



COLCHESTER UNITED WOMEN FC COMMERCIAL BROCHURE



macron

CHAIR WELCOME

Thank you for considering the opportunity to be a sponsor for Colchester United Women FC and to support local women and girls football.

Our women's and girls' pathway is a vital part of our broader community initiatives under the Colchester United Community Foundation, the official charity of Colchester United Football Club.

Over the past two seasons, our club has experienced significant growth, both on and off the pitch, culminating in our progression into Tier 6 of the women's football pyramid. This achievement reflects the dedication of our players, staff and volunteers, and marks an exciting step in our long-term ambition to continue developing and climbing the tiers of the women's game.

We are deeply grateful to organisations and individuals like you who invest in local women's football. Your support helps us grow the game and empowers female players to pursue their sporting dreams both locally and nationally.

At Colchester United Women FC, inclusivity and a player-centred approach are at the heart of everything we do. We are dedicated to providing our players with an environment where they can excel both on and off the pitch.

Our growth aligns with the incredible momentum of the women's game more broadly. Locally, participation and visibility are rising at record pace. Nationally, women's football continues to break attendance, broadcast and commercial records. Globally, the sport has become a powerful brand in its own right one that inspires, unites and creates new opportunities for communities and partners alike. To be part of this movement is to stand alongside a sport experiencing unprecedented expansion and cultural impact.

As we look ahead to the next five to ten years, we remain ambitious. We understand the commercial foundations required to support our players, coaching staff and committee, and we are committed to ensuring the women's game remains accessible, sustainable and aspirational.

We appreciate your consideration in supporting our programmes and would be delighted for you to join us on our journey of growth and development.

Andy Drake

Colchester United Women FC Chair



WHY COLCHESTER/CLUB HISTORY

Colchester has a strong history in women's football, with the first club founded in 1992 and becoming part of CUFC in 1998. After a break, the women's team is back and approaching two full seasons in competitive football.

The team has already achieved remarkable success in recent seasons. In 2023/24, the team secured both the Division 2 Essex County Women's League title and the League Cup, clear evidence of the squad's quality, commitment and growing momentum.

Building on that foundation, the team went on to finish 2nd in the Essex County Women's Division in 2024/25, a fantastic achievement that earned promotion into the Eastern Region Women's League, Tier 6 of the women's football pyramid.

These milestones reflect the hard work, passion and ambition driving our players and staff, and demonstrate that the legacy of Colchester United Women FC is not only thriving but accelerating as we continue our climb through the women's game.

Women's football is growing fast, with more players, fans, and investment than ever before. It's an exciting time to be part of the sport.

Colchester becoming a city in 2022 highlights its importance in the region. As one of the UK's fastest-growing areas, it's a great time to invest in women's football and support the community.



OUR PATHWAY

WOMEN

**FOOTBALL &
EDUCATION (16+)**

**EMERGING
TALENT CENTRE**

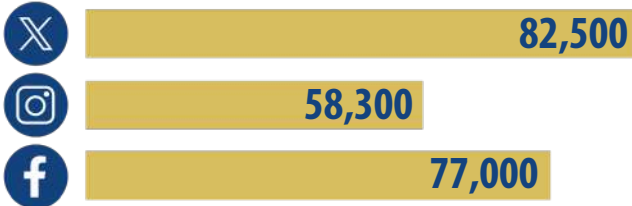
**GIRLS
DEVELOPMENT
CENTRE**

**WILDCATS/
SKILLS CENTRE**

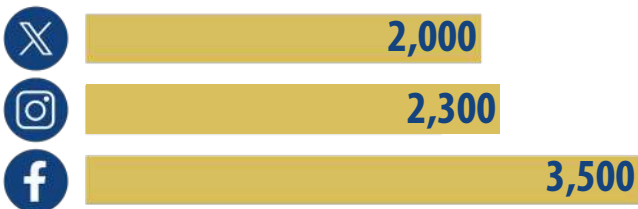
DIGITAL REACH

We have an established online presence that connects us with a wide audience through social media, our website, and various campaigns. This platform allows us to highlight the progress and achievements of our women's teams while engaging with the community. Sponsoring us provides an opportunity to align your brand with the growth of women's football and benefit from increased visibility among our diverse and growing network.

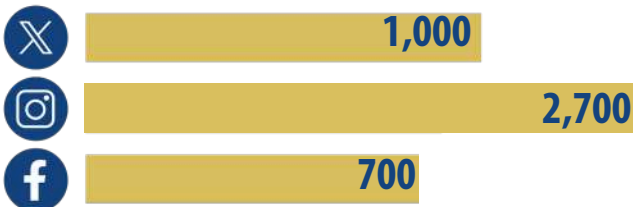
COLCHESTER UNITED FOOTBALL CLUB



COLCHESTER UNITED COMMUNITY FOUNDATION



COLCHESTER UNITED WOMEN'S FOOTBALL CLUB



WOMEN'S TEAM

Our Women and Girls' pathway currently includes eleven squads, with over 250 players ranging in age from as young as six to senior players in their early forties. As part of our vision for growth, we aim to introduce a Development team in the 2026/27 season. This expansion will strengthen the progression from youth to first team, ensuring it remains seamless, supportive, and tailored to the needs of our players.

