

ALDERSHOT TOWN FOOTBALL CLUB



be part of the team

MISSION STATEMENT

Our Vision

We Care

- About our privileged position in the community
- Providing community football to the young, disadvantaged and disabled
- Supporting local charities
 - Championing social inclusion and cohesion
 - Under 11's get free admission to all league games
 - Helping local authorities to enhance neighbourhood facilities
 - Trust, integrity and passion are implicit throughout our operations

We Connect

- Proactively helping local businesses
 - Creating partnerships with diverse range of stakeholders

We Contribute

- Inspiring young people to grow responsibly
 - Directly and indirectly generating growth in regional economy

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"Our vision: Aldershot Town Football Club will be a sustainable, successful and entertaining football business, that cares, connects and contributes to the town, surrounding area and with its supporters"

WELCOME

It is my great pleasure to provide an introduction to this brochure that briefly outlines both what we are trying to do, and how, In the earnest hope that we might be able to work together in some way in the future.

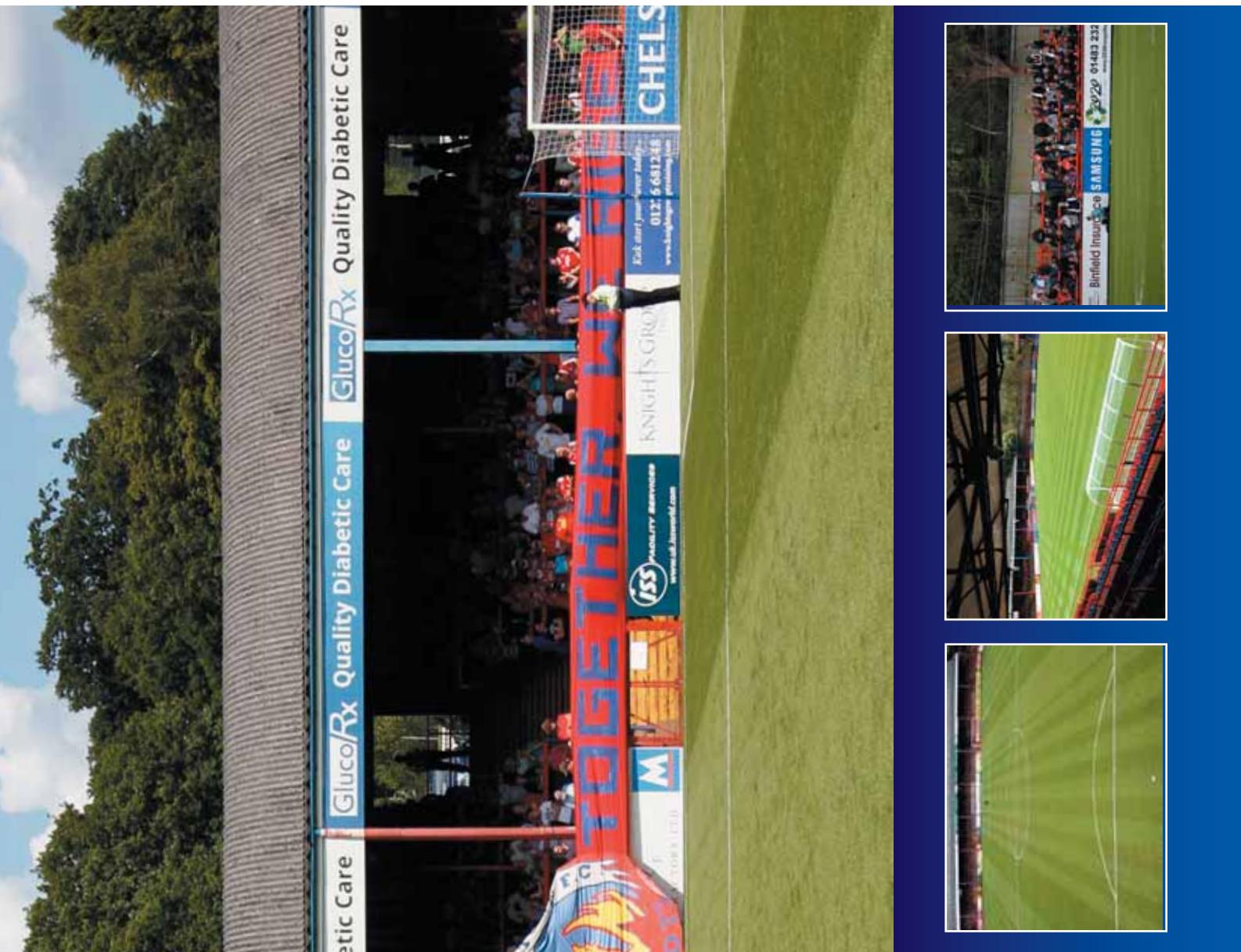
Aldershot Town Football Club is honestly working to be right at the heart of the Aldershot community and its very diverse members, encompassing the Military base and a significant Nepalese fraternity as well as a more typical cross-section of people of all kinds, ages, types, interests and beliefs - some with vulnerabilities - and we are unashamedly using our sport to chase constant improvements for the benefit of the wider Aldershot community.

