



*Celebrating 100 years of football in Aldershot*

# ALDERSHOT TOWN

ACADEMY SPONSORSHIP BROCHURE / SEASON 2026-2027



Five Academy players / graduates in the First Team squad for the FA Trophy game vs. Leiston, January 2023



Celebrating 100 years of football in Aldershot

# WELCOME



THIS YEAR MARKS A TRULY HISTORIC MILESTONE FOR FOOTBALL IN ALDERSHOT AS WE CELEBRATE THE CENTENARY YEAR OF THE GAME IN OUR TOWN — HONOURING THE PROUD LEGACY OF BOTH ALDERSHOT F.C. AND ITS PHOENIX CLUB, ALDERSHOT TOWN. IT IS A MOMENT TO REFLECT ON A RICH FOOTBALLING HERITAGE, WHILE ALSO LOOKING AHEAD TO AN EXCITING FUTURE FOR THE NEXT GENERATION OF PLAYERS.

THERE HAS NEVER BEEN A BETTER TIME TO SUPPORT THE ACADEMY AND BECOME PART OF THE NEXT CHAPTER IN ALDERSHOT'S FOOTBALL STORY.

I HAVE ALWAYS HAD A PASSION FOR YOUTH DEVELOPMENT. HAVING WORKED WITHIN PROFESSIONAL CLUBS IN ENGLAND, AT INTERNATIONAL LEVEL, AND MANAGED AT SENIOR LEVEL IN OCEANIA, THE ONE CONSTANT THROUGHOUT MY CAREER HAS BEEN DEVELOPING YOUNG PLAYERS AND GIVING THEM THE OPPORTUNITY TO PROGRESS AND FULFIL THEIR POTENTIAL.

AT ALDERSHOT TOWN, WE ARE NOW BEGINNING TO SEE THE HARD WORK OF MANY PEOPLE OVER THE PAST FIVE SEASONS COME TO FRUITION, WITH A STEADY STREAM OF ACADEMY PLAYERS BREAKING INTO THE FIRST TEAM ENVIRONMENT. THIS PROGRESS IS A TESTAMENT TO THE DEDICATION OF OUR STAFF, PLAYERS, FAMILIES, AND THE WIDER FOOTBALL COMMUNITY THAT SUPPORTS THE CLUB.

OUR AMBITION NOW IS TO BUILD ON THESE FOUNDATIONS AND TAKE THE PATHWAY TO EVEN GREATER HEIGHTS. WE ARE LOOKING FOR PARTNERS WHO SHARE OUR VISION AND CAN HELP US CONTINUE CREATING OPPORTUNITIES FOR YOUNG PEOPLE BOTH ON AND OFF THE PITCH. BY SPONSORING THE ACADEMY, YOU WILL NOT ONLY BE SUPPORTING PLAYER DEVELOPMENT, BUT ALSO INVESTING IN THE FUTURE OF FOOTBALL IN ALDERSHOT DURING THIS LANDMARK CENTENARY YEAR.

TOGETHER, WE CAN HELP SHAPE THE NEXT GENERATION OF PLAYERS AND ENSURE THE CLUB'S PROUD LEGACY CONTINUES FOR THE NEXT 100 YEARS.

**RICHARD ANDERSON**

ACADEMY MANAGER



*Celebrating 100 years of football in Aldershot*

# HONOURS

## SUBURBAN LEAGUE

CHAMPION OF CHAMPIONS WINNERS 2024  
LEAGUE WINNERS 2026, 2023  
LEAGUE RUNNERS UP 2024  
LEAGUE CUP WINNERS, 2022, 2026  
LEAGUE CUP RUNNERS-UP 2024

## U19 NATIONAL LEAGUE

LEAGUE CUP SEMI FINALISTS 2024

## U18 ISTHMIAN YOUTH LEAGUE

WEST DIVISION RUNNERS UP 2024

## U18 ALLIED COUNTIES LEAGUE

WEST DIVISION WINNERS 2023  
WEST DIVISION RUNNERS UP 2024  
CHAMPION OF CHAMPIONS SEMI FINALISTS  
2023

## SURREY YOUTH LEAGUE

U16 PREMIER DIVISION WINNERS 2023  
U7 SPRING CHAMPIONS 2023

## ALDERSHOT DISTRICT CUP

SEMI FINALISTS 2025

## HAMPSHIRE COUNTY CUP

SENIOR CUP, SEMI FINALISTS 2023  
MIDWEEK FLOODLIT CUP WINNERS 2024  
MIDWEEK FLOODLIT CUP RUNNER UP 2023  
U16s SATURDAY CUP SEMI FINALISTS 2026  
U13s SATURDAY CUP SEMI FINALISTS 2024  
U12s SATURDAY CUP WINNERS 2025

