



# NEEDINGWORTH COLTS FC U8 BLUE

Sponsorships and Business Partnerships

Discover our team and learn how to get involved

## Welcome to NWC U8 Blue

Before every pro, there was a local pitch and someone who believed in them.

It's easy to support teams backed by millions, but behind every top player, there was a grass roots kit. Who's behind ours?

# WHO ARE NEEDINGWORTH COLTS?

Needingworth Colts FC is a **grass roots** football club. We are run entirely by **volunteers** and rely on the **local community** to make our **mission** possible - making football **accessible** and **enjoyable** to all young people, regardless of skill or background.

NWC has 10 youth teams from U7 - U16. Our youth teams play **competitively** in the **Hunts Youth League** and **Cambridgeshire Youth League**.

## WHAT OUR PLAYERS SAY

We asked our U8 players “what does NWC mean to you and what would you do if you couldn’t play football?”.

Here is what they said:

U8

**“Without football I wouldn’t get to see my friends outside of school”.**

U8

**“I’m always behind in school, but when I play football I’m good at it. No one tells me off or to try harder. They just cheer”.**

U8

**“It’s more than a team. NWC is belonging”.**

U8

**“Adults don’t like it when kids play outside unless it’s organised and supervised. At football we can practice our skills without getting told not to practice here”.**

U8

**“Having coaches who know us and help us develop our skills means everything”.**

U8

**“NWC is OUR team. The coaches listen to what we want to learn and they truly believe we can do it!”.**

# WHY SPONSOR NWC U8 BLUE?

We're a **local** grassroots team, built on the **support** of our **community**, where sponsorship makes a **direct** and **visible** difference to the **local community**.

When local businesses and organisations support us, you're teaching our young players that their community **believes** in them!

01

## Investing in young people

Helping build confidence, resilience, teamwork, and friendships that last a lifetime.

02

## Showing social responsibility

Demonstrating your commitment to wellbeing, youth development, and community spirit.

03

## Backing your local community

Your support will be seen and appreciated by families right here in Needingworth and surrounding areas.