We have had some notable successes with our approach as others have recognised what we are doing. We were awarded the Regional Aspire Award in 2014 for our on-going work in the community. At the end of the 2014-15 season, we won the Football Association Respect Award. This recognises how we treat match officials as well as away teams and supporters and how our own fans behave whilst travelling to away matches.

Our approach, that encourages the highest ethical practices, leads us to only consider for their sponsorship, businesses that are local and can be seen as complementary to the needs of our diverse community. For instance we have chosen not to approach alcohol or gambling businesses for their support as we feel they may appear at odds with our ethical position. But we do welcome all kinds of other local businesses and have shown that we can work productively with them and meet at least some of their needs, for greater mutual benefit.

If you have ideas or suggestions as to how we can do things better, achieve more or help to fund our programmes and activities or improve our community cohesion, we would be delighted to hear from you. We would also be happy to try and answer any questions you may have about anything referred to above or in this brochure. Aldershot Town FC are moving in a very positive direction. Can you move with us?

Shahid Azeem
Chair, Aldershot Town Football Club



MATCHDAY SPONSORSHIP

Matchday is a great day out in itself, but here at Aldershot Town Football Club we can help make the day that extra bit special.

Match Sponsor

Sponsoring a home game is a fantastic opportunity to entertain clients and colleagues or celebrate with friends and family. Our Match Sponsorship hospitality package includes a three-course meal, comfortable executive seating for the match and half-time refreshments.

Our Match sponsorship package includes:

- Signed shirt presented by Man of the Match
- Half-page programme editorial
- PA announcement
- Man of the Match selection

As the Match Sponsor you also have priority tickets to VIP hospitality and you can enjoy these additional benefits:

- Executive Leather Directors' Box seats
- A three-course pre-match meal
- Use of EBB Lounge bar before and after the game
- Complimentary Matchday programme
- Complimentary team sheet
- VIP car parking

Match Ball Sponsor

Another exciting enhancement to matchday is to take out our Match Ball sponsorship. This package includes:

- Signed match ball presented by Man of the Match
- Half-page programme editorial
- PA announcement

As with the Match Sponsor, you also receive priority VIP Hospitality tickets and includes:

- Executive Leather Directors Box seats
- A three-course pre-match meal
- Use of EBB Lounge bar before and after the game
- Complimentary Matchday programme
- Complimentary team sheet
- VIP car parking



"Sponsoring a match has enabled us to promote our company as well as hosting a great day out for clients and for rewarding our staff"

Nick Fryer, ISS

MATCHDAY HOSPITALITY

The EBB Lounge

Enjoy a sumptuous three-course meal in the EBB Lounge with its own private bar and watch the game from seats in the Directors' Box Seats. Hospitality in the EBB Lounge is second to none and is a great way to entertain clients, reward staff or celebrate a special occasion with friends and family.

