



Partnership Opportunities

Help make a difference in our community



Providing

over £9 million social value

to more than 36,000 people per year

Our Purpose

To involve, educate and inspire communities using the power of football and the Portsmouth Football Club brand; no matter their barriers.

22 of Portsmouth's neighbourhoods are among the 20% most income-deprived in England

Our Vision

Seen as a world leader impacting communities through the power of sport.

Local Context



Portsmouth's adults overweight / obese



Significantly lower than national average Key Stage 1 results across English and Maths



Higher than national average % of Free School Meals



Higher than national average % of disabled residents



80% of England live within 15 miles of an EFL club so we have a duty to ensure our club gives back to our community



Life expectancy is 6-7 years lower in the most deprived areas

Our Values

We are **Passionate**

We are **Stronger Together**

We are **Honest**

We are **Proud**



Our Impact



36,000

participants each yr

4,500

children engaged in curriculum activity



Distributed **3.6 tonnes of food bank donations** across Portsmouth



Over 160 hours of free exercise and nutrition classes for adults



Over **350** 6-19 year olds playing in an **extensive football development** programme



Over **1,000 places** during the Summer Holidays alone for children on **Free School Meals** to access our Holiday Activity and Food programmes



3,000

visit the John Jenkins Stadium every week



6,000

hours volunteered to **Pompey Pedals**



ACCREDITED
PART OF ENGLAND FOOTBALL



GIRLS' EMERGING TALENT CENTRE
PART OF ENGLAND FOOTBALL

4th in Europe in 2023



95%

of our participants report increased feelings of **happiness** in our **Bluesability Adult Disability** programme

93%

of our participants report reduced feelings of **loneliness** in our **Life'n'Chimes Older Person's** Support group

95%

of these parents and carers said they **wouldn't have access to hot meals** in holidays without this

90%

of participants reported increased confidence in new environments in our **Landsec Futures** employability programme



Social Presence



11.4k followers

Reach: 377k per year
Engagement: 17.2k per month



7.7k followers

Reach: 120k per year
Interactions: 3.6k per month



1.7k business followers

Impressions: 131k per year
Engagement Rate: 11.4% monthly



Over 8k participants
Over 200 businesses



TV and Radio Coverage

Appearances on Sky Sports, ITV
Meridian, BBC South Today and
Express FM

Scan here



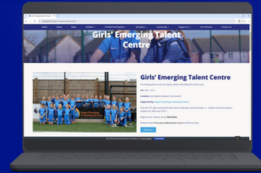
Become a Partner

Partner from
£50/mth

The simplest way to get involved is to donate £50 per month to become a **Pompey in the Community Corporate Partner**

What will you get?

- A pitchside advertising board at the John Jenkins Stadium reaching over 3,000 people a week
- Partner networking and events
- Branding displayed on our website
- Volunteering opportunities for your staff
- Support with your Corporate Social Responsibility
- Use of our Partners of Pompey in the Community logos
- Feedback on how your contribution has supported our Social Impact back into the community



**OFFICIAL
PARTNER**



Sponsorship

Staff Kit



Regular sessions across
**Portsmouth, Gosport, Havant,
Petersfield and Chichester**

Regular matches across the
**South with national and
international tournaments**

Exposure
to over



36,000
participants

Additional Benefits:

- Brand mention in any online posts with staff or recruitment
- 1 free mascot place per season
- 1 free usage of community pitch at the John Jenkins Stadium
- Brand activations at John Jenkins Stadium
- Social media competitions

Over
50
members
of staff

GoulPar
BRICKWORK LTD

£6k
+VAT
per
season

Sponsorship



Portsmouth FC Amputees

Founded in 2015 by captain Ray Westbrook, the team have won the EAFA Premier League, League Cup and FA Cup live on TNT Sports with many players representing the national team.

In 2023, our Amputees took part in the Champions League, becoming the 4th best team in Europe.

Benefits include:

- Players play with your brand on their kit live streamed on the online and some coverage on TNT Sports*
- Brand associated with English Amputees Football Association Premier League, League Cup and FA Cup
- League fixtures regularly played at the EAFA base in Crewe & nationwide



Front of Shirt

Other packages available

The Amputee football season runs in a calendar year rather than the typical football season.
*TV Rights subject to change



Sponsorship

Team Kits

Our football programme offers **elite development** and **grassroots** opportunities, benefitting players, businesses, and the wider community.

By sponsoring, you help generate **vital income for our charity**, enabling us to remain sustainable and provide other impactful opportunities within the community.

Your support also enhances **your brand visibility** in person and online, connecting your business with the Pompey in the Community brand.



Junior Development Teams

Playing and training kit for 350 players across girls teams aged U11-16 and boys teams aged U9-U16

Added benefit:

- brand on team app
- supporters every Saturday in season
- weekly social media mentions during the season
- exposure across the South of England and beyond in cup fixtures

These teams also travel on an international tour with 2024 including a trip to Holland

£5,000

Front
of
Shirt

£2,000

Back
of
Shirt



BTEC U17-19 Male and Female Teams

Playing / training kit for 60 full time students aged 16-18 who are aspiring footballers studying with us

Added benefit:

- play across the country each week
- mentioned alongside other EFL Clubs Community Organisations in fixture posts
- weekly social media mentions during the season and pre-season
- mentioned or visuals of logo on kit in recruitment ads (paid and organic)

£5,000

Front
of
Shirt

£2,000

Back
of
Shirt



Additional Benefits:

Mentioned online whenever the team is mentioned

Added to the team's page on our website as well as our Partner page

Your products, services and offers sent out to our database



FA Emerging Talent Centre for Girls

We've been selected to unearth the very best talent in England as part of the Lionesses' pathway hosting 80 players from U8-11 teams.