04

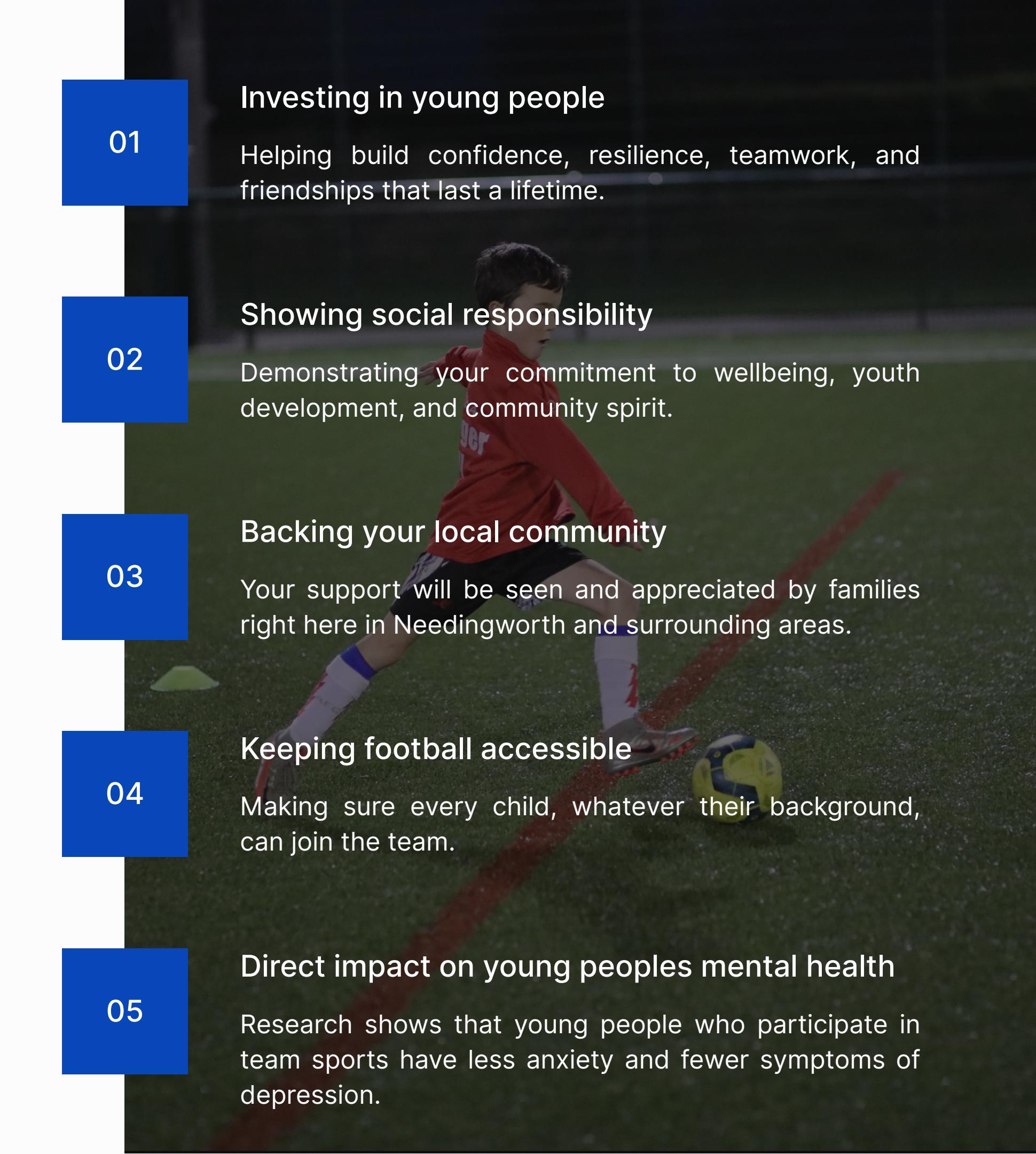
## Keeping football accessible

Making sure every child, whatever their background, can join the team.

05

## Direct impact on young peoples mental health

Research shows that young people who participate in team sports have less anxiety and fewer symptoms of depression.





## 20 MATCHES PER YEAR

We play home and away games across the Hunts Youth League.

## 45 TRAINING SESSIONS PER YEAR

NWC U8 Blue train all year round.

**Summer training:**  
Millfields (our home pitch).  
**Winter training:**  
St.Ives Outdoor centre 3G pitches.

## COMMUNITY EVENTS

NWC U8 Blue take part in fundraisers and community events wearing our kits and training kit.

These also get posted on social media.

# PHYSICAL EXPOSURE

Does your business or organisation want to **gain** this direct exposure? Our players wearing **your logo** in the local **community**.

# DIGITAL IMPACT

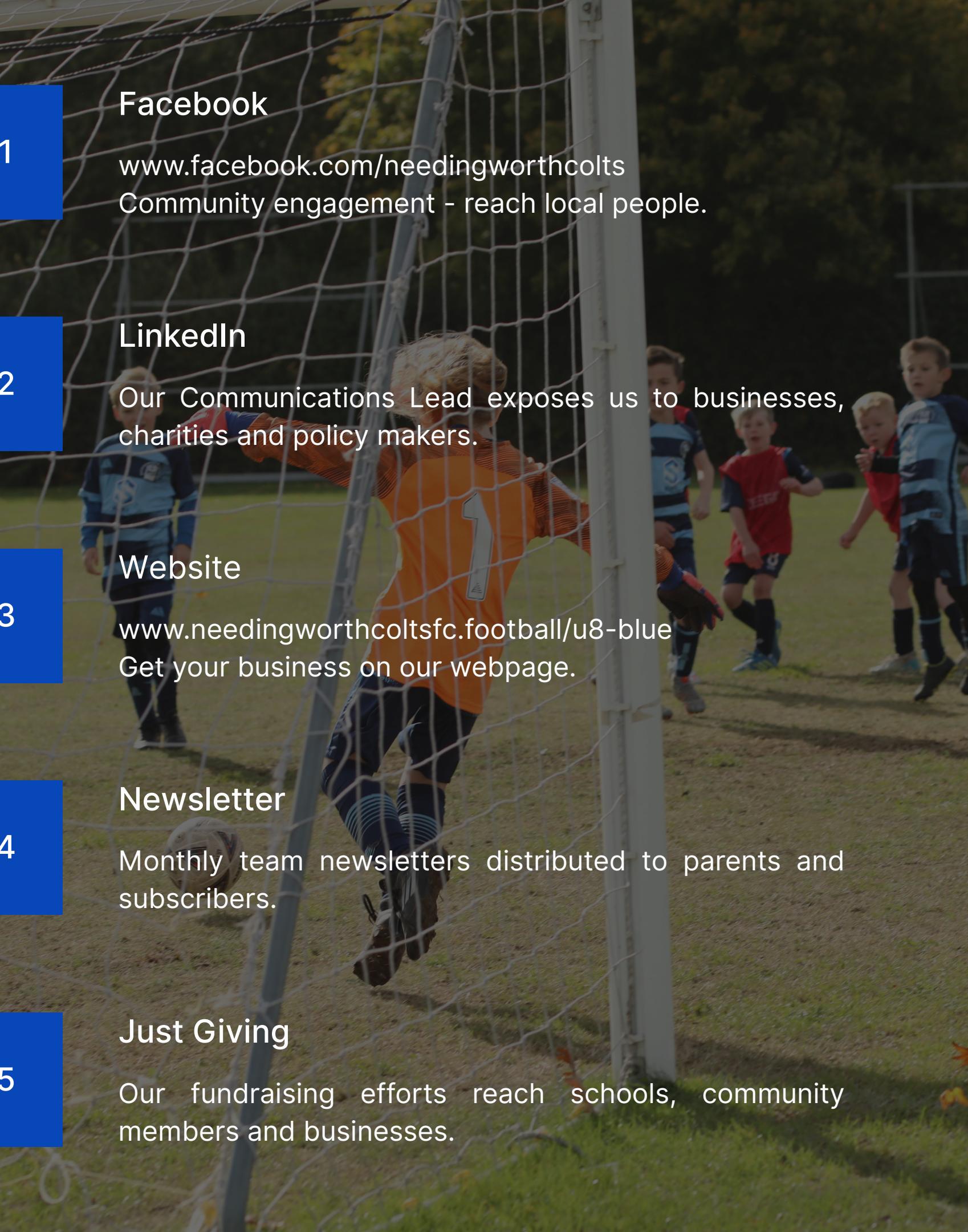
**NWC FC is undergoing a whole new website rebuilt.**