## JUNIOR PREMIER LEAGUE

U15s TROPHY RUNNERS UP 2023  
U10s WINTER CHAMPIONS 2026  
U9s SPRING CHAMPIONS 2025

## TACTIC LEAGUE

LEAGUE CUP WINNERS 2022



**TOBY NELSON**

*Toby Nelson*



*Celebrating 100 years of football in Aldershot*

# GRADUATES

NATIONAL LEAGUE, NATIONAL LEAGUE CUP,  
FA TROPHY, OR FA CUP APPEARANCES

*J. Martin.*

**TAMES MARTIN**

## 2025-2026 SEASON

TOBY NELSON (8 APPEARANCES)  
JAMES MARTIN (2 APPEARANCES)  
MADDOX MCMILLAN (2 APPEARANCES)  
CHARLIE SELL (1 APPEARANCE)

## 2024-2025 SEASON

ASHLEY AKPAN (17 APPEARANCES)  
KEANE ANDERSON (10 APPEARANCES)  
JOE LEWIS-EVANS (2 APPEARANCES)  
ZION NDITI (1 APPEARANCE)  
BILLY WALSH (1 APPEARANCES)  
FREDDIE STANLEY (1 APPEARANCE)

## 2023-2024 SEASON

MAXWELL MULLINS (11 APPEARANCES)  
JASPER SHEIK (1 APPEARANCE)

## 2022-2023 SEASON

BEN DE LACY TURNER (2 APPEARANCES)  
MASON OBENG (1 APPEARANCE)  
ALEX MACALLISTER (1 APPEARANCE)

## 2021-2022 SEASON

TOMMY WILLARD (34 APPEARANCES)  
ALFIE SAUNDERS (17 APPEARANCES)  
ELLIS WATTS (6 APPEARANCES)  
REECE WYLIE (2 APPEARANCES)  
WOODY ANGELL (1 APPEARANCE)

## 2020-2021 SEASON

RYAN HALL (4 APPEARANCES)  
BEN SHROLL (1 APPEARANCE)  
JOE RABBETTS (1 APPEARANCE)

## RECORD GRADUATE APPEARANCES

SEASON 2020-CURRENT

TOMMY WILLARD	89 APPS.	ALFIE SAUNDERS	17 APPS.
MAXWELL MULLINS	52 APPS.	RYAN HALL	9 APPS.
KEANE ANDERSON	26 APPS.	TOBY NELSON	8 APPS.
ASHLEY AKPAN	17 APPS.	ELLIS WATTS	6 APPS.



Celebrating 100 years of football in Aldershot

*Suburban Champion of Champions  
Winners 2024*



*Celebrating 100 years of football in Aldershot*

# HISTORY



ON MARCH 25<sup>TH</sup> 1992 ALDERSHOT FC BECAME THE FIRST FOOTBALL LEAGUE TEAM TO FOLD DURING THE SEASON SINCE ACCRINGTON STANLEY IN 1962. FROM THE ASHES CAME PHOENIX CLUB ALDERSHOT TOWN, WHO WERE FORMED ON APRIL 22<sup>ND</sup> 1992 AND MANAGED BY EX-ALDERSHOT FC CENTRE BACK STEVE WIGNALL.

THE 'NEW' SHOTS BEGAN LIFE IN ISTHMIAN LEAGUE DIVISION 3 AND OPENED THE 1992-93 SEASON IN A CARNIVAL ATMOSPHERE AT THE RECREATION GROUND AGAINST CLAPTON. THE SHOTS WON SUCCESSIVE PROMOTIONS ALONG WITH A RUN TO THE FA VASE QUARTER-FINALS IN THE IN 1993-94. FROM THE START OF THEIR INAUGURAL SEASON, ALDERSHOT TOWN WENT 20 MONTHS (35 GAMES) BEFORE SUFFERING THEIR FIRST-EVER HOME LEAGUE DEFEAT – TO BANSTEAD ATHLETIC IN APRIL 1994.

FOLLOWING A THIRD-PLACE FINISH AND A THIRD HAMPSHIRE SENIOR CUP WIN IN 2001-02, THE SHOTS CLAIMED THE ISTHMIAN TITLE AND, WITH IT, PROMOTION TO THE FOOTBALL CONFERENCE. THEY SPENT FIVE SEASONS IN THE CONFERENCE, LOSING TWICE IN THE PLAY-OFFS, BEFORE WINNING PROMOTION INTO THE FOOTBALL LEAGUE AS CONFERENCE NATIONAL AND CONFERENCE LEAGUE CUP CHAMPIONS UNDER GARY WADDOCK'S STEWARDSHIP IN 2007-08. SIXTEEN YEARS AFTER THE QUEST HAD BEGUN, THE TOWN OF ALDERSHOT HAD A FOOTBALL LEAGUE SIDE TO CHEER AGAIN.

SCOTT DONNELLY SCORED THE ONLY GOAL OF THE CLUB'S FIRST-EVER FOOTBALL LEAGUE GAME, A 1-0 WIN AT ACCRINGTON, AND THE CLUB FINISHED A RESPECTABLE THIRTEENTH IN LEAGUE 2 IN 2008-09. THIS WAS FOLLOWED UP BY A SIXTH-PLACE FINISH IN 2009-10, BUT A 3-0 AGGREGATE DEFEAT TO ROTHERHAM UNITED HALED THE SHOTS AT THE SEMI-FINAL STAGE.