Women's football is experiencing remarkable growth, both nationally and locally, with the past two decades witnessing it become one of the fastest-growing sports. Significant investment from the FA, alongside increasing commercial and broadcasting interest, has created exciting opportunities across the game.

Locally, this has been evidenced by the heightened demand for opportunities among young female footballers and the return of our women's team. The momentum behind the female game has never been stronger, offering a perfect chance to engage and make a difference.

Evidenced in the FA's Reaching Higher strategy:

"Players sit at the centre of our strategy, and we want to ensure that every girl and woman can enjoy their experience and fulfil their potential. Together, we have the chance to inspire a generation of girls and women to play, coach, officiate or administer in the game. No girl or woman should be constrained by historical prejudices and we want to encourage everyone to follow their dreams, whatever they may be."

— Baroness Sue Campbell DBE, FA Director of Women's



INDIVIDUAL ASSETS

SHIRT SPONSORSHIP

Various

An opportunity to have your company logo placed on both the home and away shirt for the 2026/27 season for both first and development teams. Creating exposure through supporting the club via match day and media awareness.

Front of Shirt:

1st Team: £4,000 (£7,250 for a two year sponsorship)

Development Team: £2,000 (£5,500 for 1st & Development Team)

Back of Shirt:

1st Team: £2,500 (£4,500 for a two year sponsorship)

Development Team: £1,250 (£3,250 for 1st & Development Team)

Shirt Sleeves:

1st Team: £2,000 (£3,500 for a two year sponsorship)

Development Team: £1,000 (£2,750 for 1st & Development Team)

Shorts Sponsor:

1st Team: £2,000 (£3,500 for a two year sponsorship)

Development Team: £1,000 (£2,750 for 1st & Development Team)





SPONSORSHIP

■ TEAMWEAR SPONSORSHIP

Training Kit & Travel Wear (Two Year Sponsorship)

1st Team: £5,000 (£2,500 per year)

Development Team: £4,000 (£2,000 per year)

Winter Coat Sponsorship (Two Year Sponsorship)

1st Team: £3,000 (£1,500 per year)

Development Team: £2,000 (£1,000 per year)

Teamwear is worn by the players both at their training sessions and pre-match for every league and cup game. All upper body items would have your logo placed front and centre – another fantastic opportunity to have company exposure.



SPONSORSHIP



INDIVIDUAL PLAYER SPONSORSHIPS

1st Team: £200 per player

Development Team: £150 per player

Available to businesses and individuals to support our players. Sponsorship is offered for the whole season and rewards for supporting the club can be found below:

- A mention twice a season on CUWFC platforms
- Your logo featured in the women's programme
- Your logo featured in the men's programme

SPONSORSHIP



■ COACHING TEAM SPONSORSHIP

1st Team: £1,500 (£2,750 for a two year sponsorship)

Development Team: £750 (£2,000 for 1st & Development)

Sponsoring our coaching team and pitch-side staff helps support key roles like coaches, physios, and first aiders across our first and development teams. Your contribution ensures player performance, care, and safety, fostering growth and success.

- A mention twice a season on CUWFC platforms
- Your logo featured in the women's programme
- Your logo featured in the men's programme
- X number of appearances on Col U TV
- Mention during any external media coverage

SPONSORSHIP

■ DIGITAL ASSETS SPONSORSHIP

1st Team: £1,500 (£2,750 for a two year sponsorship)

Development Team: £750 (£2,000 for 1st & Development)

Partner with us to showcase your business through our digital assets. Your brand will be featured on social media, team updates, and event visuals, reaching a wide and engaged audience. It's a great way to boost visibility and connect with the community.

- Exclusive branding on first and development team sheets
- Branding included on the front cover of our digital programme
- Exclusive branding on social media assets



EXISTING SPONSOR TESTIMONIALS



We are immensely proud to support Colchester United Women's Team. One of our residents, Doris, has a lifelong love of football and, having grown up at a time when women were discouraged from playing the game, this support holds real significance for her and for us as a home that values equality, inclusion and opportunity at every stage of life.

We have attended several matches with Doris and were truly touched by how welcoming and friendly the team were on every visit, always taking the time to chat with her and make her feel part of the club.

Sponsoring the women's team reflects our commitment to supporting passions, breaking down barriers, and championing women in sport, while creating meaningful experiences and memories for those we care for.





COMMUNITY FOUNDATION

www.cu-fc.com/cucf
cucf@colchesterunited.net
01206 755160

 @CoIU_CF  /CoIUCF

[#enrichourcommunities](https://www.instagram.com/enrichourcommunities)



**COMMUNITY
FOUNDATION**

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