The EBB Lounge VIP Package includes:

- Arrival two hours prior to kick off
- A three-course meal
- Waitress service
- Access to the EBB Lounge bar before and after the game
- Free official matchday programme and teamsheet
- Seats in the exclusive Directors' Box
- Big screen TV
- Access to Man of the Match presentation

The Patrons Lounge

Perfect for a few drinks and a warming meal with family, friends or work colleagues, the Patrons Lounge offers a relaxed atmosphere prior to heading off to the Directors' Box ready for kick off.

The Patrons VIP Package includes:

- Arrival from one-and-a-half hours prior to kick off
- Hot buffet meal
- Free official matchday programme and team sheet
- Seats in the exclusive Directors' Box
- Complimentary half-time tea and coffee
- Use of private licensed bar before the game
- Access to Man of the Match presentation

The Executive Suite and South Stand Box

This private lounge and bar allows you to relax before the game starts and then watch the game from the enclosed South Stand Box with TV screens to keep an eye on other games kicking off in all leagues. Food can be organised through our club caterers.

The Executive Suite VIP Package Details:

- Arrival from one-and-a-half hours prior to kick off
- Free official matchday programme and team sheet
- Use of private Executive Suite Bar
- Seats in the enclosed South Stand Box
- Option to have food

"A grand afternoon.
Excellent food, service
and ambience. Even
non-football fans enjoy the
day, but for Shots fans,
it's a real winner"

Steve Jones



MASCOT PACKAGES & BIRTHDAY PARTIES

Mascot Packages

This is a fantastic opportunity for every young Shots fan to fulfil the dream of walking out on the pitch on matchday. Whether it's a special treat or celebrating a birthday or event, this will be a day to remember.

Each mascot package includes:

- Home shirt
- Tour of the changing rooms
- Meet and greet the players prior to the game
- Kick-about with the players during warm-up
- Walking out of the tunnel at Kick-Off with the team

Our mascot packages come in three levels:

Bronze

Includes the above plus matchday tickets for 2 adults and 1 child in standard seating area

Silver

Includes the above plus VIP Hospitality in the Patrons lounge including hot buffet, free programme and Directors' Box Seating for 2 adults and 1 child

Gold

Includes the above plus VIP Hospitality in the EBB Lounge including three-course meal, Directors' Box Seats, free programme, access to Man of the Match presentation for 2 adults and 1 child

Additional hospitality and standard entry can be added to any of the above packages.

Birthday Parties

For the football fan wanting to celebrate his or her birthday on Matchday, why not hire the South Stand Box? Host your own party in the enclosed box before kick-off with catering supplied by our club caterers or bring your own food along. For an extra special day, we can also organise for the birthday person to be a mascot, no matter what age, and enjoy all the benefits of visiting the team and walking out on the pitch before the whistle blows.

For smaller parties, we can also help you celebrate your birthday in our other hospitality lounges.



"Thank you, thank you,
thank you...I can't thank
you enough for making
the mascot experience
special, not just for
Reuben but for all of us"

Tanya Nielan

PLAYER SPONSORSHIP

Sponsoring a first team player or member of the coaching staff is a great opportunity for you or your company to be associated with your favourite player.

As a player sponsor you will receive the following :

- Your name and/or business name on the player profile page in every home matchday programme throughout the season
- Your name and/or business name will feature on your chosen player profile on The Shots website for the season with a click through to your company website
- Your sponsored kit, signed and sent to you at the end of the season
- Meet and have your photograph taken with your chosen player
- Twitter and Facebook mentions if your player is selected as Man of the Match
- Your name and/or business name on the player profile on the score-board when the team is announced
- A personalised letter of thanks from your sponsored player



"It's been a highlight for us to sponsor our favourite team member - it feels like we're part of the team!"