ALDERSHOT TOWN GAINED NATIONWIDE ATTENTION IN 2011-12, WHEN FA PREMIER LEAGUE GIANTS MANCHESTER UNITED VISITED THE EBB STADIUM FOR A LEAGUE CUP FOURTH ROUND TIE; 7044 FANS SAW THE RED DEVILS WIN 3-0 IN FRONT OF THE SKY SPORTS CAMERAS.



*Celebrating 100 years of football in Aldershot*

HOWEVER, ON MAY 2<sup>ND</sup> 2013, JUST FIVE DAYS AFTER THEIR RELEGATION FROM LEAGUE 2, ALDERSHOT TOWN OFFICIALLY ENTERED ADMINISTRATION WITH REPORTED DEBTS OF £1.4 MILLION. FOLLOWING A PERIOD OF UNCERTAINTY OVER THE CLUB'S SURVIVAL, WHICH LED TO THE DEPARTURE OF THE MAJORITY OF THE PLAYING STAFF AND NUMEROUS REDUNDANCIES BEHIND-THE-SCENES, THE CLUB EXITED ADMINISTRATION UNDER THE AUSPICES OF A CVA ON JULY 30<sup>TH</sup>. DESPITE BEGINNING THE 2014-2015 SEASON WITH A 10-POINT DEDUCTION, THE CLUB RETAINED CONFERENCE PREMIER STATUS.

THE RETURN OF GARY WADDOCK FOR THE 2016-2017 SEASON SAW THE SHOTS FORTUNES TURN AROUND. THE SHOTS LOST JUST TWO GAMES IN THE SECOND-HALF OF THE SEASON TO SECURE FIFTH PLACE IN THE TABLE AND A PLAY-OFF SEMI-FINAL AGAINST TRANMERE ROVERS, EVENTUALLY LOSING 5-3 ON AGGREGATE. A SIMILAR STORY OCCURRED THE FOLLOWING SEASON, WHEREBY AFTER ANOTHER 5<sup>TH</sup> PLACED FINISH, THE SHOTS SUFFERED MORE PLAY-OFF HEARTACHE LOSING TO EBBSFLEET UNITED ON PENALTIES.

AFTER YEARS STAVING OFF RELEGATION FROM THE RENAMED NATIONAL LEAGUE, THE APPOINTMENT OF TOMMY WIDDRINGTON AS MANAGER SAW A REVIVAL IN FORM, WITH THE SHOTS MISSING OUT ON THE 2023-2024 PLAY-OFFS ON THE FINAL DAY OF THE SEASON. WIDDRINGTON'S TENURE, SPEARHEADED BY THE DEADLY AND DANGEROUS FRONT TRIO OF LORENT TOLAJ, JOSH STOKES AND JACK BARHAM, ALSO SAW A MEMORABLE RUN IN THE FA CUP WITH A THIRD ROUND TIE AGAINST WEST BROMWICH ALBION. THIS AFTER HAVING OVERCOME STOCKPORT COUNTY IN ROUND TWO AND MOST NOTICEABLY SWINDON TOWN WITH A 7-2 VICTORY AT THE COUNTY GROUND.

THEN, FINALLY, IN 2024-25 SEASON, ALDERSHOT REACHED THE FINAL OF THE FA TROPHY FOR THE FIRST TIME IN THEIR HISTORY, AFTER DEFEATING LOCAL RIVALS WOKING 2-1 IN THE SEMI-FINALS. EN ROUTE TO THE FINAL, ALDERSHOT ALSO BEAT SITTINGBOURNE, BOREHAM WOOD, WEALDSTONE, AS WELL AS AN 8-0 AWAY WIN AGAINST CHERTSEY TOWN. IN THE FINAL, ALDERSHOT DEFEATED SPENNYMOOR TOWN 3-0 IN THEIR FIRST VISIT TO WEMBLEY STADIUM, WHICH SAW NEARLY 20,000 HOME FANS IN ATTENDANCE.

# HISTORY



*Celebrating 100 years of football in Aldershot*



Under 18 Hampshire County Cup  
Winners 2024



Celebrating 100 years of football in Aldershot

# ABOUT

WITH AN INCREASINGLY SUCCESSFUL DEVELOPMENT PATHWAY, ALDERSHOT TOWN ACADEMY ASPIRES TO PROVIDE A WIDE RANGING AND POSITIVE FOOTBALL EXPERIENCE FOR EVERY PLAYER WHO JOINS US.

WITH TEAMS RUNNING FROM UNDER 8S TO THE B TEAM AND A GROWING GIRLS PATHWAY THAT OPERATES WITH TEAMS FROM UNDER 13S TO OUR SUCCESSFUL SENIOR WOMEN'S TEAM, OUR AIM IS TO DEVELOP PLAYERS SO WELL THAT THEY HAVE THE OPPORTUNITY TO PLAY BEYOND ALDERSHOT TOWN BUT TREAT THEM SO WELL THEY CHOOSE TO REMAIN WITH THE CLUB.

