



Community
Trust

Sponsorship Packages



How to get involved and support our work



About Stockport County Community Trust

Stockport County Community Trust is the official charity of Stockport County Football Club. We are seeking the support of businesses and partners across our region to help support the important work the Trust does.

Our aim is to use the power of Stockport County to make a positive difference by **inspiring, educating and supporting our community**.

We have four key focus areas to our work; **increasing physical activity, improving wellbeing, increasing educational attainment and building stronger communities**.

By delivering programmes across these areas, we aim to help people lead more positive lives by being;



More active



More healthy



More confident



More skilled



More aspirational



More engaged



Our values underpin all programmes delivered by Stockport County Community Trust. We believe that:

We are **CARING** - we don't want to let people down and we care what happens to them.

We are **BRAVE** - and courageous in following our goals in order to make a difference.

We **INSPIRE** - each other and the people we work with.

We are **PASSIONATE** - about what we deliver and the impact we will make.

We are **INCLUSIVE** - in working with all the communities who need us and who want to be included.

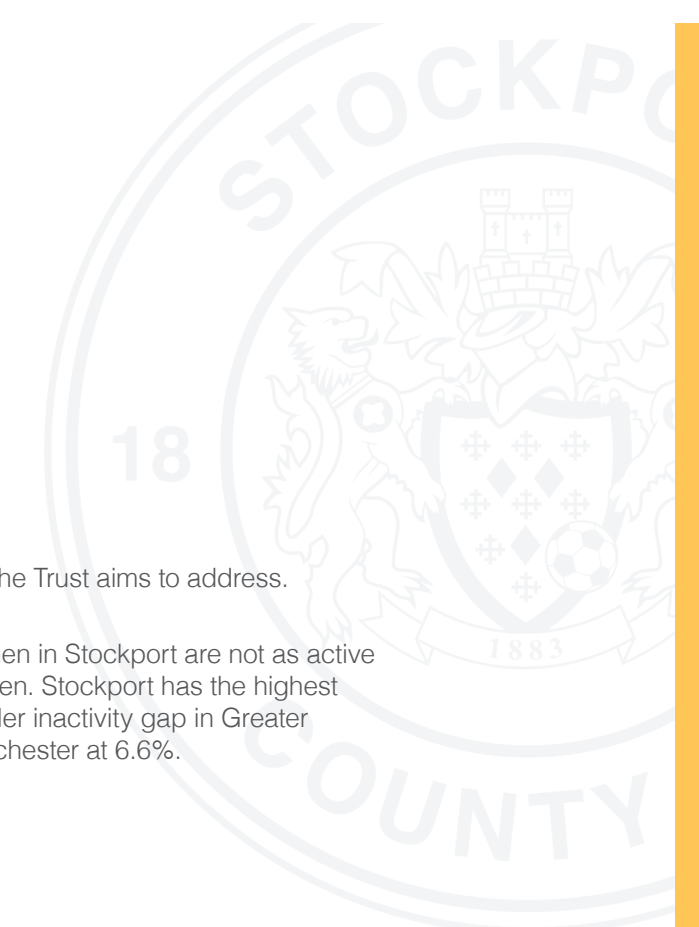


The needs in Stockport

Stockport is one of the most polarised towns in the UK with a number of specific needs and problems that the Trust aims to address.

1. Areas like Brinnington, Adswold and Lancashire Hill are situated in the top 10% most deprived areas of the country.
2. More people are living in areas of deprivation than they did five years ago.
3. Where you live in Stockport can impact your life expectancy by over 10 years and more than 11 years if you are a man living in some northern areas of the borough.
4. 41% of people living in Stockport's deprived areas are inactive and do no regular physical activity.
5. 30% of primary school children in Stockport are classed as obese when they leave school.
6. Most primary school children in Stockport (51%) do no physical activity outside of school.
7. Over half of children receiving free school meals in Stockport do not meet their expected level of attainment when leaving primary school.
8. There is a rapidly increasing demand on mental health services for children in Stockport, which cannot be met by the NHS.
9. Greater Manchester Police report increasing levels of anti-social behaviour in Stockport following the end of the Covid-19 pandemic.
10. Women in Stockport are not as active as men. Stockport has the highest gender inactivity gap in Greater Manchester at 6.6%.

Developing and delivering programmes that meet the needs of the Stockport community is what makes the work of the Trust so important.



Delivering programmes for every pillar of the Trust's strategy

Increasing levels of physical activity leading to better physical health



Help the local community to use physical activity to start well, to live well and to age well.

Projects include;

- School PE programmes
- Holiday camps
- Disability programmes
- Girls only sessions

Improving wellbeing in our communities leading to better mental health



Develop confident, empowered, engaged and resilient communities.