Last of the Summer Wine



STADIUM ADVERTISING

Pitchside Boards

A pitchside board is a great way to get local coverage for your company through exposure to all fans as well as companies and decision makers. In addition, your board can be seen on national and local TV coverage through FA Cup and FA Trophy games along with regular Chelsea FC U21 games played at the EBB and broadcast on BT Sport and Chelsea TV.

Stadium Banners

Facing the East and North Stands, and running near to the scoreboard and goal, your banner will get fantastic exposure to the busy crowds watching the game. Coverage by press and TV will help your banner and business achieve extra exposure both locally and nationally.

Stadium Branding

There are other sponsorship opportunities available to your company including Stand and Stadium Naming Rights, Hospitality Lounges, Bars to Centre Circle sponsorship. For more details on any of these promotional possibilities, please contact the Commercial Team.

Kit Sponsorship

Your company logo and branding on the players' kit will help your business name to be recognised across the area with players and fans alike wearing the kit. Pictures of the players wearing your logo on matchday reports in the local press and in regional and national TV coverage will expose your branding to a wide audience.



"Football is at the heart of the community, and supporting Aldershot Town FC gives us an opportunity to keep the area up to date with our Wellesley development."

Grainger PLC

Programme

The Shots is an award-winning Matchday programme, professionally produced, featuring matchday news, first glance at 'From the Boardroom' and other exclusive information.

Views on the day's opposition and past performances from the Manager and Captain and exclusive interviews with first-team players makes the programme a collectable item for fans to keep hold of.

The 64 page matchday programmes are an integral part of every fans' experience and is an ideal platform for businesses looking to reach the local community to promote their services and enhance their branding in the area.

Advertising in all 23 National League home game programmes is a cost-effective vehicle for all manner of companies to raise their profile and be associated with Aldershot Town FC.

The programme is distributed within the VIP hospitality areas and is available in the club shop.

Circulation: 800 copies. Readership: 1,500 people.

Scoreboard

The electronic scoreboard, equipped with the latest software to provide full colour graphics, enables company logos to be projected to the crowds on matchday. Have your company advert running before and after the game, or why not sponsor every corner kick or goal scored?

Team-sheet

The Shots Matchday team-sheet is distributed to all VIP hospitality guests prior to kick-off as well as being posted on the @OfficialShots Twitter feed (over 15,000 followers). With limited advertising spaces, your advert is sure to be noticed.

אליעי יגראטן, יגראטן אליעי



"Advertising in the programme has been a great way to enforce our branding and works hand in hand with our other marketing activities"

A collage of various business cards and promotional materials from local businesses, including a car repair shop, a football club, a hair salon, and a travel agency.



The beginning of the 2014/15 season saw the launch of the new Shots website, giving fans a comprehensive platform to search for matchday information, watch pre-match interviews, catch up on the match highlights and much more.

With a range of affordable opportunities to meet your business needs, The Shots website can fulfil your aims and objectives with some outstanding promotion and exposure.

With thousands of fans accessing the site weekly, your banner ad can help increase traffic to your company website, building up your click-through rate and ranking on search engines.

Advertising opportunities are available across the whole website and can be tailor-made to suit your marketing campaign and budget. Contact the Commercial Team to discuss your requirements.

Sponsorship of Shots TV

As one of the most popular sections of the website, your business can be the sole sponsor of Shots TV, with branded adverts on the page as well as a short video playing prior to the lead story. All adverts can have a click through to your website, and to dedicated pages within your site, giving you the opportunity to set targeted marketing campaigns.



SHOTS TV



NEXT MATCH

SATURDAY 22ND AUGUST

KICK OFF - 15:00

See all upcoming fixtures

READ MORE





Welcome to Shots News, our regular digest of everything from around the EBB Stadium...

As The Shots prepare to travel to Yorkshire to face newly-promoted Guiseley AFC, we are delighted to announce that Bridges Estate Agents have extended their shirt sponsorship deal with the Club until 2018!



