

Leicester City Ladies Football Club



JUNIOR SPONSORSHIP PACKAGE

Honorary President Alan Birchnall MBE



SPORTING EXCELLENCE SINCE 1966

Dear Sir/Madam,

Thank you for taking the time to look at the details enclosed.

Women's football is still the fastest growing sport in Europe and with ever more TV coverage supporting the sport, we at Leicester City Ladies Football Club continue to attract media coverage from press and radio; especially locally.

As a grassroots club we have to be solely reliant on our own abilities to raise funds through a range of events, player membership/subscription and particularly sponsorship packages.

The support of our sponsors is critical to the survival of our inclusive club; allowing us to maintain our Community Charter Standard, ensuring the best possible provision for our senior squads through to our youngest group: the under 8's. and minis,

Within this package we have put together options for sponsorship packages, but we would welcome the opportunity to tailor a package to suit your own requirements; to benefit us at any level from the whole of the club to just a single member.

Should you wish to discuss any of the content within this document please do not hesitate to either contact myself or Sue our club secretary. It will be a pleasure to speak to you.

Yours in Sport

S.R. Crayfourd

CEO Leicester City Ladies Football Club

LCLFC CONTACT DETAILS		Phone/Text	E-mail:
General Secretary	Sue Foulkes	07714 088838	secretary@lclfc.co.uk
CEO:	Steve Crayfourd	07860 816173	chairman@lclfc.co.uk

LEICESTER CITY LADIES FOOTBALL CLUB
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Mission Statement:

The object of Leicester City Ladies shall be to install in our members a love of the game of football which will form the foundation for the promotion of women's football in the community.

Leicester City Ladies intend to provide the facilities for our players to learn the game, progress & develop transferable skills they can carry throughout life.

Leicester City Ladies hope to develop a national league team which will eventually become the top team nationally.

Leicester City Ladies acknowledge that the United Kingdom is a society diverse in race, creed, culture and interest; and that no person or group should suffer discrimination on the basis of race, gender, age, class or sexual orientation.

Leicester City Ladies therefore declares its intention to work towards the furtherance of equal opportunities for the whole community.

Club Committee 2019/2020

CEO:	Steve Crayford	Chairperson:	Bill Almen
Vice Chairperson:	Nathan Curtis	General Secretary:	Sue Foulkes
Treasurer:	Chloe Dexter	Head of Senior Football:	Matt Cook
Junior Section Secretary:	Megan Footman	Inclusive/Disability Manager:	Helen Sugarman
Social Media/Publicity:	Maria Beale	Fundraising:	Ciara Audley
Club Co-ordinator:	Otis Msundire	CASC Secretary:	Mark Yates

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Football in the Community

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Leicester City Ladies FC run an active Community section. We host 2 FA wildcat Centres, one in Barwell and one at our own ground in the City. The Club also run Girls Only Football Camps during school holidays. We go to Brownie groups delivering coaching too. In the past we have run sessions in schools, colleges and universities. To enable this, we try to dip into any initiatives run by governing bodies etc but that regularly dries up causing us problems. Volunteers as always keep it going but it is a constant struggle that needs funding.

Teams for 2019/20

Ladies Seniors

- 1st Team
- Fosse/Development (16+ can play Seniors)

Ladies Juniors

- Under 17s
- Under 16s
- Under 15s
- Under 14s
- Under 13s
- Under 12s (2 teams, one catering for under 11s too)
- Under 10s
- Wildcats (age 5-11). Potentially an under 9 League team
- Teen Zone (age 12-18)

Inclusive Football for All

- Male Adult teams
- Boys & Girls Junior teams
- Girls & Ladies teams

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CHARTER STANDARD
COMMUNITY CLUB



SPORTING EXCELLENCE SINCE 1966

TEAM KIT SPONSOR

JUNIORS TEAMS & INCLUSIVE SECTION

9 v 9 & 11 v 11 teams **£650** PER SEASON

Up to 7 v 7 teams **£550** PER SEASON

SPONSOR RECEIVES

- Company logo on team kit
- Web site advert & QR Code for the season
- Framed squad picture signed
- Invitation for two to end of season presentation/ sponsors meal
- Replica shirt with logo signed

PITCH ADVERTISING BOARD

(Can be added to any package)

If required:

1 YEAR	£200 PER BOARD
2 YEAR	£300 PER BOARD
3 YEAR	£350 PER BOARD

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CLUB TRAINING/TEAMWEAR SPONSOR

PLAYERS

Training shirt, Shorts, Socks, Tracksuit & Rain jacket

> Per Player **£120** with sponsor logo on tops

Youth 9 v 9, 11 v 11 **£2000**

Junior Small-sided/Inclusive **£1500**

COACHES

Polo Shirt. Shorts, Trousers. Sweatshirt, Rain jacket

- Per coach **£120**
 - Club coaching team (40 coaches) **£4,500**

TEAM TRAINING KIT SPONSOR RECEIVES

- Replica training shirt with logo
- Logo on all tops per team
- Web site advert
- Invitation for two at end of season presentation night/sponsors meal.
- Gift from LCLFC merchandise range

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PLAYER SPONSORSHIP

JUNIOR/YOUTH PER SEASON

- Up to 7 v 7 - £245
- 9 v 9 - £260
- 11 v 11 - £275

SPONSOR RECEIVES

- Signed Player photo
- Letter of appreciation from Player
- Free entry to Club events
- Accreditation on club website, publications
- Accreditation on any match day programmes

TRANSPORT SPONSOR

INITIAL SET UP & FIRST YEAR - £10,000

TO PURCHASE A MINI-BUS, ALL NECESSARY COSTS TO PUT ON THE ROAD AND FUEL FOR THE SEASON.

