

Supporting Communities



| Bespoke Sponsorship Packages



background

Leicester Nirvana Football Club nurtures junior talent from between the ages of 5 years up to 18 years old. We are a community organisation that is run by a committee of volunteers and supporting volunteers that donate over £100,000 of labour hours offering football opportunities to the community. We provide much-needed opportunities for children and young people to participate in sporting activity and contribute to their health and well-being.



We have been established since 1982 and have developed in to a club that attracts a wide range of diversity, with many of our youths deriving from socially challenging communities. Internally we have forged a clear pathway for our young players to develop in to men's football with the clubs senior team playing across the east midlands.



Leicester Nirvana is constantly looking for ways to build community relationships and promote a positive environment for our users and wider audience.

foreword



This community club Leicester Nirvana is unique in many ways, it has over the years harnessed a community which has many different ethnicity's, religions, cultures and lifestyles to appreciate and respect. Yes we strive for excellence in the face of many challenges and we believe that is what makes this community club the success it is. Sport is used as a vehicle to bring many together, sport is used as a vehicle to enhance the communities in which we live, and sport is used as a vehicle to help develop young people into adults who in turn contribute positivity back into society.

The club's football success needs no introduction with numerous players currently playing semi and professional football across the world and scores of young people attending and joining professional academies on a monthly basis. Our football reputation stands second to none.

I must also add that those who continuously support the club with finances is genuinely appreciated.

A final thought, Leicester Nirvana is special, we are proud of that and collectively work to enhance the growing reputation we have. The coming seasons will be hard, everybody loves to beat the best. Our football, community spirit, support for our young people and the togetherness we have, makes Leicester Nirvana the best!!

Kirk Master

Leicester Nirvana Chair



This club belongs to the
communities it represents,
we are one



bespoke
sponsorship
packages

Social benefits of sponsorship include:

- Creating positive PR and raising awareness of your organisation/ brand within communities.
- Creating Social Return on Investment (SROI) that will help to reduce inequalities and improve well-being as well as opportunities for participation.
- Having access to club members and wider audiences including business, corporate and personal members.

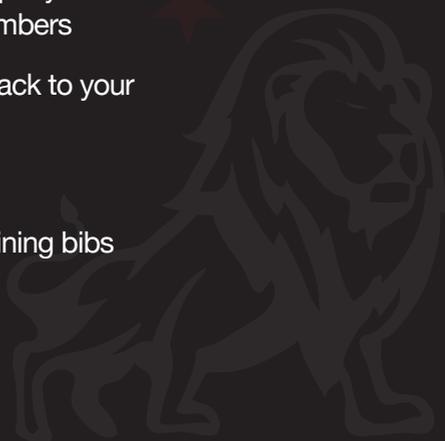
Wider audience benefits:

- There are approximately 300 games per season, with 150 of them played at our home ground.
- Club matches are played in all areas of Leicester and Leicestershire - in remote rural areas and villages such as Market Harborough, Sileby, Cosby, Houghton and many others.
- There are over 600 individual members affiliated to the club, comprising of players, parents and club volunteers.
- Members affiliated to the club consist of corporate, business and commercial customers.
- The club also has partnerships with local groups wider than football, such as resident associations, community groups, charities and performance groups.
- The club premises and outdoor space is used for a variety of functions throughout the year, including fun days that attract in excess of 1000 members of the public.
- Both Professional and Academy players continue to be developed through our club structures, for teams such as the England Youth squad, Derby County FC, Burton Albion, Leicester City, Nottingham Forest, St. Johnson and others.

Premium Package

As a 'Premium Sponsor' your company will benefit from the following:

- Rights to acclaim 'official sponsor
- of Leicester Nirvana FC' for the entire season
- Your company name and logo on the club mini bus which travels throughout Leicestershire and the East Midlands
- Logo placement on promotional material such as press releases and the club website in a predominant position
- Your company name printed on all team's home or away kit or onto specific merchandise (which can be discussed)
- A space in the clubhouse to display company information that can be accessed by members
- An opportunity to display relevant links back to your organisation from the club website
- Invitation to club annual events
- Your company name printed on team training bibs
- Plaque of appreciation



Deluxe Package

As a 'Deluxe Sponsor'
your company will benefit from
the following:

- Logo placement on our website with an opportunity to display relevant links back to your organisation
- Your company name printed on all team's away/home kit
- A space in the clubhouse to display company information that can be accessed by members and wider audiences
- Invitation to club annual events
- Plaque of appreciation



Donating Resources and Time

Leicester Nirvana would also like to offer an opportunity to contribute to the future of the club by donating resources and time for specific projects. This covers a wide range of areas and will most likely depend on the products that are core to your business. Examples of this could be a donation of building materials and labour or the donation of a new TV, computer system or clothing/ jackets that we could provide for all our teams.

This donation is a opportunity to help hundreds of children and members in a way that is just as effective as direct finances. It also allows for innovative ideas and a different way of working and could build a great legacy for your business within the community.





Supporting Communities

Edition 1

Leicester Nirvana FC
100 Sandhills Avenue
Hamilton,
Leicester, LE5 1LU

 Leicester Nirvana Fc

 LeicNirvanaFc

 info@leicesternirvana.co.uk

www.leicesternirvana.co.uk