"Guiseley have had some good results so far but it's up to us to be positive. We'll be attacking and try to win the game".
[Barry looks ahead to Saturday with optimism](#)

ALDERSHOT TOWN FC
BUCK OFF

We have a number of options to help promote your business and achieve additional contacts for you to follow up on. Each e-shot has the option for you to communicate with our database of fans and businesses. All we do is request you promote a promotional discount or offer - after all, 7 in 10 people say they made use of a coupon or discount from a marketing email in the prior week. (2012 Blue Kangaroo Study).

Annual sponsorship of the Kick Off (pre-match e-Shot) and Final Whistle (Post-match round-up) is available, as well as other monthly opportunities to reach our 3,000 plus subscribers.

Aldershot Town FC have an established database of fans and local businesses alike and with regular pre-match, post-match and monthly updates on Club news being issued, it is a great opportunity for you to promote your business and build your brand.

FUNDRAISING EVENTS

Throughout the season, Aldershot Town FC has a number of events to raise money for the Club.

Sportsmans Dinner

Invite your clients, colleagues or friends to an entertaining, black tie evening with a three course meal, comedian and sports personality regaling stories from their time as a footballer.

Golf Day

A fantastic opportunity to get a team of four together to play against other teams in the annual ATFC Golf Day. With 18 holes of golf to play, your team can take the competition seriously or use the afternoon to play with friends or colleagues. The day finishes with a three-course meal, and of course, prize-giving.

Summer Ball

Get on your glad rags and dancing shoes as you enjoy an evening with some great entertainment and live band to dance the night away to. With a sumptuous meal, sparkling drinks reception and plenty of razzmatazz, it's the perfect end of season party to enjoy with family, friends and colleagues.

Community Cup

Get your own football team together at the end of the season and play in the Community Cup on the EBB Stadium pitch.

Networking Events

Join us every month to meet other local businesses at one of our networking events. It's a great way to build contacts in the local area and to help grow your business.

Contact the Commercial Team for more details on any of these events.



"Thanks for organising a wonderful Summer Ball.
We had a great time,
enjoyed the meal and
entertainment, some fancy
footwork on the dancefloor
- all in all a great night"

Last of the Summer Wine

HOST YOUR OWN EVENT

A Celebration Venue to Remember

If you are in need of a venue, for any occasion, the Shots are here with the perfect solution! Aldershot Town's facilities are catered to allow a stress-free, well organised, and characterful event of any type.

With a great range of rooms, from intimate locations such as the John McGinty Lounge and the Patrons Lounge, the sweeping expanse of the EBB Lounge, Aldershot Town can host a great range of events. From parties (young and old!), family celebrations, to even wakes, we have the answer!

Our lounges have fully licensed bars and whether you decide to bring your own food or use our catering team, they are fully experienced in helping your party go without a hitch.

Conference Facilities

With natural daylight flooding the room, the EBB Lounge is perfect for hosting conferences, company launches or training and can be set up to suit your requirements. The room also comes with full projector set-up making it ideal for any presentation.

The Boardroom is the ideal room for smaller meetings that require a certain amount of discretion.