THE ACADEMY PHILOSOPHY IS BUILT AROUND PLAYING AN ATTRACTIVE BRAND OF FOOTBALL ACROSS ALL AGE GROUPS THAT IS BASED AROUND BEING WITH THE BALL FOR AS LONG AS POSSIBLE AND BEING WITHOUT THE BALL FOR AS LITTLE AS POSSIBLE. WE ENCOURAGE OUR TEAMS TO BE PROACTIVE, WHILST BUILDING THE FOUNDATIONS AROUND THE HIGHEST STANDARDS OF INTEGRITY, HONESTY AND HARD WORK. WE CALL THIS ENERGISING THE EAST BANK.

OUR PLAYERS ARE AT THE CENTRE OF EVERYTHING WE DO. OUR COMMITTED AND PROFESSIONAL STAFF WORK HARD TO ENSURE THAT OUR PLAYERS ENJOY FUTURE SUCCESS AND GROWTH AND FULFIL THEIR POTENTIAL IN A STRATEGIC AND METHODOICAL MANNER. EVERYONE WILL HAVE THE OPPORTUNITY TO DEVELOP A RANGE OF SKILLS THAT ARE REQUIRED TO MEET THE DEMANDS OF HIGH-LEVEL FOOTBALL AND RECEIVE EDUCATIONAL AND SOCIAL SUPPORT TO GIVE THEM SECURITY FOR A LIFE OUTSIDE OF FOOTBALL.

AT ALDERSHOT TOWN FOOTBALL CLUB, WE BELIEVE THERE IS NOTHING BETTER THAN CHEERING ON "ONE OF OUR OWN" AS THEY STEP OUT ONTO THE EBB STADIUM PITCH, AND THEM BECOMING A ROLE MODEL FOR OUR FUTURE SHOTS GENERATION.

**GABE WALL**

*G. Wall*



*Celebrating 100 years of football in Aldershot*

# OUR ETHOS

LEWIS  
HILLARY

Hillary

AT ALDERSHOT TOWN FOOTBALL CLUB'S ACADEMY WE BELIEVE IN DEVELOPING ALL OUR PLAYERS AND STAFF AS INDIVIDUALS WHO FEEL VALUED AND ABLE TO CONTRIBUTE TO THE ENVIRONMENT AND CULTURE AT ALDERSHOT TOWN.

WE WANT TO GIVE EVERYONE THE OPPORTUNITY TO LEARN AND GROW, SO THAT THEY CAN TAKE THEIR FIRST STEPS IN THEIR OWN PERSONAL JOURNEY BOTH INSIDE AND OUTSIDE OF FOOTBALL. WE WILL PROVIDE ALL THE SUPPORT WE CAN TO HELP WITH THIS PROCESS.

WE AIM TO BUILD GROUPS OF PLAYERS THAT WORK HARD AND FIT IN WITH THE CLUB VALUES OF INTEGRITY, HONESTY AND HARD WORK. THESE TRAITS COUPLED WITH OUR COACHING AND PLAYING STYLES UNDERPIN OUR COMMUNITY AT ALDERSHOT TOWN WHERE WE AIM FOR EVERYONE INVOLVED TO VALUE THE EXPERIENCES PROVIDED BY BEING ASSOCIATED WITH ALDERSHOT TOWN FOOTBALL CLUB.

## WE AIM TO

1. WORK TO AN INNOVATIVE, PLAYER CENTRED, HOLISTIC AND AGE SPECIFIC APPROACH TO COACHING AND PLAYER DEVELOPMENT
2. DEVELOP THE BEST POSSIBLE COACHING, PLACING THEM WITH THE BEST POSSIBLE LOCAL TALENT
3. CREATE A CHALLENGING ENVIRONMENT WHERE PLAYERS HAVE THE TIME AND SPACE TO DEVELOP. RESULT ARE A SECONDARY FOCUS, NOT THE PRIMARY DRIVER
4. DEVELOP ROUNDED INDIVIDUALS WHO ARE INDEPENDENT DECISION MAKERS ON AND OFF THE FIELD
5. FOSTER A STYLE OF PLAY THAT IS RECOGNISABLE AND THAT IS ENJOYABLE TO PLAY AND EXCITING TO WATCH
6. SUPPORT THE PLAYER DEVELOPMENT NEEDS THROUGH AN INTEGRATED PLAYER SUPPORT PROGRAMME