Added benefit: brand associated with FA branding

£2,500
Front
of
Shirt

£1,500
Back
of
Shirt



**GIRLS' EMERGING
TALENT CENTRE**
PART OF ENGLAND FOOTBALL



**Premier
League**



Adult PAN Disability Team

This team of 15-20 play monthly in the EFCCT Pan Disability League supporting various disabilities

Added benefit:

- mentions in monthly social media fixture posts

£1,500
Front
of
Shirt

£500
Back
of
Shirt



Walking Football

Aimed at Men over 50 and Women over 40 who are looking to start football, get back into it after an injury/illness or continue with football when running is less of an option. This fast paced game provides fitness and wellbeing as well as opportunities to socialise and connect.

Added benefit:

- social media mentions during the season
- exposure across the South of England and beyond when competing here and abroad
- targeted age group of over 40s

£5,000
Front
of
Shirt

£2,000
Back
of
Shirt



*** All prices for kit sponsorship are plus VAT and for a minimum of one season**



**Building a
brighter future for
the whole community**



Can your business help us to finish the build of the John Jenkins Stadium?

Helping us to provide over

£9.3 million social value

to more than **36,000** people per year



**Can you help us?
Scan the QR code or contact:**

- ✉ clare.martin@pompeyitc.org.uk
- ☎ 02392 728899
- 🌐 pompeyitc.co.uk/pompeybigbuild



MAKE AN IMPACT ON YOUR DOORSTEP

22 of Portsmouth's neighbourhoods are among the 20% most income-deprive in England

About Us

Pompey in the Community is the charitable arm of Portsmouth Football Club and we aim to ensure people living in those neighbourhoods have access to education, participation, health and wellbeing in an inclusive way.

The John Jenkins Stadium

"D Day Veteran and life-long Pompey fan was a massive friend of Pompey in the Community. He was a huge part of this city and the club so it was only right that we named the stadium after him."

Clare Martin, CEO PitC



Progress so far

The funding for the build was secured in 2019, and we partially opened the site in October 2023, allowing over 3,000 people of all ages to use the site each week across a variety of programmes plus football training and matches. However, rising material costs and unexpected expenses, out of our control, have significantly increased the final sum needed to complete the build.



Financial Contributions

One off contribution, recurring donations or matched giving



In-Kind Support

Donate materials, lend tools, offer expertise and time



Fundraising Initiatives

Host a fundraiser, round up donations or charity of the year



Sponsorship & Advertising

Become an official sponsor or legacy naming opportunities



Marketing & Promotion

Raise awareness and spread the word through your networks



Volunteer Support

Arrange staff volunteering days to assist with various tasks

Help us make the John Jenkins Stadium an inspiring place for people to belong, grow and achieve

[REGISTER NOW](#)



✉ clare.martin@pompeyitc.org.uk

✉ 02392 728899

🌐 pompeyitc.co.uk/pompeybigbuild

📍 John Jenkins Stadium, Moneyfield Avenue, PO3 6LA



Advertising

John Jenkins Stadium

Every week over **3,000** children, young people and adults visit the John Jenkins Stadium to play or watch football on our pitches as well as use our community hub, boxing gym and MUGA.

This will significantly increase when the cafe bar and classrooms are complete.

Opportunities include but not limited to:

- naming rights to the space
- your brand included in communications about the space
- your brand advertising displayed

Community Pitch | price upon application

Classrooms | price upon application

Pitch Side Advertising | £50 / mth or £600 / season

Entrance Flags | price upon application

Bespoke packages also available

Donations

Fund a community project

Your donation helps us stay sustainable, expand our reach, and continue providing essential services to the community.

Here are just some of our charity funded community projects:



Life'n'Chimes

Supporting older people in social isolation to meet people and have fun

Donations towards
£2,000/year



Bluesability

Supporting adults with disabilities to access physical and social activities

Donations towards
£5,000/year



Pompey Pedals

Inclusive cycling for people with varying social, emotional and physical needs

Donations towards
£5,000/year



We're also looking for businesses to support projects in the following areas:

Armed Forces, STEM and Literacy

Donating to us is a powerful way to make a lasting impact while enhancing your business' reputation and achieving your social value goals.

Events

Sponsor an Event

Whether you want to take part in an event for fun or networking, or you want to sponsor an event to promote your business, there's an event for you.



Pompey Christmas Singalong

Featured on ITV's EFL Highlights Show in 2024, the Pompey Christmas Singalong hosts over 1,500 people at Fratton Park for some festive cheer. Add your business name to the event, programme and logo on our blue Christmas hats to help keep this event free for the community to access.

Event Sponsor: £1,000

Charity Gala

This year, we will bring business leaders and community members together to celebrate the best of Portsmouth and what better way to showcase your company. The event includes a 3 course dinner, auction, raffle, entertainment and a first team appearance.

Sponsor event: £3,000

Sponsor an award: £250

Great South Run

We are a Silver Charity Partner of the Great South Run and we have over 70 people taking part for the 3rd year in a row. Over the 10-mile course there are 25,000 runners and thousands more lining the streets cheering them on, so why not see our runners wearing your brand on our t-shirts this October.

T-Shirt Sponsor: £2,000



Golf Day

Our golf day is open to individuals and businesses and provide a great way to kick back and network at the same time. At one of our best local golf courses, you could sponsor the whole event including an opportunity to share your business with all attendees or sponsor a spot prize like 'Closest to the Pin'.

Sponsor event: £3,000

Sponsor a hole: £100

Sponsor Closest to the Pin: £250







Make a difference on your doorstep

Complete the form at the link below or get in touch to start making a difference with Pompey in the Community.

 pompeyitc.co.uk/partnerships

 jodie.anthony@pompeyitc.org.uk

     @pompeyitc

 02392 728899