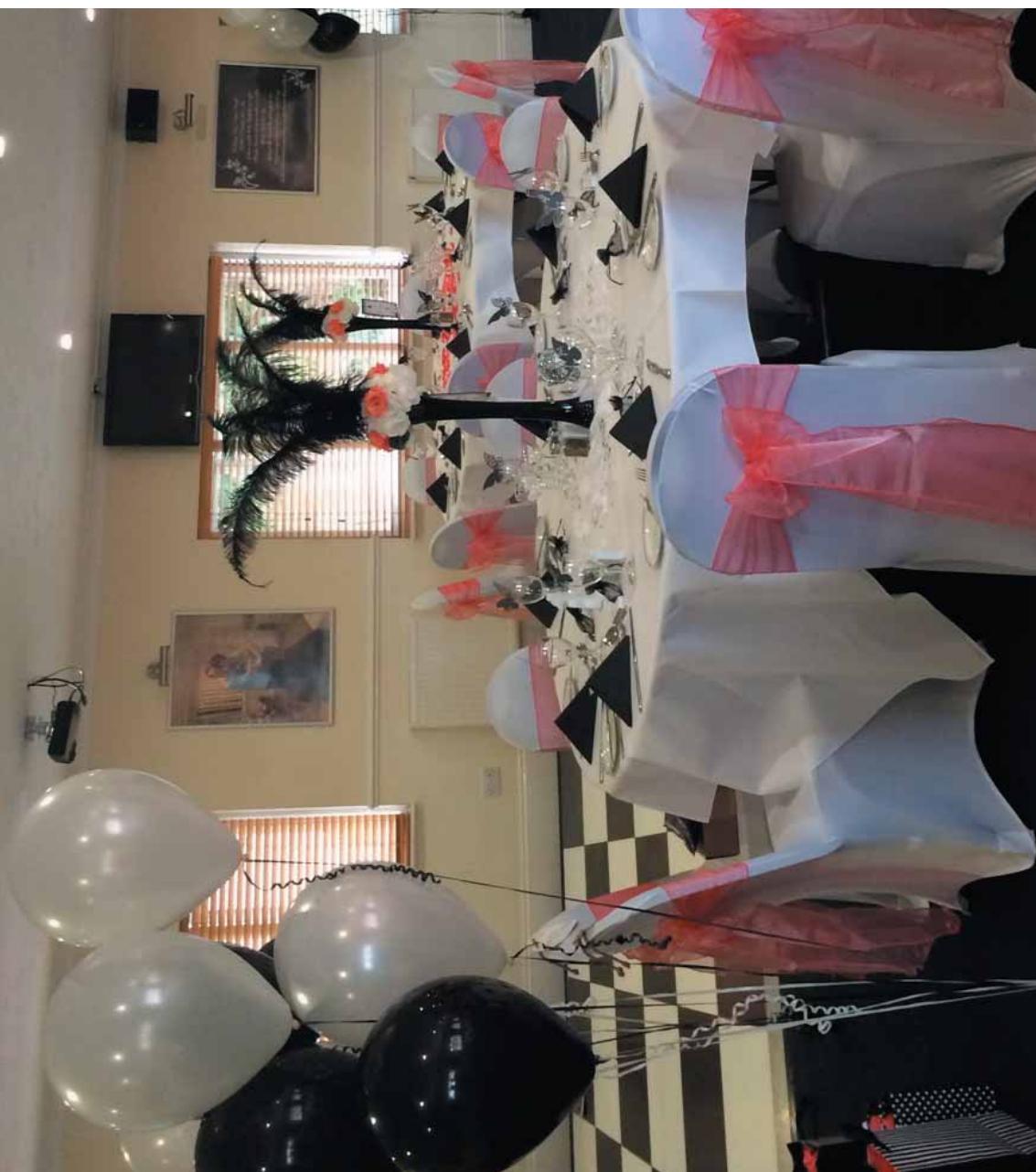
Our catering team are on hand to ensure a steady supply of refreshments and can also organise lunches and dinners, from sandwiches to hot buffets to a sit down meal. Alternatively, you can supply your own food.

Hire the Pitch

If you fancy holding your own football match or tournament, then you can hire the pitch and stadium at the end of the season. Our fantastic pitch has been maintained to Premier League football standards with the help of Chelsea Football Club.

"Thank you for a brilliant night on Saturday.
Everything was absolutely perfect, and we will definitely be returning next year for a follow up event!"

Becca



SHOTS IN THE COMMUNITY

Winners of the 2014 Inspire Award for Business in the Community and 2015 Vanarama Conference Respect Campaign Award, Aldershot Town prides itself as being a Football Club at the heart of its community.

Since 2014, successful initiatives have involved the town's Garrison and Nepalese populations, plus disadvantaged local children, whilst continually working with other key stakeholders in the area.

These have included Seats For Soldiers, which donates free tickets to members of the Armed Forces; the Shots Community Partnership's work with The Source young people's charity; the formalising of links with Rushmoor's Nepalese community and the Sahara UK charity which saw the Club compete in a tournament in Nepal and set up a fund to help those affected by the earthquake in April 2015; a project with Step By Step homeless charity and GASP Motor Project to help four young people undertake a course in car maintenance; and the continuation of the Club's Football in the Community programme.