Projects include;

- Social wellbeing group
- Veterans programme
- County Coffee Club
- Mental health support programme

Increasing educational attainment and skills



Improve academic and vocational attainment and ambition, leading to better employment, economic prospects and life chances.

Projects include;

- School education programmes
- Esports learning
- Citizenship programmes
- Adult education

Building stronger communities



Celebrate and embed diversity and inclusion across all areas of the club, enable people to make better life choices and live in safer communities.

Projects include;

- Youth engagement projects
- Art projects
- County Pride
- Working with the homeless



Why partner with Stockport County Community Trust?

There is a wide range of benefits to companies and organisations who choose to support the work of the Community Trust.

These include:

- A link with a progressive football club which has recently gained promotion to EFL League One and who has plans and ambitions to reach the EFL Championship.

- Aligning your company culture and values to a respected and recognised local charity.

- A way to showcase your company, allied with its commitment to CSR in Stockport and Greater Manchester.

- Providing opportunities for employee engagement including potential volunteering opportunities.

- A tax efficient way to support your local community.
- Evidence and information which can be included in a company's social impact report.

Partnership packages have been developed to suit a range of budgets and company requirements.



Friend of the Trust



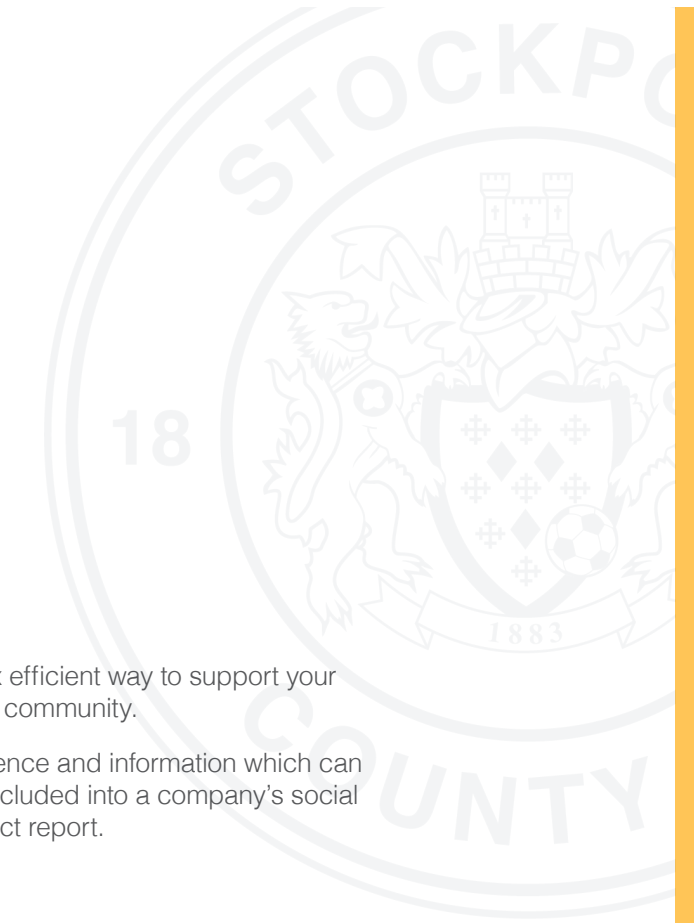
Bronze Partner



Silver Partner



Gold Partner





Friend of the Trust

Approximate yearly spend: £2.5k

An annual membership highlighting the support of your organisation for the work of Stockport County Community Trust.

Friend of the Trust sponsorship includes;

- Name and logo on the website .
- 'Friend of Stockport County Community Trust' badge and certificate to display.
- Invite to annual 'Friends of the Community Trust' day on the pitch at Edgeley Park at the end of the season.
- Regular updates on Trust programmes and activity.



