



Commercial Partnerships
2026/27 season

A partnership that puts your brand at the heart of the community

Windsor & Eton Football Club offers more than sponsorship, it provides a powerful platform to connect your business with a highly engaged and growing local audience. At the heart of our club is a vibrant community network comprising over 50 youth teams, more than 1,000 parents and families, and deep links into local schools and grassroots football. This is an opportunity to position your brand in front of a loyal, local audience that engages with us week in, week out, on and off the pitch.

Formed in 2023 as a Community Interest Company, Windsor & Eton is built on a clear mission: to serve the community while building a sustainable and inclusive future for football in Windsor. That commitment translates into authentic, meaningful partnerships that resonate with local people.

With three promotions in three years for our Men's team and back-to-back titles for our Women's XI, the club is rising fast. That success is being matched by investment in Stag Meadow in the heart of Windsor Great Park and the fan experience, alongside rapid growth across our youth and community programmes, creating a bigger, stronger platform for sponsors.

Our ambition is clear. We aim to transform Stag Meadow into a modern hub for sport and the community with plans for an artificial pitch to ensure year-round access for players of all ages and abilities. We are committed to bringing Windsor & Eton back to the forefront of non-league football, with a long-term goal of reaching the National League structure.

And this is where you come in. Our journey isn't possible without the support of local businesses and community partners. By sponsoring Windsor & Eton, you're not only supporting grassroots sport, you're investing in the health, wellbeing, and future of the Windsor community.

Together, let's build something extraordinary.

A handwritten signature in white ink that reads "Mark Cooper". The signature is fluid and cursive, with the first letters of "Mark" and "Cooper" being capitalized and prominent.

Mark Cooper
Co-Chairman



What sponsorship provides you

Multi-channel exposure:

- Matchday audiences at Stag Meadow (350+ average attendance)
- 6,500+ social media followers and growing
- Over 350,000 average monthly Instagram impressions
- Over 250,000 average monthly Facebook impressions
- 7,000+ monthly website visitors
- A new monthly newsletter reaching 1,000+ subscribers
- Video content via our new YouTube channel and digital platforms.

Showcase your brand in a live environment:

- Pitchside visibility and matchday presence
- In-programme advertising and branded content
- Regular mentions across social and digital platforms

Build relationships, not just awareness:

- Invitations to dedicated Sponsor Days- networking with other local businesses
- Opportunities to engage directly with the club's community and fanbase



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As a proud sponsor of Windsor & Eton FC, I'd recommend getting involved if you can. It's helped raise our company profile and we've had a couple of good enquiries as a result. Aside from anything else though it's just nice to support the club with sponsorship and we'll be continuing next season without doubt.”

- David Du-Feu, Founder, **Employment & Payroll Services UK Limited**



Pitchside Advertising

A high-impact way to keep your brand visible locally.

Gain exposure to with our average 350+ matchday crowds and extended reach through social media, photography and press coverage.

Package includes design consultation, production and installation

1x board: £450 + VAT per season

2x boards: £850+ VAT per season

3 x boards: £1,200 + VAT per season

4 x boards: £1,525 + VAT per season

Discount of £100 per board will apply in future seasons

BEST VALUE



Kit Sponsorship

Kit sponsorship is one of the most visible ways to align your business with Windsor & Eton Football Club.

From training wear and warm-up kit to management team apparel, your brand can be seen by players, supporters, families and the wider community throughout the season, both at Stag Meadow and across our digital channels.

Opportunities include:

- Training Kit Sponsorship
- Warm-Up Kit Sponsorship
- Management Kit Sponsorship

Enquire today to build a package that works for your business.

Social Media

Promote your brand across Windsor & Eton FC's growing social media channels with your logo featured on our digital graphics and content.

Tailored packages are available across our men's, women's, U18s and youth teams, with content shared across X, Facebook, Instagram and Threads.

With over 350,000 average monthly Instagram impressions and 250,000 monthly Facebook impressions, this is a fantastic opportunity to put your business in front of thousands of local supporters and families.

Enquire today to build a package that works for your business.





YouTube

We are seeking an exclusive partner to become the headline sponsor of our new YouTube channel.

This is a fantastic opportunity for a business to join us at the start of our digital journey as we grow our online presence and connect with the wider Windsor community through video content.

Sponsorship income will be reinvested into production, equipment and improving the channel for our supporters and community.

Scan the QR code below to visit the channel and enquire to learn more.





We are proud sponsors of Windsor & Eton FC. The club embodies everything that grassroots football should be - incredible community spirit, passionate supporters, and a fantastic atmosphere both home and away. Whether travelling locally or supporting the team further afield, the dedication shown by everyone connected to the club is truly remarkable.

We are honoured to support such a welcoming and fantastic club, together with its loyal supporters, and look forward to being part of its continued success both on and off the pitch.”

