



STEVENAGE FOOTBALL CLUB

Academy Opportunities

2024/25





WELCOME

Thank you for considering sponsorship of our great Club.

Thank you for considering sponsorship of our great Club. We have achieved some fantastic moments since I joined in 1999 and much of that is due to the support of our sponsors, for our mutual benefit.

We have continued to operate as a sustainable Club for over two decades and our recent promotion to League One is testament to careful planning and recruitment.

We have continued to improve our facilities since I arrived, with a new South Stand in 2003, a new North Stand in 2020 – as well as considerable investment in training facilities and community initiatives.

During all this we have worked hard to be as competitive as possible on the pitch and we are only able to do that in partnership with our valued Sponsors.

We've come a long way and we have a lot more excitement ahead of us. I really hope you can join us as a valued sponsor as we seek to achievement ever higher standards in everything we do.

Phil Wallace

Chairman



HISTORY & HONOURS



Founded in 1976 as Stevenage Borough, we currently play in **Sky Bet League One** - the third tier of English football. Our home games are played at **The Lamex Stadium**, which has a capacity of 7,800 supporters.



1996

Despite winning the league in the 1995-96 season, the Club are denied promotion to the Football League due to insufficient ground facilities.

Stevenage Borough remain in the top tier of non-league for the next fourteen seasons.



2010

Stevenage Borough are promoted to the Football League for the first time in the Club's history, with two games to spare.

'Borough' is dropped from the Club's name, starting the next season as Stevenage Football Club.



2007

Boro' become the first team to win a competitive final at the new Wembley Stadium.

Coming back from 2-0 down, Stevenage beat Kidderminster Harriers 3-2 in front of a record 53,262 FA Trophy crowd.



2011

Stevenage surprise everyone by finishing their League Two season in sixth place, qualifying for the play-offs.

John Mousinho's goal at Old Trafford sends Stevenage to League One as back-to-back promotions are secured.



2009

Goals from Steve Morison and Lee Boylan help Graham Westley's Stevenage Borough to a second FA Trophy win, in a 2-0 victory against York City at Wembley Stadium.



2023

Under Steve Evans' management, Stevenage earn promotion back to League One after finishing as runners-up in League Two.

The Club also defeat Aston Villa at Villa Park in the FA Cup Third Round.



CLUB REACH



Stevenage Football Club continues to grow its fan base seasonally, seeing its highest-ever average home attendance in the 2023/24 League One season.



