

# KIRBY MUXLOE FOOTBALL CLUB



## SPONSORSHIP OPPORTUNITIES



# OUR HISTORY

Kirby Muxloe FC was founded in 1910 and has been active ever since, excluding the war years.

After the 2nd World War, in 1947, the Club joined the Leicester Mutual League and remained there for many years.

In 1972, the Football Club amalgamated with the local Cricket Club to form Kirby Muxloe Sports and Village Club with a new club house on Ratby Lane built entirely through the efforts of the local community.

Ten years later the Club joined the Leicester City League where it remained for 8 seasons until an application to join the Leicestershire Senior League was accepted in 1982. In five seasons the Club found themselves in the Premier Division following their 3rd place in Division 1.

In 1989 Gary Keenan was appointed manager and within 5 seasons the Club were back in the Premier Division after winning both League 1 and the Coalville Cup. In season 1997/98 Kirby were victorious in the Battle of Britain Cup and runners up in the league. The same season also saw Kirby venture into the FA Vase for only the second time in their history. During the same season, floodlights were erected, followed by an all weather floodlit training pitch.

The 2003/04 season saw Kirby finish runners up to Loughborough Dynamo. In 2005/06 Kirby reached the final of the Leicestershire County Cup. The following season, the Club beat Ibstock 3-2 and finished runners up in the league. In 2007/08 Kirby won the Leicestershire Senior League Premier division, scoring over 100 goals.

In 2008/09 Kirby joined the newly formed East Midlands Counties League and were crowned inaugural champions, and promoted to the Midland Football Alliance. In their first season in the MFA, Kirby finished 8th and 9th in consecutive seasons.

2009/10 also saw Kirby's first venture into the FA Cup and, following a 1-2 victory against Oadby Town, Kirby were beaten 6-2 by Brocton.

In 2014 Gary Keenan stood down, following 25 years as player and manager with his assistant John Love taking over as 1st team manager. In the 2014/15 season, Kirby achieved their best ever finish in 5th place and were unbeaten at home against the 4 teams who finished above them. 2015/2016 saw the FA move Kirby laterally from the MFL into the UCL where they stayed for four seasons.

2018/2019 Kirby Muxloe 1st team were relegated from the UCL Premier Division and moved back laterally into the MFL Division 1 for the 2019/2020 season.

The Seniors have merged with Kirby Muxloe 88 Junior Football Club. Formed in 1988 as a separate entity offering football to local children, the junior club has grown to over 25 teams all playing football in the Leicester Sunday leagues.

The merge will have great benefits to all involved with many exciting plans ahead not least the imminent 3G Stadia pitch which will replace our 1st team pitch at the Sports Club.

The merger, the new 3G pitch, 28 junior teams, an ongoing partnership with Star Soccer Academy to help children from 4 years old start their football journey and an U18s team playing in the Leicester Midweek Floodlit league to create an even better pathway for players at the other end of junior football to continue their development and break into senior football are all part of what we've been doing recently..



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**FOUNDED**  
**1910**

**4 SENIOR**  
**TEAMS**

**34 JUNIOR**  
**TEAMS**

# WHY ADVERTISE WITH US

## UNLOCK YOUR BRAND'S WINNING POTENTIAL WITH KIRBY MUXLOE FC!

- 1. Passion and Pride:** Our football club embodies the spirit of the game. Join us in celebrating the love for football that unites fans, players, and communities.
- 2. Visibility:** Your brand will be front and center during match days, tournaments, and media coverage. Imagine your logo on our jerseys, banners, and social media platforms.
- 3. Loyal Fan Base:** Our supporters are fiercely loyal. Align your brand with our success, and you'll have a passionate audience cheering for you.
- 4. Exclusive Events:** Access VIP experiences, meet players, attend training sessions, and host corporate events at our stadium. Create lasting memories for your clients and employees.
- 5. Community Impact:** Sponsoring us means supporting local youth development programs, grassroots initiatives, and charity events. Be part of something bigger than the game.

### Tailored Sponsorship Packages

- 1. Title Sponsor:** Be the face of our club. Your brand name alongside ours.
- 2. Jersey Sponsor:** Your logo on our kit. Maximum exposure during every match.
- 3. Stadium Naming Rights:** Imagine your brand echoing through our historic stadium.
- 4. Match-day Experience:** Hospitality suites, pitch-side branding, and exclusive access.
- 5. Digital Presence:** Social media shout outs, website banners, and email newsletters.