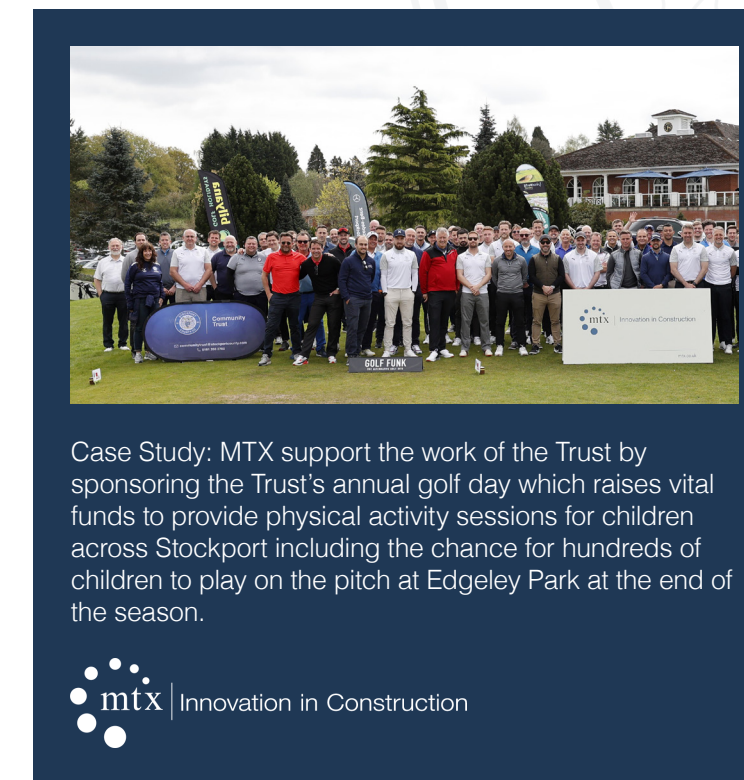
Bronze Partner

Approximate yearly spend: £7.5k

Choose a bronze package to support one of the four pillars of the Community Trust's work from education, health and wellbeing, social inclusion and building stronger communities.

Bronze sponsorship includes;

- Name and logo on the website as 'Bronze Partner'.
- Plaque to display in business and badge to put on company website.
- Two tickets to annual Community Trust ball.
- Regular updates on the work of the Trust highlighting the impact that the programme is having on the local community.
- Invite to annual 'Friends of the Community Trust' day on the pitch at Edgeley Park at the end of the season.





Silver Partner

Approximate yearly spend: £15k

Choose a silver package to support a dedicated programme of work in any of the Trust's four strategic areas.

Silver sponsorship includes;

- Name and logo on the website as 'Silver Partner'.
- Plaque to display in business and badge to put on company website.
- A table of 10 in the 1883 Suite at a SCFC game including a three-course meal.
- Four tickets to annual Community Trust ball.
- A page in the match day programme showcasing the partnership.
- Regular social media posts across

various platforms, including Facebook, Instagram and LinkedIn.

- Regular updates on the specific project/programme, including the impact it is having upon the local community.
- Up to 30 employees invited to attend the annual 'Friends of the Community Trust' day on the pitch at Edgeley Park at the end of the season.



Case Study: Mercedes-Benz Stockport support the work of the Trust by providing the charity with two electric vans free of charge. These vans are vital to the charity and are used to transport staff and equipment to sessions ranging from Walking Football to activities in schools. They were also used to lead the club's open top bus trophy parade.



Gold Partner

Approximate yearly spend: £25k+

Choose a gold package to deliver a bespoke programme of work in any of the Trust's four strategic areas to be shaped and designed in consultation with the partner.

Gold sponsorship includes:

- Name and logo on the website as 'Gold Partner'.
- Plaque to display in business premises and badge to add to company website.
- A table of 10 in the 1883 Suite at a SCFC game including a three-course meal.
- A table of 10 to attend the annual Community Trust ball.
- A team of four to play at the Stockport County annual Golf Day.

- A page in the match day programme showcasing the partnership.
- Regular social media posts across various platforms, including Facebook, Instagram and LinkedIn.
- Regular updates on the specific project/programme, including the impact it is having upon the local community.
- Bespoke branded assets for staff engagement, including a presentation to staff around the programme and the benefit to the local community.
- Up to 50 employees invited to attend the annual 'Friends of the Community Trust' day on the pitch at Edgeley Park at the end of the season.



Case Study: Together Finance sponsor the Trust education programmes which provides free six week coaching and curriculum sessions to every school in Stockport. The programme has been able to offer sessions to every Stockport primary and secondary school, providing opportunities to thousands of young people.





Potential Programmes

We have an array of programmes that would benefit from your sponsorship and support, as well as opportunities to establish brand new programmes that we don't currently offer.

These include:

- **Girls Development Programme**
- **Walking Football**
- **County Camps (Soccer Schools)**
- **County in the Park (Youth Holiday Provision)**
- **Free Holiday Provision (with Free Lunch)**
- **Breakfast Club (Wake Up & Shake Up)**
- **Additional School Programmes (Around Literacy, Sustainability & STEM subjects)**
- **School Games & Festivals**
- **Dementia Cafe (Sporting Memories)**
- **Move to a Mile**
- **Men's Mental Health Programme**
- **Scheme to Support Young People's Mental Health**
- **Kick Start running club**
- **Get creative programme**



Grassroots Fund

In addition to the Stockport County Community Trust programmes which are available for sponsorship, the Trust is also looking for a company to sponsor the Stockport County Grassroots Fund. This is a fund that local grassroots teams are able to bid in to in order to provide kits and equipment to local grassroots teams as well as the money in order to start up new teams such as a girl's team or disability team. This fund will enable many hundreds of children take part in grassroots football who may not otherwise get this opportunity.





**Community
Trust**

For further information on how you can support
the work of Stockport County Community Trust please
contact our CEO, Alison Warwood.

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