1,760
2023/24 Season
Ticket Holders
+65%



4,836
2023/24 Average
Home Attendance
+31%



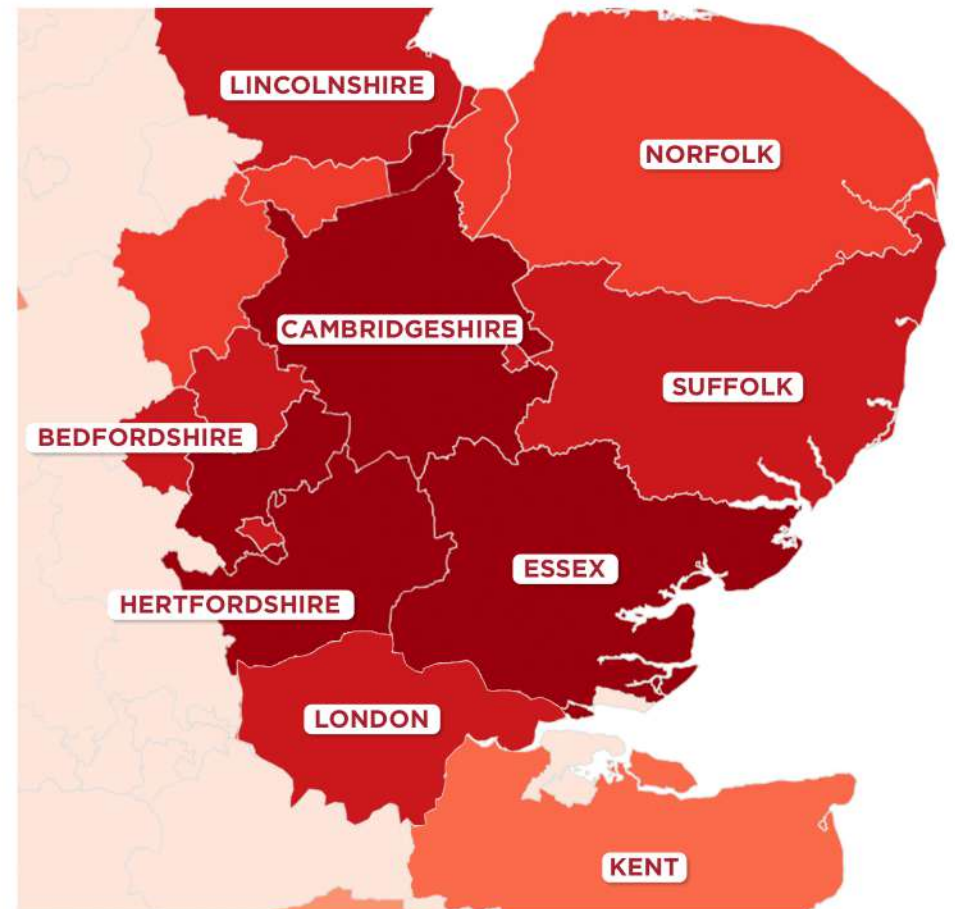
39.9
Supporter
Average Age



83-17%
Male/Female
Supporter Split



89,500
Population of
Stevenage (2021)



2023/24 Season Ticket Holder Heat Map by UK County

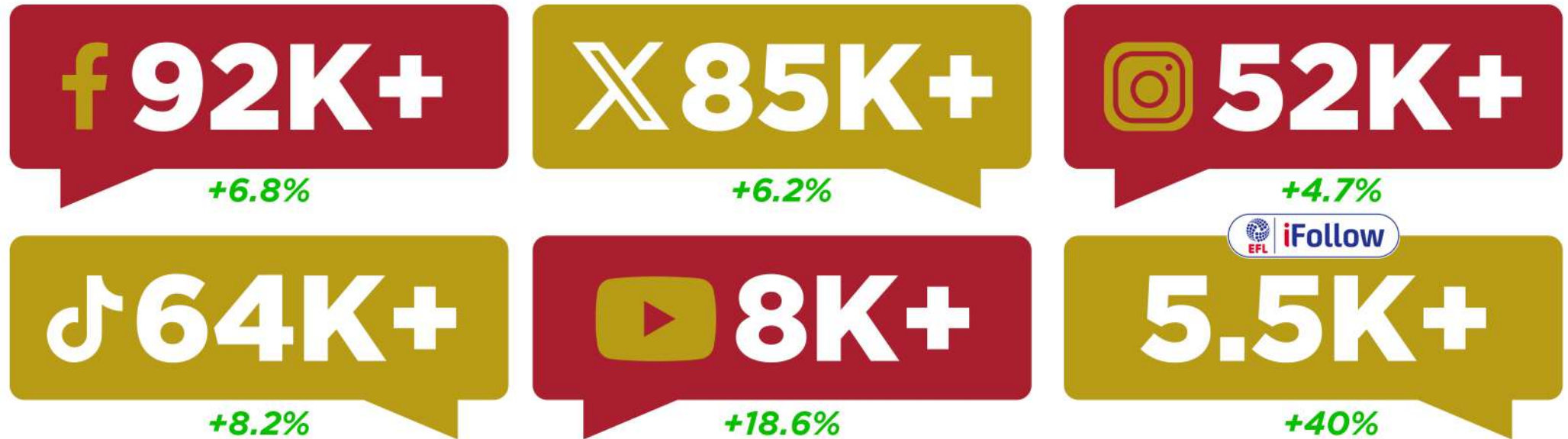
40+ 30+ 20+ 10+ 1+



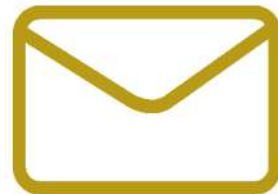


DIGITAL REACH

Our platforms engage, entertain and inform our supporters, providing you with the opportunity to interact with our thousands of followers and subscribers.



**compared to start of last season*



32k
Verified
Email Addresses



495k
Average Annual
Website Users



2.1m
Total Website Views
in 2022/23



COMMUNITY REACH



Stevenage FC Foundation is the official independent charity of Stevenage Football Club. Our work aims to create a community where all can live an active, healthy and positive lifestyle.