### Contact Us Today!

Let's kick off a partnership that scores big for your brand!  
For detailed sponsorship packages and personalized discussions, reach out to our sponsorship team at [kirbymuxloefc@gmail.com](mailto:kirbymuxloefc@gmail.com) or call 07702 907818.

**3G**  
STADIUM

**350,000**  
STADIUM FOOTFALL  
PER YEAR

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SPONSORSHIP	COST FROM	WHERE IS IT ADVERTISED?		
		KIT	STADIUM	SOCIAL MEDIA
FIRST TEAM SHIRT - FRONT:	£1,000	YES		YES
TRACKSUIT:	£1,300	YES		YES
WARM-UP TOPS	£500	YES		YES
ARRIVAL TOPS	£500	YES		YES
FOOTBALL GROUND NAMING RIGHTS:	£3,000		YES	YES
STAND SPONSORSHIP:	£2,000		YES	YES
PERIMETER BANNER:	£300		YES	YES
SPONSOR A PLAYER:	£50			YES
SEASON TICKET SPONSOR:	£250			YES
MATCH-DAY SPONSOR: *PER GAME	£100*			YES
BALL SPONSOR: *PER GAME	£50*			YES

**ALL PRICES ARE PER SEASON**

# OUR SOCIAL MEDIA EXPOSURE

Advertising and sponsorship with our club will expose your business to thousands of people, fans, followers and other businesses.

It's an effective way of getting your business seen to a wide audience.

When you take up our sponsorship, your business name will be added to our social media graphics, match-day commentary which enhances visibility, engagement, and communication, making it a valuable tool for selling your business and services.

We cover 3 social media platforms - Facebook, X and Instagram. We post live matchday commentary on X for every game.



**5,500+**  
COMBINED  
FOLLOWERS

**12,400+**  
MATCH-DAY  
ACCOUNTS REACHED



Shows when we advertise your sponsorship on social media

**640,000+**  
PEOPLE REACHED  
PER YEAR

**7,000+**  
INTERACTIONS  
PER YEAR



# KIT SPONSORSHIP



**SOCIAL  
MEDIA  
EXPOSURE**



**FROM  
£300  
PER SEASON**

**MAIN SPONSOR  
£1,000  
PER SEASON**

**TRACKSUIT  
£1,300  
PER SEASON**

Kit Sponsor	First Team		Reserve Team	
	Home	Away	Home	Away
Shirt Front	£1,000	£1,000	£1,000	£1,000
Shirt Back	£500	£500	£500	£500
Sleeve	£300	£300	£300	£300
Shorts	£300	£300	£300	£300
Full Tracksuit	£1,300		£1,300	
Warm-up Tops	£500		£300	
Coaching Staff Kit	£400		£400	

# FOOTBALL GROUND NAMING RIGHTS

With our 3G pitch available for hire, the ground is open seven days a week, up to 14 hours per day.

- Our 1,000 capacity football ground at Kirby Muxloe Sports & Social Club will bear the name of your company for 2 seasons.
- Company Logo on the main Football club sign as you enter the football ground within the Sports Club
- Company Logo on social media posts that relate to games at the Sports Club venue on the Football Club Wiki page
- Sponsor included in match confirmations for games at the Sports Club venue
- Sponsor added to the Football club website
- Sponsor added to online matchday programme for 1st team home league games
- Sponsor added as to online FA system for all games at Sports club venue



**FROM  
£3,000  
PER SEASON**

**300,000  
STADIUM FOOTFALL  
PER YEAR**

E: [KIRBYMUXLOEFC@GMAIL.COM](mailto:KIRBYMUXLOEFC@GMAIL.COM)

T: 07702 907818

WWW.KIRBYMUXLOEFC.CO.UK

## STAND SPONSORSHIP

**SOCIAL  
MEDIA  
EXPOSURE**

With our 3G pitch available for hire, the ground is open seven days a week, up to 14 hours per day your brand will have the primary location for all players and spectators to see.