- Wesley and Kelly, **Exclusive Chauffeur Cars**



Match Sponsorships

Raise the profile of your brand and enjoy a fantastic day out at Stag Meadow with family, friends, colleagues or customers.

The Matchday Sponsor is the primary sponsorship opportunity on a matchday and a great entry level sponsorship.

Have your business announced before the game and at half time, enjoy half time hospitality, an acknowledgment in the matchday programme and receive 4 free tickets. Plus inclusion on all our socials.

Matchday Sponsorship
£175+ VAT per game



Programme Advertising

Reach a captive matchday audience and beyond. Your advert features in a professionally produced programme distributed to 300+ supporters per game free of charge with added exposure across our social media and digital platforms.

Full Page advert:
£450 + VAT per season

Half Page advert
£250 + VAT per season

SPONSORED BY:



CHARTERED
STANDARD
CLUB



Thames
www.thames



Motor Group
www.thames



Player Sponsorships

Sponsor your favourite men's and/or women's player for £70 (inclusive of VAT) per season.

Your name will appear on a social media sponsor announcement post, in every matchday programme and on social media graphics relating to that player such as player of the match, player of the month or website interviews.

Includes a personalised message from your sponsored player, expressing their appreciation for your support.

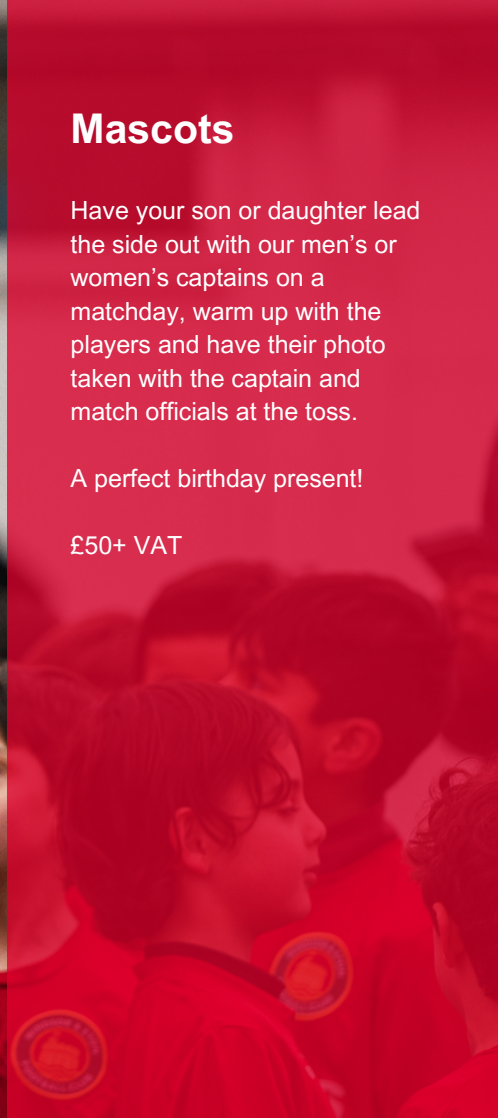


Mascots

Have your son or daughter lead the side out with our men's or women's captains on a matchday, warm up with the players and have their photo taken with the captain and match officials at the toss.

A perfect birthday present!

£50+ VAT





End of Season Awards

Headline sponsor our end of season awards evening where our men's, women's and veterans team receive their various player of the season awards. Your branding will appear throughout the evening on the big screen and on social media posts promoting the awards.

Be a part of celebrating our local heroes.

£1,000 + VAT



Community Partners

We are looking for sponsors to support our community programmes during the season. Throughout the 2026/27 season we will be delivering:

- A fledgling football programme for U5 and U6s Schools
- coaching programmes
- School Holiday football camps

Have your logo appear extensively on social media, in our matchday programme, on promotion flyers and posters as well as website exposure.

£2,500+ VAT



Sponsor Days

Our sponsors are incredibly important to us and what you'll never experience with us, is just a receipt of an invoice, we want to work with you to further build your exposure and this includes inviting you to our sponsor days during the season, where we bring all our sponsors together to meet each other, network and enjoy pre and post match hospitality.

What's next...

At Windsor & Eton Football Club, we believe partnerships should feel exactly that, a partnership.

Whether you're a local independent business, a growing brand, or an established company looking to strengthen your connection with the Windsor community, we'd love to explore how we can work together.

Every business is different, which is why we're happy to tailor sponsorship packages to suit your goals, audience and budget. From pitchside advertising and digital promotion to youth team sponsorships and community initiatives, we can build a package that works for your business while helping support football opportunities for hundreds of local children and families.

Most importantly, by partnering with WEFC, you're investing in more than just football, you're helping create opportunities, improve wellbeing, and build a stronger community for future generations.

Let's start the conversation.







Contact us

To find out more about any of partnership opportunities, email our commercial team:

mark.cooper@wefc.co.uk

rick.roberts@wefc.co.uk