Launching in 2026 - there has never been a better time to be involved with our club!

NWC has a **newly appointed Communications Lead** who is bringing **vision** and **visibility** to our club.

The next year will see our visibility and engagement hit all time highs.

**Get involved!**



01

**Facebook**

[www.facebook.com/needingworthcolts](https://www.facebook.com/needingworthcolts)

Community engagement - reach local people.

02

**LinkedIn**

Our Communications Lead exposes us to businesses, charities and policy makers.

03

**Website**

[www.needingworthcoltsfc.football/u8-blue](https://www.needingworthcoltsfc.football/u8-blue)

Get your business on our webpage.

04

**Newsletter**

Monthly team newsletters distributed to parents and subscribers.

05

**Just Giving**

Our fundraising efforts reach schools, community members and businesses.

# FACEBOOK METRICS

## TRADING OUR FOOTBALL BOOTS FOR BIN BAGS

NWC U8 actively gets involved in **community events** such as litter picking, and **fundraising events** such as stalls at **school fairs** and **NFEST**.

See the **impact** of our **Team Litter Pick** Post in Facebook - showing our community engagement.



3911  
VIEWS

2377  
REACH

65  
INTERCATIONS

8  
SHARES

Litter Pick Facebook Post Engagement



NWC U8 Blue

[www.NeedingWorthColtsFC.football/u8-blue](http://www.NeedingWorthColtsFC.football/u8-blue)

Sponsors:



Videos and professional networking

# SPRING TRAINING VIDEO

Videos allow us to **showcase** the **effort**, **skills** and **development** of our team - and gives them a platform where their voices can be **heard**.

Our Spring Training video was shared on LinkedIn and got positive reactions from **businesses** and **officials** across Cambridgeshire.

