has always tried to ensure that the valuable role played by its sponsors is recognised and the Sponsorship Value scheme was introduced for the 2006/07 season to put this recognition on a more formal basis.

The Sponsorship Value Scheme has five "Star" levels, the appropriate level for the company or individual involved being based on the sponsorship provided. That may be in the form of funding, discount, or services provided, and may be at Club or Team level. The contributions made by both new and long-term sponsors is recognised, with the "Star" level being determined by the value provided for the current year or over the last three years.

Values and benefits are then as follows:

	*	**	***	****	*****
Sponsorship Category	1 Star	2 Star	3 Star	4 Star	5 Star

Value for Great Horwood FC					
Category	1 Star	2 Star	3 Star	4 Star	5 Star
Active sponsor, current Season (Nb1), or active sponsor with value accumulated over 3 years (Nb2)	1 year: £75-£125 or 3 years: £150-£250	1 year: £126-£250 or 3 years: £251-£500	1 year: £251-£500 or 3 years: £501-£1000	1 year: £501-£1000 or 3 years: £1001-£2000	1 year: £1001+ or 3 years: £2001+

Nb1: For the purposes of this scheme the "current season" or "year" is considered to run from 01 June to 31 May (i.e. for 2007/08 from 01/06/07 to 31/05/08)

Nb2: To qualify for the 3 Year Value calculation, there has to be active sponsorship for the current season.

Value for Sponsor - Promotion					
Category	1 Star	2 Star	3 Star	4 Star	5 Star
Listing/logo on clubhouse Sponsors' board	*	*	*	*	*
News Letter listing if appropriate to squad/activity	*	*	*	*	*
Website listing against	*	*	*	*	*



Value for Sponsor - Promotion					
Category	1 Star	2 Star	3 Star	4 Star	5 Star
specific squad/activity sponsored					
Season Club card listing		*	*	*	*
P.R. article submitted to Bucks Advertiser, MK Citizen & MK Web		*	*	*	*
Website listing as a Club Sponsor	*	*	*	*	*

Value for Sponsor - Club Items					
Category	1 Star	2 Star	3 Star	4 Star	5 Star
Squad photograph if appropriate to squad/activity		*	*	*	*

Value for Sponsor - Events					
Category	1 Star	2 Star	3 Star	4 Star	5 Star
Two free tickets for Annual Dinner				*	*

The Club Coordinator for this scheme is Steve Bennett (01296 712068)