OR

LOAN OF MINIBUS, ALL NECESSARY COSTS FOR THE SEASON - £5000

All Packages are open to negotiation with interested parties.

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SPORTING EXCELLENCE SINCE 1966

50 years of excellence, can Leicester City Ladies FC now live the dream?

Leicester City Ladies F.C. is steeped in tradition and history; taking great pride to reach its 53 year anniversary; the oldest club in the country.

Leicester City Ladies F.C. was formed in 1966 as Leicester City F.C. Supporters Ladies. At the time the FA had banned women from playing football so it was set to be a difficult start. The first game was in May although training started in March on the carpark outside the Leicester ground.. Peter Rodrigues the flying Leicester City Welsh full-back sorted the shirts out for the team to play in for their first match. Times were hard and players bought their own socks and shorts.

The team played matches when they could but then affiliated with 43 other clubs into the then separate W.F.A. when it formed in 1969; the senior team joined the Midlands League. As the club grew it ran two teams, each playing in different divisions of the League.

Searching for a fresh challenge for the first team as the sport grew, the club was streamlined to one league team again and joined the Nottinghamshire Ladies League where they progressed through the 3rd and 2nd divisions before establishing themselves in the 1st division.

Around that time, Ladies football was reorganized to be compatible with the sports council regions of that time. Consequently, the Nottinghamshire league became the East Midlands Ladies League.

The FA took over from the WFA from the late 1980's. Until promotion to the Midland Combination League in recent years, the highest Club placing was in 1992 when the Club finished second in the premier division. Unfortunately at that time match facilities were not of the required standard to accept the offer of application to the newly-formed National League; a decision the Club came to regret as they struggled afterwards to achieve top spot and promotion, often a creditable 2nd.



Working closely with Leicester City Council, LCLFC supported many new initiatives to develop the game and St Margaret's Pastures Sports Centre became the Club training ground. The inclusive section still trains there. A Reserves team was formed again to cater for the increased interest in our sport locally, and in 1992, the Club started a junior section to cater for all ages up to 16. This development was at that time a priority in the female game. The junior sections grew to attract around eighty youngsters in a couple of years. 1993 saw the formation of a third senior league team to satisfy the need for competitive matches for seniors.

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In 1992, Leicester City Ladies renewed a closer association with Leicester City Football Club. LCLFC became part of their Community department and worked together to develop girls and ladies football in the City and County. Alan Bennett was the LCFC secretary originally. Later, the Club worked alongside Nev Hamilton, and with Barrie Pierpoint's community team in the Martin O'Neill era. One highlight of these times was playing against our female counterparts as the pre-match entertainment in the play-off final v Crystal Palace at Wembley in 1996.

At this time, Leicester City Ladies' junior and youth teams catered for every age group. They were all successful playing in the regional Central Warwickshire Youth League; as the local league was still developing. Supporting the local FA, the club made a conscious decision to move them back to the County to support the now prospering Leicestershire junior league.



The formation of the Leicester City female Centre of Excellence swallowed up many LCLFC players which was extremely difficult, and not necessary as Centre players were at that time allowed to stay in their clubs too Leicester City Ladies had to rebuild its Junior/Youth section but did continue to field very competitive teams. The Leicester City Centre of Excellence linked with their Community Department of that time, planned the formation of a new elite Leicester women's team. Their plans would have led to the breaking up of Leicester City Ladies, with only their better players being retained and the loyal, grass root, community membership being discarded. After much discussion Leicester City Ladies decided to stay loyal to its membership and continue along the development pathway serving the local community. This meant working less closely with LCFC Club which was very sad after all the great work of the past. LCLFC no longer used the LCFC branding which was a disappointing as their work continued and still does to this day. Since then they have operated under their own logo, looking in a different direction but maintaining the relationship; of which they held copyright. However Leicester City Ladies continued their good work, consistently a top four team in the Midland Combination League and the first ever RESPECT team winners of the league; in a year they also finished in 2nd place.



The Club welcomed their first mainstream boys' team named LCLFC Blaby Blues into the Club at under 14 level in the Leicestershire Junior Sunday League. It only lasted one season but was a good experience. Leicester City Ladies had already linked with Woodgate 80 to form a mixed inclusive section which grew from strength to strength. Mary Rudkin developed and ran this group, since her passing, a role taken on by her family. This section is now run solely by The Club as LCLFC Woodgate FC. It is one of the largest inclusive sections in the country. All the hard work and initiatives meant LCLFC achieved Community Charter Standard.