Celebrating 100 years of football in Aldershot

# IN NUMBERS

367

COMPETITIVE LEAGUE/CUP GAMES PLAYED  
ACROSS THE ENTIRE ACADEMY IN THE  
2025/2026 SEASON

23

FIRST TEAM DEBUTS FROM THE ACADEMY  
SINCE 2020

87

PERCENTAGE OF FIRST TEAM MATCH DAY  
SQUADS WITH AN ACADEMY GRADUATE  
INCLUDED IN THE 2025/2026 SEASON

**LOUIS KNIGHT**

\* 9 CLEAN SHEETS, 5 PENALTY SAVES  
AND 10 ASSISTS IN THE 2025-2026  
SEASON

4

FIRST TEAM DEBUTS FROM THE  
ACADEMY IN THE 2025/2026  
SEASON

2787

MINUTES PLAYED BY CURRENT OR  
FORMER ACADEMY PLAYERS IN THE  
FIRST TEAM IN THE 2025/2026 SEASON

8

APPEARANCES MADE BY B TEAM  
PLAYER TOBY NELSON IN THE  
FIRST TEAM IN 2025/2026

9

PLAYERS FROM THE B TEAM WHO HAVE TRAINED WITH THE FIRST  
TEAM IN THE 2025/2026 SEASON ON 3 OR MORE OCCASIONS

17

NUMBER OF AGE GROUP TEAMS IN THE ACADEMY FOR  
THE 2026/2027 SEASON



Celebrating 100 years of football in Aldershot

# PATHWAY

ACADEMY



B TEAM

UNDER 16S

UNDER 17S

UNDER 18S

UNDER 15S

UNDER 14S

UNDER 13S

UNDER 12S

UNDER 8S

UNDER 9S

UNDER 10S

UNDER 11S

MADDOX  
MCMILLAN



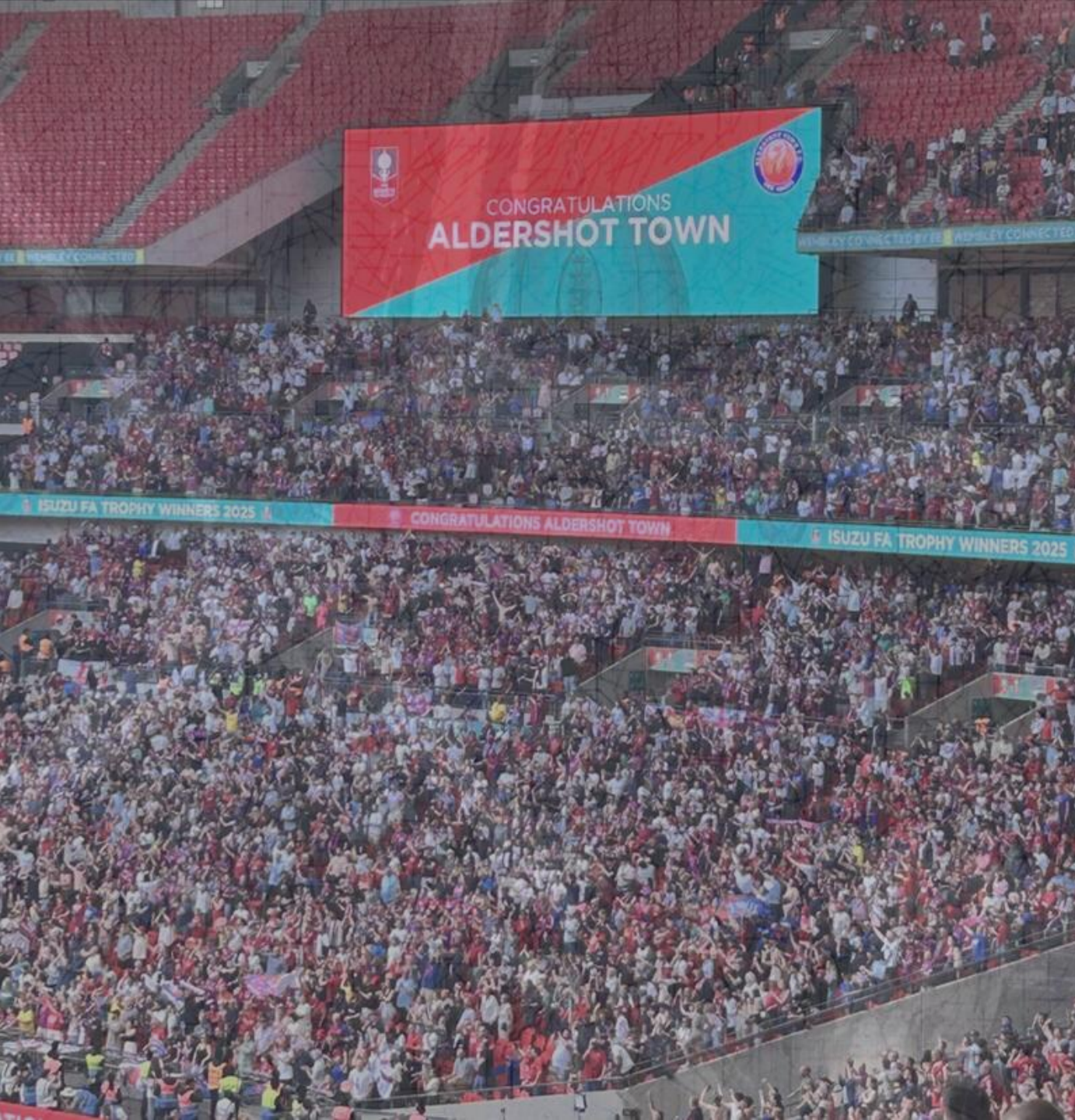
Celebrating 100 years of football in Aldershot