Over
2,600+
children supported
through curricular
interventions



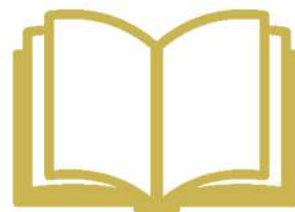
244
girls took part in
Girls Pathway during
2022/23 season



14
students enrolled in
Foundation Degree
12
have completed with
BSc Hons



2,622
children under 12
attended Soccer
Camps in 2022



Working with over
83%
of schools in the
Stevenage area



12,500
older adults are
supported annually
with Falls Prevention
classes



Academy Sponsorship

STEVENAGE FC SPORTS HUB





MISSION STATEMENT



The long term aim of the Stevenage FC Academy is to produce elite level footballers in a safe and secure environment.

The success of the Academy is based on a partnership between the player, parent and staff with all parties playing an active role to support the player and help achieve their ambition.



AGE GROUPS



The Academy operates at Category 3 under EPPP criteria and auditing. The Under 9s to Under 14s play friendly games in the EFL programme against Premier League Academies, whilst the Under 15s, 16s and 18s sides play in the regional EFL Youth Alliance league.



Under 9



Under 12



Under 15/16



Under 10



Under 13



**Education
Development
Programme**



Under 11



Under 14



Under 18

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IN NUMBERS

This key partner opportunity provides an extensive selection of branding inventory, as well as the chance to see the players progress and develop through the Player Development Pathway

135 players in the Academy

300 players in the Development Centre

8 First Team debuts in last five years

5 players signed by Premier League clubs

40,000 annual visitors to
Shephalbury Sports Academy

15 years, **6** months & **9** days
Youngest Debutant - Max Woodford



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STEVENAGE FC SPORTS HUB



Stevenage FC Sports Hub is a purpose built training facility for all ages and all areas of the community

- **Development Centre**

Entry level scheme for elite development, run by coaches for players to progress through Academy set-up.

- **Soccer Camps**

Run every school holiday and provide an exciting activity for your child during their time off school.

- **Junior Kickers**

Helps young children develop an understanding of the basic physical skills and motions.

- **Walking Football**

Players of all ages and ability can take part in a slower paced version of the beautiful game.

- **Kids Zone**

A 10 week booking for casual coaching for ages 5 - 11.

- **Leisure Leagues**

5 or 6 aside football league operating on the 3G pitches with over 20 teams a week.

- **Birthday Parties**

The ideal party for any football-mad child, designed to allow you to build the perfect individual party.



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THREE SPONSORSHIPS IN ONE



Put your brand alongside one of the best academies in the EFL and help support us in creating a future generation of players for the First Team squad.

ACADEMY SPONSORSHIP

- Naming Rights
- Building Branding
- Courts
- Dugouts
- Classroom
- Front of Shirt
- Front of Training Shirt
- Mini Bus

SPORTS HUB STEVENAGE FC

- Social Media Channels
- Free Entry into Lamex Cup
- Poster Sites
- Reception TV Advertising

STEVENAGE FOOTBALL CLUB

- Title Partner
- Perimeter Branding
- Logo on Sponsors Board in Directors Entrance
- Boro Business Club Membership
- Use of Business Partner IP
- Business Partner Group LinkedIn Announcement
- Official Announcement & Media Launch
- Scoreboard/LED Advertising
- Matchday Tickets & Hospitality
- Programme Advertising
- Website Front Page Link in Partner Section
- eShot Quarterly Newsletters to Database
- Teamsheet Branding
- Ticket Branding



AT THE LAMEX STADIUM



Put your brand alongside one of the best academies in the EFL and help support us in creating a future generation of players for the First Team squad.

- **Perimeter Branding**
- **Logo on Sponsors Board in Directors Entrance**
- **Boro Business Club Membership**
- **Use of Business Partner IP**
- **Business Partner Group LinkedIn Announcement**
- **Official Announcement & Media Launch**
- **Scoreboard/LED Advertising**
- **Matchday Tickets & Hospitality**
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- **Website Front Page Link in Partner Section**
- **eShot Quarterly Newsletters to Database**
- **Teamsheet Branding**
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Price Available Upon Request



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