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In 1999, Leicester City Ladies became part of the City of Leicester Town Twinning Association. The Club are now one of the longest serving members; continuing the exchange with AS Musau of Strasbourg, France to today. In recognition both the club's received recognition being awarded the Colin Grundy Mayor's Trophy for service to the organization. LCLFC will return to Strasbourg August 2019 for the 20th anniversary of the exchange.

Leicester City Ladies FC are now in partnership with Aylestone Park FC and play at one of the best facilities in the County; named Linwood Playing Fields, on Saffron Lane, Leicester. They have a senior section of 2 league teams, the inclusive section and a strong junior/youth section which is growing steadily to accommodate interest in the community.

As at so many times in their history, the Club have been working alongside Leicester City Football Club to create a pathway from schools through LCFC community work into club football for female players. The club also work closely with the County FA, School's Partnership and Leicestershire & Rutland Sport to promote and develop female football.



Resistant to the many issues the Club have faced in the last 15 years, our volunteers have worked very hard to overcome those difficulties, rebuilding, so we again can run junior and youth teams catering for every age group. We have developed our structure to become one of the largest clubs in the country again. We run two senior teams; Fosse in the Leicestershire Women's Senior League and the 1st team now in the East Midlands Regional League Premier Division. Our Inclusive section, Woodgate 80, is one of the largest inclusive sections in the Midlands and grows from strength to strength.

In 2016 we celebrated our 50th anniversary, welcoming back many faces from the past in a reception at the KP stadium, playing a veteran's match

Our Home Ground

Linwood Playing Fields, Saffron Lane, Leicester. LE2 6TG

We are in partnership with Aylestone Park FC and share some of the best facilities in the County. There are 2 post & rail floodlit pitches, a top quality 3G pitch for training and matches and many grass pitches of all sizes. We also have access to the pitches on Tudor Grange Samworth Academy next door and their sports hall which is being upgraded to a Futsal centre.

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SPORTING EXCELLENCE SINCE 1966

Leicester City Ladies FC: A Club to be proud of!

Alan Birchenall MBE - Club President

I have been President of Leicester City Ladies FC for as long as I can remember! During this time I have watched the ladies team grow, as all ladies football has over the years. I have to say what a remarkable job Sue Foulkes and her coaches and assistants have done in that time. I am honoured to be the President and look forward to many more successful years of Leicester City Ladies FC.

Birchy

Keith Murdoch - Chief Executive Leics & Rutland County FA

It is a real privilege to have the opportunity to recognise the achievement of Leicester City Ladies FC on their 50th anniversary. Since that first game in 1966 the club has provided a fine example for everyone not only in Leicestershire and Rutland but across the East Midlands and beyond. Well done and good luck for the next 50 years to all at the club.

Carol West Chairman FA Women's Premier League.

Through my own involvement with football I have had the pleasure of dealing with Leicester City Ladies FC, its staff and players for almost 20 years. Leicester City Ladies FC is synonymous with women and girls football and has passionately and professionally supported the development, tirelessly for half a century.

The club has continued to operate a true "football for all" ethos, supporting women and girls from all backgrounds and abilities equally and openly. The club is community centred playing an important part in ensuring that those that want to play football in a safe and enjoyable environment have the opportunity to do so.

Women's football has come a long way in the last 50 years and as it enters the next stage of its evolution it is good to know that Leicester City Ladies FC is very much at the forefront of the development of the women's grassroots game in the Midlands region. The Club has real ambition and with the drive, commitment and passion of those involved I'm sure the Club will continue to grow and grow.

Leicester City Ladies FC has progressed through the tireless work of volunteers, but special mention has to go to Sue Foulkes who has been integral to the Club and women's football in the Midlands for so many years (probably far more than she'd want me to say!) Sue is a real gem at the heart of a great Club so it's my pleasure and honour to congratulate her and all at Leicester City Ladies FC for such a fantastic achievement.

Here's to the next 50 years!

Peter Lee, Secretary City of Leicester European Twinning Association

Congratulations to Leicester City Ladies FC on their 50th anniversary. As a supporter of CLETA the link is one of the longest standing continuous links and has given great benefit to countless Leicester and Strasbourg ladies footballers in terms of international contacts.

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With thanks to our Sponsors

Acorn Commercial Interiors – U10 Team Sponsor

FE Audley – U12 Home Kit Sponsor

Leicester Audi – U12 Tracksuit Sponsor

Outside Cleaning Experts – U12 Training Kit Sponsor

New2You Garden Services - U13 Home Kit Sponsor

CSP Recruitment – U15 Team Sponsor

B and B Property Maintenance – U17 Team Sponsor

ASDA - Senior Home Kit Sponsor

Community Brands UK – Club Match-ball Sponsor

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