# SPONSORSHIP

*Under 16s Allied Counties  
West Division Winners. 2023*



*Celebrating 100 years of football in Aldershot*



THE 2026-2027 SEASON IS A SIGNIFICANT MILESTONE FOR FOOTBALL IN ALDERSHOT. IT MARKS THE CENTENARY YEAR OF ALDERSHOT FC AND ALDERSHOT TOWN FOOTBALL CLUB.

FOR THIS SPECIAL YEAR, WE INVITE BUSINESSES AND PARTNERS TO PLAY A KEY ROLE IN THIS HISTORIC MILESTONE. OUR CENTENARY SEASON IS NOT ONLY A CELEBRATION OF OUR PAST, BUT AN OPPORTUNITY TO INVEST IN THE FUTURE OF OUR FOOTBALL ACADEMY AND THE NEXT GENERATION OF TALENT.

## WHY SPONSOR OUR ACADEMY?

SPONSORING OUR ACADEMY DURING THIS LANDMARK YEAR OFFERS MORE THAN JUST BRAND VISIBILITY. IT'S A CHANCE TO ALIGN YOUR BUSINESS WITH AN ICONIC COMMUNITY INSTITUTION AND A POWERFUL LOCAL STORY. OUR ACADEMY ENGAGES WITH PLAYERS, FAMILIES, SUPPORTERS, AND THE WIDER COMMUNITY ON A DAILY BASIS, PROVIDING SPONSORS WITH CONSISTENT AND MEANINGFUL EXPOSURE.

KEY BENEFITS INCLUDE:

- **ENHANCED BRAND VISIBILITY:** REACH A WIDE AND ENGAGED AUDIENCE THROUGH DIGITAL PLATFORMS, MATCHDAYS, AND CLUB COMMUNICATIONS.
- **COMMUNITY CONNECTION:** DEMONSTRATE YOUR COMMITMENT TO GRASSROOTS SPORT AND YOUTH DEVELOPMENT.
- **POSITIVE BRAND ASSOCIATION:** ALIGN YOUR BUSINESS WITH THE ACADEMY VALUES OF TEAMWORK, HARD WORK, AMBITION, AND INTEGRITY.
- **NETWORKING OPPORTUNITIES:** BUILD RELATIONSHIPS WITH OTHER LOCAL BUSINESSES, PARTNERS, AND SUPPORTERS.
- **LONG-TERM IMPACT:** DIRECTLY CONTRIBUTE TO THE GROWTH AND DEVELOPMENT OF YOUNG PLAYERS WITHIN A STRUCTURED, SUPPORTIVE ENVIRONMENT.



*Celebrating 100 years of football in Aldershot*

# HOME MATCH KIT

UNDER 8S TO UNDER 14S

## TEAM AGE GROUP SPONSORSHIP OPPORTUNITIES

SUPPORT THE NEXT GENERATION OF ACADEMY PLAYERS BY GIVING YOUR BUSINESS PROMINENT EXPOSURE THROUGHOUT THE 2026/2027 SEASON. OUR AGE GROUP TEAM SPONSORSHIP OFFERS BUSINESSES THE OPPORTUNITY TO HAVE THEIR COMPANY LOGO DISPLAYED ON THE FRONT OF THE MATCH SHIRTS FOR THEIR CHOSEN AGE GROUP.

THIS HIGH-PROFILE BRANDING WILL BE WORN THROUGHOUT THE SEASON AT LEAGUE FIXTURES, CUP COMPETITIONS, TOURS AND TOURNAMENTS. ALL FUNDS RAISED THROUGH THIS SPONSORSHIP WILL BE REINVESTED DIRECTLY INTO OUR YOUTH PROGRAMME, HELPING US TO PROVIDE QUALITY COACHING, EQUIPMENT, EDUCATION AND DEVELOPMENT OPPORTUNITIES FOR ALL OUR YOUNG PLAYERS ACROSS THE CLUB.

## SPONSORSHIP OPTIONS

THE FOLLOWING ARE THE OPTIONS WE ARE OFFERING FOR SPONSORSHIP OF OUR AGE GROUP TEAMS:

- **SINGLE AGE GROUP SPONSOR** - £750 PER TEAM, WITH YOUR COMPANY LOGO FEATURED ON THE FRONT OF THE NEW HOME SHIRT FOR THE 2026/2027 SEASON FOR YOUR CHOSEN AGE GROUP.
- **ACADEMY-WIDE AGE GROUP SPONSORSHIP (7 AGE GROUP TEAMS)** – FOR A BUSINESS WANTING TO SPONSOR THE ENTIRE AGE GROUP RANGE, WE OFFER A ONE-OFF SPONSORSHIP AT £5,000 TO PROVIDE CONSISTENT BRAND VISIBILITY THROUGHOUT OUR YOUTH SECTION. THIS EQUATES TO A REDUCED FEE OF £625 PER TEAM, AND DEMONSTRATES YOUR SIGNIFICANT COMMITMENT TO YOUTH DEVELOPMENT
- **MATCH SHIRT SPONSOR + TRAINING KIT** – FOR AN EXTRA £250, ALONGSIDE THE MATCH KIT SPONSOR, YOUR COMPANY LOGO WILL ALSO BE PLACED ON YOUR CHOSEN AGE GROUPS TRAINING KIT AS WELL.