- Our 100 capacity seated stand will bear your company name and be wrapped across the front.
- Sponsor added to the Football club website
- Sponsor added to online matchday programme for 1st team home league games



**FROM  
£2,000  
PER SEASON**

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# PERIMETER BANNERS

**FROM  
£300  
PER SEASON**

- Our large boards measure 240cm x 100cm, made from durable material.
- Professionally made signs, we just require your logo and information you want on the board.
- With our 3G pitch available for hire, the ground is open seven days a week, up to 14 hours per day
- On request your company will be added to our website
- Your company will appear across our social media channels
- Photos of the games will be posted on our social
- Design service available



**350,000  
STADIUM FOOTFALL  
PER YEAR**

**SOCIAL  
MEDIA  
EXPOSURE**

# MATCHDAY OPPORTUNITIES

Football matchday sponsorship offers several benefits for businesses and organisations, Fans appreciate local businesses supporting their team, which can enhance your brand image and community standing.

Match-day sponsorship provides visibility, engagement, positive associations, and opportunities for client and employee relations. It's a win-win for both your brand and the football club!

Associating your brand with a football club fosters goodwill among fans.

Fans appreciate local businesses supporting their team, which can enhance your brand image and community standing.

**SOCIAL  
MEDIA  
EXPOSURE**



## GAME SPONSOR

The package includes:

- 2 Match-day tickets
- 4 Complimentary drinks
- Half-time hospitality
- Post-match food
- Your business posted on social media

**FROM  
£100  
PER GAME**



## BALL SPONSOR

The package includes:

- 2 Match-day tickets
- 4 Complimentary drinks
- Half-time hospitality
- Post-match food
- Your business posted on social media

**FROM  
£50  
PER GAME**

# PLAYER SPONSORSHIP

1st TEAM PLAYER / COACH SOCIAL MEDIA SPONSOR  
£50 PER PLAYER / COACH

**FROM**  
**£50**  
**PER SEASON**

Your company will be announced as player sponsor on our social media  
You will receive ongoing exposure on our Twitter posts for player action reports

**SOCIAL  
MEDIA  
EXPOSURE**



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# MONTHLY COMPETITIONS

We run competitions and fundraisers throughout the year, keep an eye on social media for the latest news and events.

**FROM  
£10  
PER MONTH**



**50-50  
DRAW**

**WIN £250 PER MONTH**  
COST: £10 PER MONTH - DIRECT DEBIT ONLY

WINNERS DRAWN AT RANDOM AND ANNOUNCED ON THE LAST DAY OF EACH MONTH

CONTACT: 07702 907818  
WHATSAPP OR TEXT  
KIRBYMUXLOEFC@GMAIL.COM



**LAST MAN STANDING  
WIN CASH**

PREVIOUS WINNERS: £250 & £180

£10 ENTRY, 50% TO THE WINNER. THE MORE THAT ARE IN THE MORE YOU WIN!

CONTACT NUMBER: 07861 229259

WE USE THE STUTA APP  
FREE TO DOWNLOAD, ALL AUTOMATED

**STUTA**

# FUNDRAISERS



**RACE NIGHT**  
SATURDAY 11TH MAY  
KIRBY MUXLOE SPORTS CLUB  
RATBY LANE, KIRBY MUXLOE

**8 RACES** **FREE ENTRY**

GET IN TOUCH TO BE A...  
RACE SPONSOR - £50  
HORSE OWNER - £10  
JOCKEY - £5

PRIZES AWARDED FOR OWNER & JOCKEY WINNERS

CALL: 07702907818  
EMAIL: KIRBYMUXLOEFC@GMAIL.COM



TICKETS £10

SAT 2ND MARCH 7PM TIL LATE

**BOOGIE BINGO PART 2**

TICKETS ONLINE SCAN QR CODE | TICKETS BEHIND BAR | TICKETS MESSAGE 07770 697171 | CASH PRIZES & SILLY PRIZES

KIRBY MUXLOE SPORTS CLUB  
RATBY LANE, KIRBY MUXLOE LE9 2AQ



KIRBY MUXLOE SPORTS & VILLAGE CLUB  
BAR | ROOM HIRE | SPORTS

13th APRIL 7.30pm - LATE

**THE SHOTTS**

£10 PER TICKET

ONLINE: SCAN QR | AT THE BAR | CALL: 0116 239 3201

www.kirbymuxloesportsclub.co.uk Ratby Lane, Kirby Muxloe, Leicester. LE9 2AQ