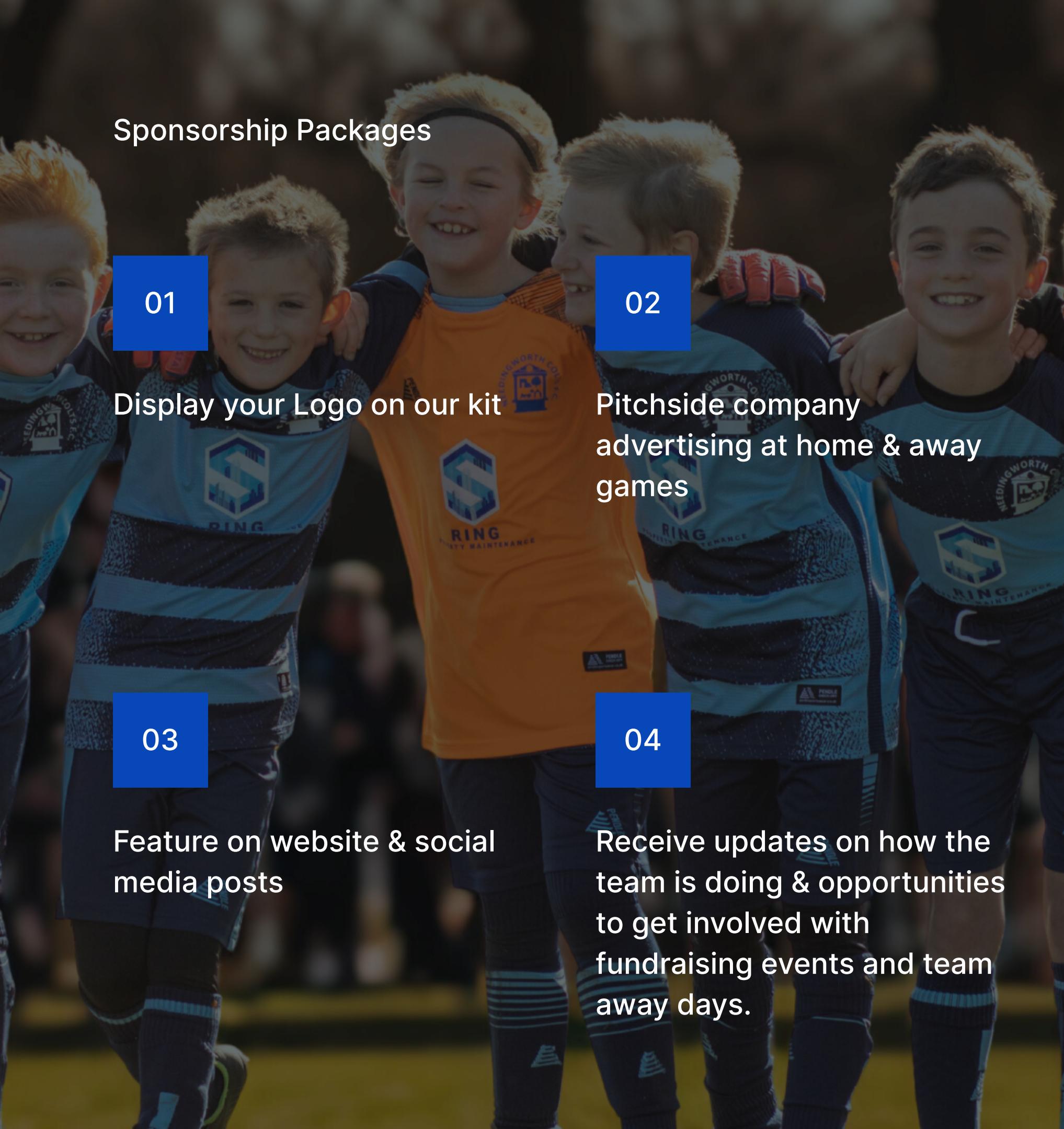
## LINKEDIN METRICS



**U8**  
Blue



482	3H 7M	850	4
VIDEO VIEWS	WATCH TIME	IMPRESSIONS	SHARES



## Sponsorship Packages

01

Display your Logo on our kit

02

Pitchside company advertising at home & away games

03

Feature on website & social media posts

04

Receive updates on how the team is doing & opportunities to get involved with fundraising events and team away days.

2025  
Sponsors:



# MATCH KIT SPONSOR

Sponsor our Match Kit and give our kids a grass roots kit to be **proud** of for 2026!

When you sponsor our kit, it tells our young people that people in their community **believe** in them!

£600

## Sponsorship Packages

01

Display your Logo and slogan on our training kit.

02

Pitchside company advertising at home & away games

03

Feature on website & social media posts

04

Receive updates on how the team is doing & opportunities to get involved with fundraising events and team away days.

2025  
Sponsors:



# TRAINING KIT SPONSOR

Sponsor our Winter Training Kit and give our kids a training kit to wear **proudly** in the cold weather. Training kits help our players feel apart of a **team** all year around!

Many players wear their training kits to school, outings around the **community** and at our **fundraising** events.

**£600**

## Sponsorship Packages

# LIGHT TOUCH SPONSORSHIPS

Our light touch sponsorships are a great option to get **involved** and show **support** for our team!

Light touch sponsors get a **logo on our web page**, a '**thank you**' shoutout on social media and invitations to get involved with our fundraising and community events.