*Celebrating 100 years of football in Aldershot*

# MATCH KIT

UNDER 15s TO B TEAM



*Maddox McMillan, James Martin and  
Toby Nelson vs. Southampton,  
National League Cup, 2025*

## MATCH KIT SPONSORSHIP OPPORTUNITIES

FOR OUR OLDER AGE GROUPS WE ARE OFFERING THE OPPORTUNITY FOR MORE PROMINENT, REGULAR AND VISIBLE SPONSORSHIP ACROSS THE 2026/2027 SEASON. WITH TEAMS PLAYING ACROSS FIVE DIFFERENT LEAGUE COMPETITIONS, AS WELL AS SEVEN CUP COMPETITIONS, INCLUSIVE OF THE HAMPSHIRE COUNTY CUP AND THE PRESTIGIOUS FA YOUTH CUP, YOUR SPONSORSHIP WILL HELP OUR YOUNG AND TALENTED PLAYERS TOWARDS THEIR PATH TO A POTENTIAL CAREER IN PROFESSIONAL FOOTBALL.

## SPONSORSHIP OPTIONS

THE FOLLOWING ARE THE OPTIONS WE ARE OFFERING FOR SPONSORSHIP OF OUR OLDER AGE GROUP TEAMS:

- **FULL-TIME PROGRAMME SPONSORSHIP** - YOUR COMPANY LOGO FEATURED ON EITHER OF THE HOME, AWAY OR THIRD PLAYING KITS FOR THE COMING SEASON FOR EITHER (A) OUR UNDER 17s, UNDER 18s AND B TEAM (I.E., COVERING 3 TEAMS), OR (B) OUR UNDER 15s AND UNDER 16s AGE GROUPS (I.E., COVERING 2 TEAMS).
  - FRONT OF SHIRT AT £2,000 PER PLAYING KIT (INCLUSIVE OF MATCH KIT PURCHASE). OR, £1,500 PER PLAYING KIT IF SPONSORING ALL THREE PLAYING FRONT OF SHIRTS.
  - BACK OF SHIRT AT £1,500 PER PLAYING KIT. OR, £1,000 PER PLAYING KIT IF SPONSORING ALL THREE PLAYING BACK OF SHIRTS.
  - MATCH SHIRT SLEEVE AT £1,000 PER PLAYING KIT. OR, £750 PER PLAYING KIT IF SPONSORING ALL THREE MATCH KIT SHIRT SLEEVES.
  - MATCH SHORTS AT £750 PER PLAYING KIT. OR, £625 PER PLAYING KIT IF SPONSORING ALL THREE MATCH KIT SHORTS.
- **MATCH SHIRT SPONSOR + TRAINING KIT** - FOR AN EXTRA £350 (UNDER 15 AND UNDER 16 OPTION), OR £450 (UNDER 17, UNDER 18 AND B TEAM OPTION), ALONGSIDE ONE OF THE SPONSORSHIP OPPORTUNITIES ABOVE, YOUR COMPANY LOGO WILL ALSO BE PLACED ON YOUR CHOSEN AGE RANGE TRAINING KIT AS WELL.



*Celebrating 100 years of football in Aldershot*

# TRAINING KIT

## TEAM AGE GROUP SPONSORSHIP OPPORTUNITIES

WE WANT OUR PLAYERS TO TRAIN WITH PRIDE AND PURPOSE. WITH NEW TRAINING KIT FOR THE 2026/2027 SEASON, WHAT BETTER WAY FOR YOUR COMPANY TO GET TO THE HEART OF THE ACTION EVERY SINGLE TRAINING SESSION, FOR EVERY WEEK OF EVERY MONTH OF THE SEASON THAN SPONSORSHIP OUR TRAINING KIT.

WITH ALL FUNDS RAISED THROUGH THIS SPONSORSHIP REINVESTED DIRECTLY INTO OUR YOUTH PROGRAMME, YOUR SPONSORSHIP WILL ENSURE THAT OUR PLAYERS STEP ONTO THE PITCH LOOKING AND FEELING LIKE THE TEAM THEY ARE. IN RETURN, YOUR BUSINESS GAINS VISIBLE, REPEATED EXPOSURE TO PLAYERS, PARENTS, COACHES, AND SUPPORTERS WHO ARE PROUD TO BACK THOSE WHO BACK THEM.

