



**Believe  
The Hype**

WWW.HypeTrainFC.com  
Socials: @HypeTrainFC

# Hype Train Football Club

## Who We Are?

Hype Train FC is a grassroots football club formed in 2019, with our name and roots coming from our parent website, The Hype Train, a football content website that began in 2015.

## Why Sponsor Us?

Hype Train is a modern team that is social media friendly, charting every step of our story online and would like to grow our roots. We are a developing club in the Reading that wishes to expand our club to include reserve, female, and youth outfits.

## What Do We Do?



### Grassroots

We run two adult male football sides, competing in the East Berkshire Football League (EBFL), and the Reading & District Sunday League (RDSL). We also offer weekly training on Wednesday and Thursday evenings.



### Content

The club has an extensive content catalogue, including photography, filming and posting professional highlights across social media, hosting our Hype Train Podcast, providing detailed match reports, and a modern website.



### Creative

The Hype Train brand has a decade of experience in Fantasy Football and general football written content, a unique brand of media infographics, and post daily to our Hype Train Quiz channel.



### Community

The club is England Football accredited, boasting qualified Coaches, 60+ club members, we sit as website and development officers in the EBFL, and offer free bespoke infographics to clubs.

**CONTACT US**



**CALL NOW! +44 (0) 7584258718**



Reading, England



www.hypetrainfc.com  
contact@thhypetrain.co.uk



## Club Sponsorship 2024/25 Season

WWW.HypeTrainFC.com  
Socials: @HypeTrainFC  
contact@TheHypeTrain.co.uk

# Hype Train Web Sponsorship

## INFORMATION

Content is king at Hype Train and throughout the 2023/24 season we produced 195 Instagram posts, wrote 46 match reports, published 36 photo galleries, created 44 high quality match highlight videos, and released 16 editions of the Hype Train Podcast, reaching more than 100,000 unique visitors across our web and social channels.

### Web Sponsorship + Considerations:

Player of the Match/Month Sponsor, Website Sponsor, Podcast Sponsor, Matchday Sponsor, Ball Sponsor, Quiz Channel Sponsor, or we can tailor your business needs to the club.

## Club Bank Details

Name: Hype Train Football Club  
Acc Number: 33042049  
Sort Code: 20-65-20  
PayPal Email Address:  
contact@thehypetrain.co.uk



## Hype Train FC Sponsorship Plans

Hype Train are looking for a host of sponsors to be displayed across our websites and socials.

HYPETRAINFC  CONTACT@THEHYPETRAIN.CO.UK

### Web Sponsorship

For small businesses looking to support local football clubs

**£100**

- ✓ Feature on every social media post on a banner
- ✓ Appear on a Sponsorship webpage and web footer
- ✓ Feature in each YouTube match highlight video

ANNUAL FEE

### Web Sponsorship +

For small businesses wanting more club engagement

**£200**

- ✓ Sponsor any of our Player of the Match / Month awards, episodes of our Podcast, matchball sponsor, and more
- ✓ Monthly sponsorship posts across social media

ANNUAL FEE



## Club Sponsorship 2024/25 Season

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# Hype Train Kit Sponsorship

## MATCH KIT OPTIONS

### Kitlocker Club Store:

Since our formation in 2019, the club has had a Club Store with Kitlocker. This allows our players and club to purchase a range of training and match apparel.

Our choice of brand is Nike due to the durability of the kits over a long period of time, the easy accessibility of ranges as a leading brand, and the wide colour variety for kits.

### Considerations for Sponsorship:

- The club's primary colours are navy blue and gold, with our main change strip being all red. We have alternative colours in green, orange, and white, which the club uses with black shorts and socks.

- Any company logo will be placed centrally (see images below for examples) on the kit's chest and we will arrange mock designs with Kitlocker. There is also an option to appear on both sleeves and/or the back of the shirt above the numbers.

- It is more affordable for the club to purchase black shorts and socks in mass, allowing for a change of alternative shirt colours, though we have traditionally favoured singular-coloured kits.

- Currently, Nike have two main teamwear options for Nike tops. The 'Nike Park VII' (images 1 and 2 below) which when including embroidery and number printing, which is £4 each, costs £30 per match shirt. The more expensive 'Nike Park Derby IV' (images 3 and 5) shirts are £35-38 per shirt but are higher quality and fit the club's branding nicely with golden trims.

- The club produces regular photo galleries, match reports, and YouTube videos online. Content is key for us, and in any instance, we will aim to enhance the appeal of any onboarding sponsor to the best of our abilities.

## TRAINING SPONSOR

### Training Top Information:

Our main Nike training top (image 4 below) currently runs at £28 per shirt, with an addition £3 for a personalised number or initials. Players can choose between black or navy blue.

### Benefits of Training Sponsorship:

- Whilst the club keeps hold of match kits, players are in possession of their own training tops and wear them more frequently in public spaces, at training sessions, at the gym, and we've even had players take them abroad on holidays. So, the outreach outside of organised club media at training and games is higher.

- The club will also be posting regular photos and videos online with training tops visible during training and at matches.

- A sponsor can expand their range with a dedicated warm up top.

## Sponsorship Quotes

The next step would be to reach out to Club Secretary, Robert Austin and we will work together with you to arrange mock designs, get a full quote, understand your own needs, and obtain discounts from our Club Store.

