



Sponsorship Proposal

LEICESTER PRIMARY FOOTBALL LEAGUE

Want to build your corporate
social responsibility?

Support the health and
wellbeing of local children



Contact

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About Us

Inspire Together provide health, wellbeing and physical activity opportunities to young people across Leicester. Our vision is that every young person enjoys being active, so they have the long-term benefits of a healthy, happy, lifestyle. Our mission is to provide health, wellbeing and physical activity opportunities to inspire the young people of Leicester and give them the knowledge they need to lead a healthier, happier future.



We are the go-to organisation in Leicester for expert knowledge and delivery on physical education, physical activity and health and wellbeing, supporting a network of Primary School PE Leads, Secondary School Heads of PE & Special School PE staff.



Inspire Together are a not-for-profit organisation rebranded in 2022 to better represent the breadth of our work supporting the wellbeing of children & young people.



We have a big focus on health and wellbeing and work with families in the wider community. Promoting the minimum of 60 minutes of physical activity per day for children.

Introduction to the Primary Football League

Inspire Together run the Primary Football League for 60 schools across Leicester. This includes 65 boys teams and 62 girls teams, with at least 12 players in each squad. We currently engage around 780 boys and 745 girls which equates to over 1,500 young people throughout the year.

As the league progresses across the year, the top teams move from the league phase into the semi-finals and finals days. These days are our showcase events displaying the best teams from across the city who are all trying to get their hands on the Cup and the Shield for division 1 and division 2 respectively. Both boys and girls have their own divisions and competitions so the finals will host the top 10 teams of both groups. As a showcase event Finals are always hosted separate from our usual venues and have been played at King Power, Seagrave and Holmes Park across the years, always making for great viewing and an unforgettable experience for the children.

We also work with 4 Leicester secondary schools whose students are completing the 'Young Whistlers Course' in order to be able to referee at the primary school matches. Currently, there are 30 students across the 4 schools logging their leadership hours each week. We are therefore developing the skills of 120 aspiring referees across Leicester. Due to our relationship with schools within the city, we hope to increase this number to over 200.

Our aim is to get sponsorship in order to enhance the current league offer to the primary schools that take part. We could enhance training sessions, book better venues for finals, have t shirts for all players and much more.

Number of Participants in the 23/24 Academic Year

Leicester Schools Primary Football League							
Number of Schools engaged	Number of Boys teams engaged	Number of Girls teams engaged	Number of Boys engaged	Number of Girls engaged	Number of BAME young people	Number of SEND young people	Number of young leaders involved
57	62	61	640	600	500	100	22
Total number of Young People Involved		2,042					

The number of young people and families you will reach if you become sponsor of Primary Football League.

Impact of the Primary Football League

The Primary Football League has a huge impact on the young people involved and any sponsorship would help to future proof the League and ensure that young people will continue to have these positive experiences with sport and physical activity.

Impact for players in the League:

- High-quality opportunities to play football at an appropriate level, for both boys and girls.
- It contributes towards players 60 minutes of moderate/vigorous physical activity recommended for children by the World Health Organisation.
- It allows for physical and mental skill development.
- It helps to develop transferable skills such as communication, resilience and teamwork through being part of a team and a fast paced sport.
- It helps to improve young people's mental health as it is an escape to play sport outside of school.
- We provide links to local clubs to give young people the opportunity to continue playing.
- Young people feel the pride representing themselves and their schools.
- They have the opportunity to progress and play at high profile semi-finals and finals showcase events.
- They have the opportunity to play at high quality facilities that they wouldn't get playing at their own school.

Impact for young leaders:

- Help to develop transferable skills such as communication, tolerance, resilience, adaptability.
- Develops skills needed to be a referee through an England Football training course which they could progress to support community sport.
- Creates opportunity to learn in a fast paced environment.
- Allows the young people to be independent, grow in confidence and believe in themselves.

Primary Football League

Testimonials

"This football season I have enjoyed playing as a team, working together and giving each other tips and advice"



"I have enjoyed the Primary Football League this season because we have formed a special bond as a team."



"The Primary Football League has helped me to develop my communication and team skills."



"The Primary Football League has helped me to develop and perfect my football skills."



"Even though we didn't win on finals day I still really enjoyed taking part because we worked well together as a team and have encouraged each other all season".



"The Primary Football League has not only helped to develop our sporting skills but other skills too which will help us in the future."



Benefits for Sponsor

Sponsors can expect to receive the below benefits if they decide to sponsor the running costs of the Primary Football League.

First Benefit

Your company logo displayed on the homepage of our website.

Second Benefit

Termly write ups on your contribution to the Primary Football League in our weekly updates which go out to over 500 contacts across Leicester City.

Third Benefit

Your logo will be displayed on our weekly updates which go out to over 500 contacts across Leicester City.

Fourth Benefit

Your company mentioned in press releases to local media about the Primary Football League.

Fifth Benefit

High exposure for your company at our finals days. Your logo will be displayed on banners, flags and t-shirts at a highly attended event by young people, staff, partners and parents.

Sixth Benefit

Write up in our newsletters which go out to over 500 contacts across Leicester City

Seventh Benefit

Up to 10 posts on our social media pages.





Thank you!
Hope you are
interested!

Finals Day Video



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