



**BRITON FERRY LLANSAWEL WOMEN AFC**  
**YOUR INVITATION TO BECOME A CLUB PARTNER**

*I Am Red*

[bflafc.com](http://bflafc.com)



## THE CHAMPIONS.

**BRITON FERRY LLANSAWEL AFC WOMEN RETURN TO THE GENERO ADRAN PREMIER FOR THE 2024/25 SEASON AFTER SECURING THE GENERO ADRAN SOUTH TITLE.**

Briton Ferry Llansawel AFC Women, now a Genero Adran Premier side, have taken 2023/24 by storm. Not only did the Reds secure the Genero Adran South title and an 'Invisible' season, they then went on to win the Adran League play-off to secure their place in the highest league in Wales. This remarkable team is seeking football partners to help them deliver on and off the field in 2024/25

Women's football in Wales is experiencing rapid growth, attracting a diverse and engaged audience. Sponsoring Briton Ferry Llansawel Women provides an opportunity to tap into this expanding market, enhancing brand visibility and loyalty among dedicated fans. The team embodies values of determination, resilience, and community, reflecting positively on partnering brands. Additionally, supporting women's sports promotes gender equality and social responsibility, resonating with consumers who value inclusivity and empowerment. By sponsoring Briton Ferry Llansawel Women, your business not only gains exposure but also contribute to the development of women's football, fostering a positive and progressive image.





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## WHY THE REDS!

SUPPORTING A LOCAL FOOTBALL TEAM CAN BE A VALUABLE WAY OF INTERACTING WITH A LOCAL COMMUNITY, RAISING YOUR COMPANY PROFILE, AS WELL AS ADVERTISING DIRECT TO YOUR LOCAL TARGET AUDIENCES.

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Optimism is high that the Reds Women can enjoy an exciting and successful season in 2024/25. But, it isn't just about on the field at Briton Ferry Llsawel Women AFC. Off the field, the club continues to invest in the Old Road ground and Girls Development Centre with significant upgrades to the ground infrastructure during the Summer and an expanded Development Centre. Our commitment to developing the club for our local community will always be at the forefront of our ambitious plans.

In football nothing is guaranteed, the unpredictability is why, so many love the game. We work hard to deliver the best to everyone involved with our club, including our commercial and sponsorship partners. We are extremely grateful to the individuals and companies who have already come on board to help us achieve our dreams!

Whether you are considering hospitality, social, advertising, sponsorship or looking for a sporting partner, we believe we have something for everyone.

**Please browse this brochure, we would love you to join us for the exciting and historic 2024/25 season and beyond!**



# THE BUSINESS OF FOOTBALL

**SPONSORSHIP IS A BUSINESS AGREEMENT NOT A GIFT, THAT SHOULD BENEFIT YOUR BUSINESS, NOT JUST OUR CLUB.**

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As one of the Welsh football's most progressive football clubs, Briton Ferry Llanawel Women AFC offers access to a diverse audience providing our partners direct access to local and Wales wide audiences.

In 2024/25 the Reds will receive unprecedented coverage with their place in the Genero Adran Premier, along with Swansea City, Cardiff City and no Wrexham ensuring guaranteed exposure and engagement.

The Old Road Ground is not only the home of the Reds, but is utilised by a selection of local junior and senior leagues and community groups.

This drastically increases the ground footfall and exposure of your brand to an engaged audience of thousands per season.



Your brand will gain exposure from being partnered with The Reds,  
who will play in the Genero Premier League in 2024/25,  
the highest league possible in Wales.



# MATCHDAY SPONSORSHIP

BE PART OF MATCHDAY EXPERIENCE  
AT THE OLD ROAD

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We have witnessed some historic matches at the Old Road over the years. Our matchday sponsorship packages can provide an unprecedented level of visibility to an engaged local audience.

# MATCHDAY VIP HOSPITALITY PACKAGE

MAX 10 PEOPLE

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Package includes; entrance, programme, food, fully stocked fridge with choice between lager, cider and bitter, feature in matchday programme, announcements on PA system and choice and presentation of man of the match.

**£300 PER GAME**

\*Subject to terms and conditions. Selected drinks and meals.





## PERIMETER PITCHSIDE ADVERTISING

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- 8ft x 2ft full colour design, print and fitting, displayed for full season

**Front of Main Stand Perimeter Fencing**  
(Opposite TV Gantry) - £1000

General Placement - £500

## MATCH-BALL SPONSORSHIP

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- 6 Matchday Announcements
- Complimentary match-day programme
- Advertising on website and social media channels

**1 Match - £75**

**3 Match Package - £175**

# MATCHDAY PROGRAMME SPONSORSHIP

Our 2023/24 Briton Ferry Llansawel AFC match day programme will be a weekly full colour brochure. With a minimum of 15 home league games next season we will be producing over 1000 match day programmes excluding cup competitions.

**01 FULL PAGE** 128mm x 190mm  
**£200**



**02 HALF PAGE** 128mm x 95mm  
**£150**



# EXCLUSIVE PLAYER SPONSORSHIP

- Company name/logo in the match-day programme
- Complimentary match-day programme
- Two full season tickets
- Company name on team profile page on bflafc.com
- Matchday Social Post
- Matchday Announcement

**£250 per player**





# OFFICIAL SHIRT SPONSORSHIP

Becoming a shirt sponsor of Briton Ferry Llansawel Women offers a unique and impactful opportunity to elevate your brand while supporting a thriving sports community.