### Secondary Sponsor

Get a small logo on our training or match day kit!

£250

### Friends of Colts

Your donations go towards equipment and away days for our team!

£50





### QUIZ NIGHT

Host a quiz night with your team and raise funds for NWC U8 Blue.



### ORGANISATIONAL MATCH

Host a team match in your business and raise funds for NWC U8 Blue.



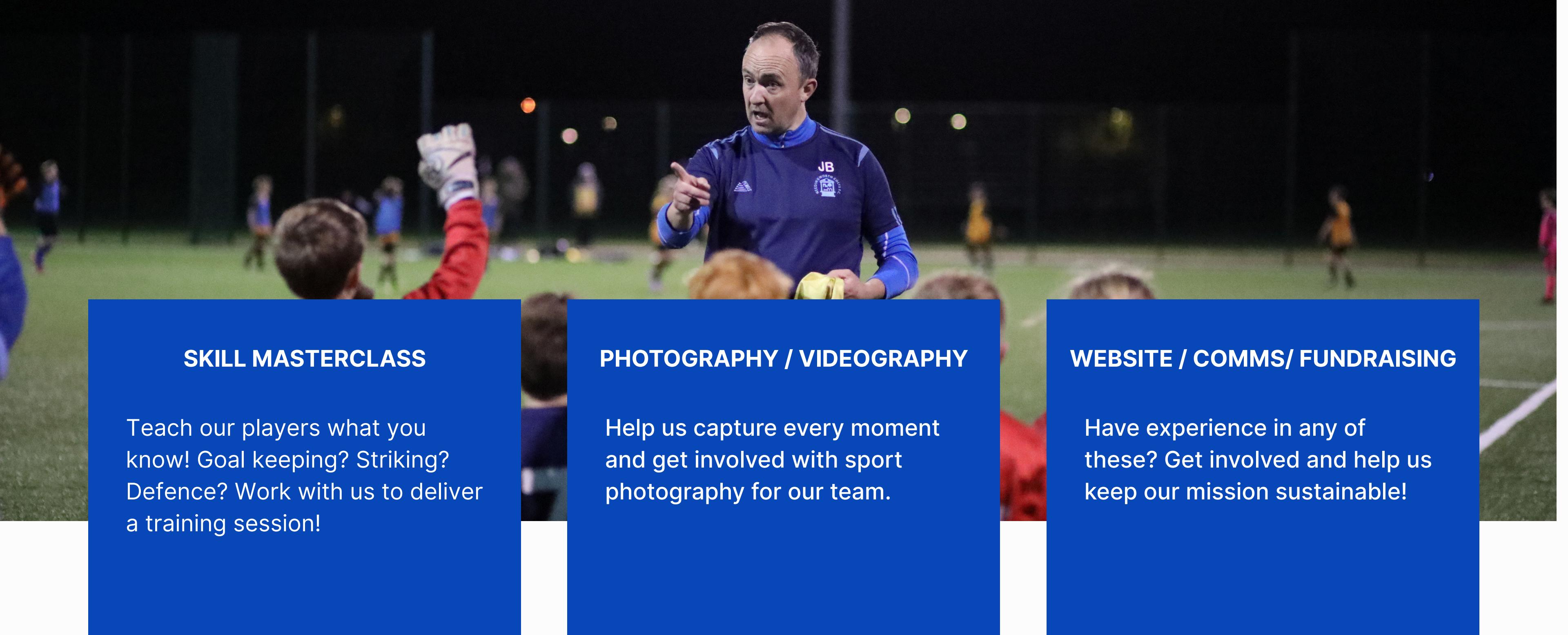
### CAKE SALE

Host a cake sale in your lunch time and raise funds for NWC U8 Blue



## HOST A FUNDRAISER

NWC U8 Blue has a Just Giving page. If you are hosting a fundraiser for our team - get in touch and let us help you promote it!



### **SKILL MASTERCLASS**

Teach our players what you know! Goal keeping? Striking? Defence? Work with us to deliver a training session!

### **PHOTOGRAPHY / VIDEOGRAPHY**

Help us capture every moment and get involved with sport photography for our team.