Rebecca Kennelly, Chief Executive of Basingstoke Voluntary Action and one of the Inspire Awards judges, said: "Aldershot Town Football Club really go above and beyond the norm to ensure their Club supports their local community. I was inspired to see their creativity in thinking up new ways to support local communities and residents – they are a real inspiration to companies aspiring to develop better business-community involvement."

The Vanarama Conference Respect Campaign Award, judged amongst all 68 member clubs, recognises fair play, community work, supporters' behaviour and a welcoming approach, and is one of the most important at the division's annual AGM held in June each year.

The Club held Seats For Soldiers events during the 2014-15 season, as part of its commitment to the Armed Forces Corporate Covenant, which saw thousands of match tickets donated to Aldershot Garrison personnel in conjunction with National Express, United Biscuits, Persimmon Homes, the British Venture Capital Association and HSBC. As part of the Club's commitment to this Covenant, and in promoting its status as an Armed Forces-friendly organisation, Aldershot Town strives to support veterans, Service spouses, members of the Reserve Forces and current service personnel in a number of ways. The Club also supports local cadets, in the local community and schools.

In December 2014, the Club also hosted both a Peace and Goodwill carol concert, to commemorate the 100th anniversary of the outbreak of World War



"Aldershot Town Football Club really go above and beyond the norm to ensure their Club supports their local community."
Rebecca Kennelly

SHOTS IN THE COMMUNITY

One, and the Game of Truce, a match between the British Army and German Bundeswehr which celebrated the centenary of the legendary 1914 Christmas Truce and was covered by national and international media.

The Shots Community Partnership was set up in the summer of 2014 with a number of local businesses to support The Source young people's charity with a series of fundraising events as well as donations of skills, resources and equipment. AKM Associates, Central Heating Services, Clark Caterers, Grainger PLC, Electrical Services Southern, Hi-Speed Couriers, Knights Group, Millgrove Construction, Readie Signs and Retirement Lease Housing Association founded the Partnership, with the aim of raising £10,000 alongside another £10,000 through in-kind donations.

The Club hosts the annual Big Sleep Out, organised by Step By Step to raise money for homeless people, with Directors of the Club joining 100 people sleeping rough on the terraces of the Stadium. Four Step By Step clients also benefitted from the initiative involving Surrey's GASP Motor Project and the UK's largest stock car racing promoters Spedeworth. Over six months, the four young adults enjoyed weekly car maintenance tuition to restore and adapt a Vauxhall Corsa to stock car race specifications, culminating in Chairman, Shahid Azeem competing in a 20-car race at Aldershot Raceway.

Rushmoor Nepalese organisation Sahara UK – a charity which aims to alleviate poverty in the Pokhara region of Nepal – have adopted The Shots as their official football club. The Aldershot Town youth team travelled to Pokhara in February 2015 to compete in the annual Aaha RARA Gold Cup tournament, featuring the best players in Nepal, and visited schools and orphanages in remote areas of the country to donate over £1000 of sports equipment.

Aldershot Town's Football in the Community programme also works with thousands of local schoolchildren to provide healthy lifestyle opportunities under four main headings: Education, Health, Social Inclusion and Sports Participation.

Chairman Shahid Azeem explains: "The Club has a big social responsibility. We live in a multi-cultural society and want Aldershot town to be a fully-inclusive club. We have a duty to engage with our local communities, and to do what we can to help galvanise different groups in society. My aim is to work with other businesses who contribute to our community. My aim is to make this the most diverse Football Club in the country and we are working very hard to achieve that."



"We are incredibly grateful for the support of the Club... it has been great in helping to raise the aspirations of young people in our community."

The Source



ALDERSHOT TOWN FOOTBALL CLUB

Contact the Commercial Team on 01252 320211
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be part of the team