As a shirt sponsor, your brand will be prominently displayed on the team's jerseys, seen by thousands of fans at live matches and through media coverage. This high visibility ensures consistent exposure to a broad and engaged audience.

Women's football is rapidly growing, with increasing viewership and fan engagement. Aligning your brand with Briton Ferry Llansawel Women allows you to connect with a passionate and diverse fanbase, enhancing your reach and market penetration.

Sponsoring a successful and community-focused team like Briton Ferry Llansawel Women associates your brand with values of excellence, teamwork, and perseverance. This positive association can boost your brand image and foster greater customer loyalty.

Your brand will benefit from extensive media coverage, including local and national press, social media shoutouts, and potential features in promotional materials. These opportunities provide additional platforms for brand exposure and engagement.

## HOME SHIRT

FRONT - £2,500

BACK - £1000

SLEEVE - £750

## AWAY SHIRT

FRONT - £2,500

BACK - £1000

SLEEVE - £750

## HOME & AWAY SHIRT

Negotiable. Please get in touch.

# 'I AM RED'

## PLATINUM PACKAGE

Be part of our club by becoming an 'I AM RED' Official Partner. Without doubt one of the best 'value for money' packages in the FAW Cymru League and provides fantastic return for your investment and support.

The package includes:

- 1 x Matchday VIP Package\*
- Full page advert in match-day programme
- 1 x Pitchside Perimeter Board
- 2 Season Tickets
- Advert on BFL.TV in Bar Red
- 2 x Matchday Sponsorship Packages
- 2 x Match-ball Sponsorship Packages
- 1 x Player Sponsorships
- Official partner on social media channels
- Official partner on all artwork and advertising across the club
- Official partner on our websites (Main, Women's and Academy)

**Price On Application**





# U17s and U19s

## SHIRT SPONSOR PACKAGE

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The development of youth players is essential to every club. At Briton Ferry Llansawel Women, our U17s and U19s are an essential part of our first team. Both age groups had players represented in our championship winning team. This is testament to the pathway within the current system.

By partnering with our U17s or U19s, you're not just supporting those individual teams; you're investing in the future of women's football at Briton Ferry Llansawel. Help us continue to develop new players and inspire the next generation.

The package includes:

- Front of shirt sponsor
- Full page advert in match-day programme
- 2 Season Tickets
- Official partner on social media channels

**HOME SHIRT**  
FRONT - £1,500  
BACK - £750  
SLEEVE - £500

**AWAY SHIRT**  
FRONT - £1,500  
BACK - £750  
SLEEVE - £500

# THE OLD ROAD

## SPONSORSHIP OPPORTUNITIES

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The Old Road, home to Briton Ferry Llansawel AFC, is a historic and vibrant venue that hosts thousands of passionate fans each season. Sponsoring key positions around the stadium offers businesses a unique opportunity to maximize brand exposure and engage with a dedicated and growing fan base. Here are the benefits and options available for sponsoring various prime locations at The Old Road.

### The Old Road Ground Naming Rights

Naming rights provide the highest level of visibility and association with the club, making your brand synonymous with the Old Road ground. Exclusive rights to rename The Old Road ground, with your brand prominently featured in all references to the venue. Includes extensive brand positioning around the ground.

Comprehensive Media Coverage: Every mention of the stadium in media, tickets, and promotional materials will carry your brand's name, ensuring extensive reach.

**£10,000**



## The Bank

Custom banner signage placed on the bank, visible to all seated fans from key areas within the Old Road and extremely prominent during broadcasts. Regular mentions and promotions via the stadium's public address system.

**£2500**



## The Main Stand

Your brand's name and logo prominently displayed on the main stand structure, including large branded signage as pictured. Custom signage within the stand, visible to all seated fans and during broadcasts. Regular mentions and promotions via the stadium's public address system.

**£5,000**



## The Dugouts

An extremely prominent and also popular during broadcasts and with photographers our dugout advertising provides one of the best advertising opportunities within the ground. Regular mentions and promotions via the stadium's public address system.

**£2500**



## Lane End - Back Fence

The Lane End back fence advertising provides one of the best advertising opportunities within the Old Road ground. Large and noticeable canvas banners repeated along the main fence are visible to all attendees and during televised matches. Your brand will be seen throughout the match, ensuring continuous and repeated visibility.

**£6,000**



## **THE REDS** **A PREMIER INVESTMENT OPPORTUNITY**

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By aligning your brand with Briton Ferry Llansawel AFC, you not only benefit from enhanced visibility and market reach but also demonstrate a commitment to supporting local communities and fostering the development of grassroots football.

Our sponsorship packages are designed to offer maximum return on investment, tailored to meet the diverse needs of our commercial partners. Contact Us Today to discuss this exciting opportunity and become an integral part of The Reds.

Sponsorship is a business agreement not a gift,  
that should benefit your business, not just our club.

Your choice to partner with the Reds  
is guaranteed to be a match winner.

Become a Partner. Discover the Power of Red

I AM RED



INTERESTED? CONTACT OUR COMMERCIAL DIRECTOR

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