### **WEBSITE / COMMS/ FUNDRAISING**

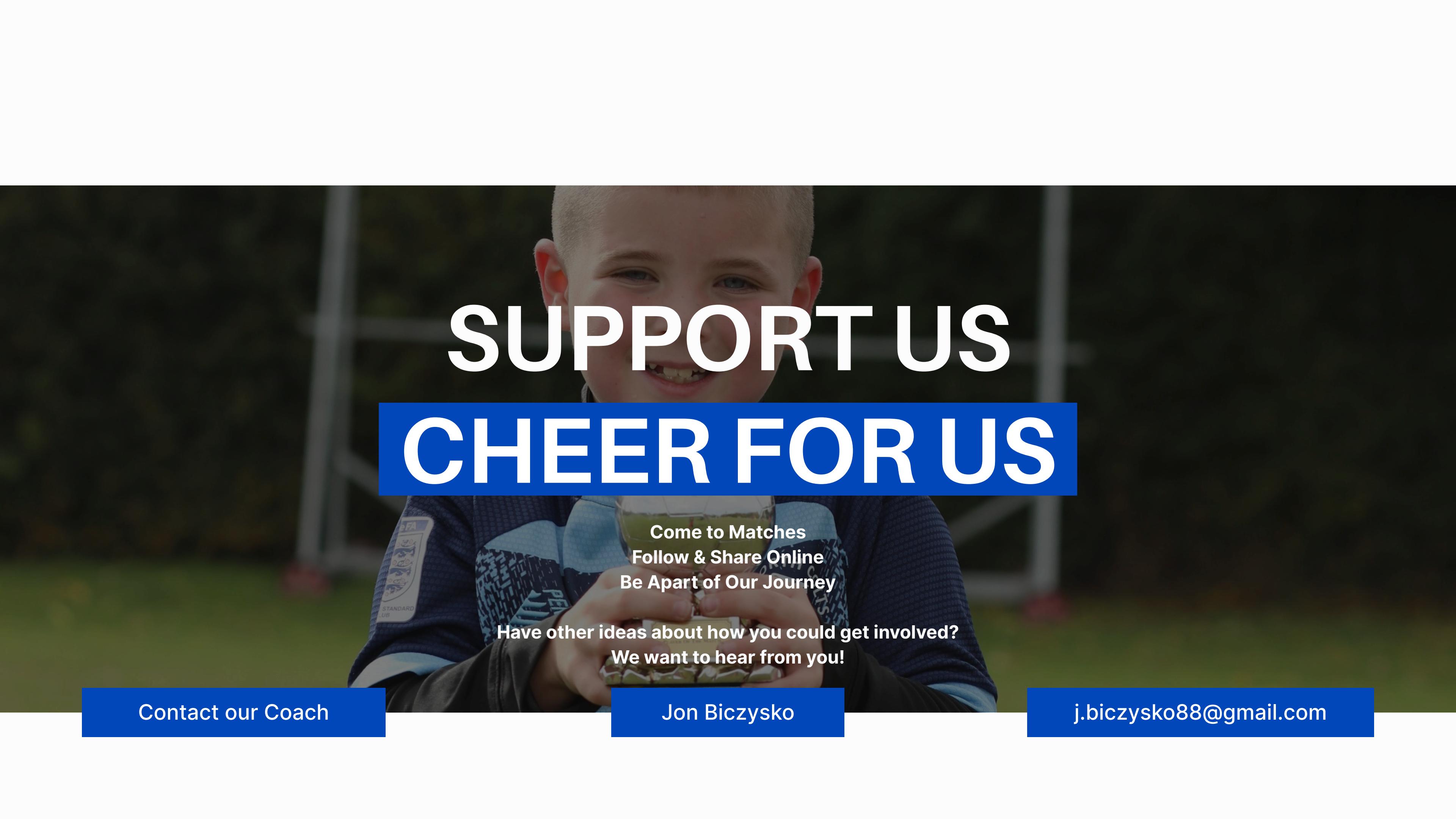
Have experience in any of these? Get involved and help us keep our mission sustainable!

# **VOLUNTEER YOUR SKILLS**

**If you have any skills or expertise that you think could be useful for our team - we want to hear from you!**

**“WE WORK HARD  
IN TRAINING TO  
IMPROVE OUR  
SKILLS IN  
MATCHES”**



A young boy with short blonde hair is smiling broadly at the camera. He is wearing a blue and white soccer jersey with a small badge on the shoulder that reads "STANDARD CLUB". He is holding a soccer ball in his hands. The background is a blurred outdoor setting, likely a soccer field.

# SUPPORT US CHEER FOR US

Come to Matches  
Follow & Share Online  
Be Apart of Our Journey

Have other ideas about how you could get involved?  
We want to hear from you!

Contact our Coach

Jon Biczysko

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