## SPONSORSHIP OPTIONS

THE FOLLOWING ARE THE OPTIONS WE ARE OFFERING FOR SPONSORSHIP OF OUR AGE GROUP TEAMS:

- **SINGLE AGE GROUP SPONSOR** - £550 PER TEAM (UNDER 8s TO UNDER 14s), £750 PER TEAM (UNDER 15s TO B TEAM) WITH YOUR COMPANY LOGO FEATURED ON THE FRONT OF THE NEW TRAINING KIT FOR THE 2026/2027 SEASON FOR YOUR CHOSEN AGE GROUP.
- **ACADEMY-WIDE AGE GROUP SPONSORSHIP** – FOR A BUSINESS WANTING TO SPONSOR THE ENTIRE AGE GROUP RANGE, WE OFFER A ONE-OFF SPONSORSHIP AT £2,500 FOR THE UNDER 8s TO UNDER 14s (£312.50 PER TEAM), £1,000 FOR THE UNDER 15s AND UNDER 16s (£500 PER TEAM), AND £1,500 FOR THE UNDER 17s TO B TEAM (£500 PER TEAM) TO PROVIDE CONSISTENT BRAND VISIBILITY THROUGHOUT OUR YOUTH SECTIONS.
- **MATCH SHIRT SPONSOR + TRAINING KIT** – ADDITIONAL PACKAGES ARE AVAILABLE TO SPONSOR OUR MATCH KIT AND TO RECEIVE DISCOUNTED TRAINING KIT SPONSORSHIP OPPORTUNITIES ACROSS OUR AGE RANGES.

*Kircher*  
**KOBY KIRCHER**



*Celebrating 100 years of football in Aldershot*

# PLAYER SPONSORSHIP

FULL-TIME FOOTBALL PROGRAMME (UNDER 17s TO B TEAM)

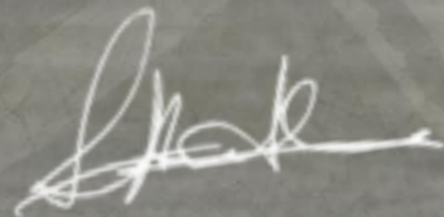
## SUPPORT A PLAYER. SHAPE THEIR JOURNEY

INDIVIDUAL PLAYER SPONSORSHIP OFFERS INDIVIDUALS, OR BUSINESSES, THE OPPORTUNITY TO DIRECTLY SUPPORT ONE OF OUR PLAYERS THROUGHOUT THE 2026/2027 SEASON AND BECOME PART OF THEIR DEVELOPMENT JOURNEY.

WHETHER YOU ARE FAMILY MEMBER, SUPPORTER OR LOCAL BUSINESS, SPONSORING AN INDIVIDUAL PLAYER HELPS PROVIDE THE RESOURCES, OPPORTUNITIES AND EXPERIENCES THAT CONTRIBUTE TO THEIR GROWTH ON AND OFF THE PITCH. PLAYER SPONSORS RECEIVE RECOGNITION ALONGSIDE THEIR CHOSEN PLAYER, WITH OPPORTUNITIES FOR SOCIAL MEDIA FEATURES AND SIGNED MEMORABILIA. THIS IS AN IDEAL OPTION FOR BUSINESSES OR INDIVIDUALS LOOKING FOR A MORE PERSONAL AND ENGAGING SPONSORSHIP EXPERIENCE

### PLAYER SPONSORSHIP PACKAGES

BASIC - £100	STANDARD PACKAGE - £300	PREMIUM PACKAGE - £500
<ul style="list-style-type: none"><li>YOUR COMPANY'S LOGO ON OUR WEBSITE ASSOCIATED WITH YOUR SPONSORED PLAYER</li><li>SIGNED SQUAD OR YOUR SPONSORED PLAYER PHOTO</li></ul>	<ul style="list-style-type: none"><li>YOUR COMPANY'S LOGO ON OUR WEBSITE ASSOCIATED WITH YOUR SPONSORED PLAYER</li><li>SOCIAL MEDIA MENTIONS ON OUR ACADEMY SOCIAL MEDIA</li><li>PROGRAMME INCLUSION IN OUR FIRST TEAM MATCH DAY PROGRAMME</li><li>SIGNED SQUAD OR YOUR SPONSORED PLAYER PHOTO</li></ul>	<ul style="list-style-type: none"><li>ALL STANDARD PACKAGE BENEFITS PLUS...</li><li>TWO MEN'S FIRST TEAM TICKETS TO SELECTED MATCHES</li><li>YOUR CHOSEN PLAYERS' SIGNED MATCH SHIRT AT THE END OF THE SEASON PRESENTATION</li><li>SPONSOR WALL LISTING AT THE EBB STADIUM</li><li>SPONSOR SPOTLIGHT FEATURE</li></ul>



**ELLIOT KITCHEN**



Celebrating 100 years of football in Aldershot



# ALDERSHOT TOWN

*Celebrating 100 years of football in Aldershot*

