



COMMUNITY
TRUST

Partnership Opportunities

Support our work to inspire and improve local communities





About Chester FC Community Trust

Chester FC Community Trust is proud to be the official charity and club community organisation for Chester Football Club.

Our purpose is to use the Chester FC brand to inspire and improve Cheshire West communities through sport, education, health & wellbeing, and social inclusion.

Our vision is for happier, healthier and fairer communities with Chester FC at their heart, where everyone is empowered to reach their potential.

Our programme is built around four strands - sport, education, health & wellbeing, and social inclusion - and underpinned by our values.

AMBITIOUS • INCLUSIVE • PASSIONATE • PROUD • RESPECTFUL



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Our work

Chester and Cheshire West is a fantastic place to live, but not without significant challenges, including stark health and social inequalities. Through our work, Chester FC Community Trust aims to improve lives in our communities and help ensure everyone is able to realise their potential.

- 24,000 people live in areas that are among the 10% most deprived in England
- In some parts of the borough, 35% of children are living in poverty.
- One in three children (34.7%) are overweight or obese when leaving primary school.
- Two thirds (68%) of adults are overweight or obese - 5% higher than the national average.
- Life expectancy is 9.8 years shorter for men and 7.8 years shorter for women in more deprived areas.
- Our population is ageing and older than the national average with 21.5% of residents over 65 - including more than 21,000 who live alone.



Why partner with Chester FC Community Trust?

Choosing to partner with Chester FC Community Trust and support our vital charitable work is a great way for your business to make a real difference in our community.

Your support will help us to continue engaging people across Chester and Cheshire West, and improving lives through the delivery of high quality sport, education, health and inclusion programmes, campaigns and initiatives.

With options for every budget, partnering with us creates opportunities for your employees, to grow your customer base and enhance your reputation locally.

If your organisation shares our vision, we'd love to work with you to help you achieve your CSR and marketing aims, and go the extra mile for local communities.

- Align your brand with Chester FC - the city's supporter-owned community football club
- Join a network of local businesses supporting an award-winning charity to inspire and improve Cheshire West communities
- Give something back to the local community and bring your organisation's corporate social responsibility (CSR) story to life.
- Access new engagement opportunities for your employees including volunteering and rewards.
- Your organisation may be able to benefit from tax relief on charitable donations to Chester FC Community Trust.
- Capture evidence, data and case studies that can strengthen your company's social impact reporting.



**Friend of the
Community Trust**



**Bronze
Patron**



**Silver
Patron**



**Gold
Patron**



Friend of the Trust

Become a **Friend of the Trust** to promote your organisation's support for our work across Cheshire West communities.

From walking football to our weekly social group for parents and toddlers, you'll be helping us deliver high quality programmes that support people of all ages, abilities and backgrounds.

£1,500 per annum (£125 per month)

- Company name and logo featured on our website.
- Framed 'Friend of Chester FC Community Trust' certificate to display in your workplace.
- Article and photo on our website and social media to highlight your support.
- Tickets for the annual Community Day matchday at the Deva Stadium for your team.
- Regular updates on Community Trust programmes and activities.



Bronze Partner

A great way to demonstrate your company is giving back to the community, investing in our charity as a **Bronze Partner** will help us reach and support even more people..

Your business will be aligned with a growing club charity that makes a real impact in local communities everyday, increasing awareness of your brand and strengthening its reputation.

£3,000 per annum (£250 per month)

- Company name and logo featured on our website as Bronze Partner..
- Bronze Partner plaque to display in your workplace and digital version for your website.
- Article on club website and in matchday programme highlighting your support.
- Regular social media posts promoting your support across Facebook, Instagram, X and LinkedIn
- Advertising board and free room hire at King George V Community Sports Hub.
- Tickets for the annual Community Day matchday at the Deva Stadium for your team.
- Regular updates on Community Trust programmes and PR opportunities.



Silver Partner

Our work across sport, education, health, and inclusion responds to local issues and in joining us as a **Silver Partner**, you'll be helping us to tackle these challenges and improve lives.

Your organisation can link with one of the 30 projects we deliver, creating new marketing and PR opportunities, and building the profile of your brand in Chester and Cheshire West.

£5,000 per annum (£417 per month)

- Company name and logo feature on our website as Gold Patron.
- Gold Patron plaque to display in your workplace and digital version for your website.
- Article on club website and in matchday programme highlighting your support.
- Regular social media posts promoting your support across Facebook, Instagram, X and LinkedIn
- Matchday hospitality for four people at a Chester FC game including a two-course meal.
- Two advertising boards and free room hire at King George V Community Sports Hub.
- Regular updates on Community Trust programmes and PR opportunities.



Gold Partner

As a **Gold Partner**, you will be recognised as a key supporter of Chester FC Community Trust and position your organisation alongside a successful and respected local charity.

With the chance to connect with specific projects through co-branding, marketing and activations, you can bring your CSR and ESG to life through a mutually beneficial partnership.

£7,500 per annum (£625 per month)

- Company name and logo feature on our website as Gold Patron.
- Gold Patron plaque and signed Chester FC shirt to display in your workplace and digital version for your website.
- Article and photo on club website and in matchday programme highlighting your support.
- Regular social media posts promoting your support across Facebook, Instagram, X and LinkedIn
- Matchday hospitality for six people at a Chester FC game including a two-course meal.
- Four advertising boards and free room hire at King George V Community Sports Hub.
- Regular updates on Community Trust programmes and PR opportunities.



Thank you for your time today.

For more information about how you can support Chester FC Community Trust's work, please contact our CEO Jim Green.

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Phone: 07512 355396

