



Chesham United Football Club

With current average gates in excess of 300 for First XI matches, over 200 children affiliated to the youth section, a Ladies side striving towards national league status, strongly supported by teams of all ages from Under 9's upwards, and a Youth and Reserve set-up prone to winning silverware....it doesn't take long to understand why Chesham United Football Club is so important to the community of this rural Buckinghamshire town.



Affiliated to the FA and members of the Southern League - a step below the Football Conference in the pyramid of non-league football - Chesham United Football Club have established a history that has etched so many great memories on the minds of Chesham folk, both young and old.

The most famous day (to date!) was in 1968 when, starting out in the qualifying rounds at odds of 1,000-1, The Generals made it all the way through to the final of the Amateur Cup played at a packed Wembley Stadium.



Each year, Chesham United embark on what they hope will be a life changing FA Cup run, coming face to face with one of the great names in football, earning a regular slot on Match of the Day re-runs.

The greatest of these came way back in 1979 when the Third Round was reached, losing 0-2 at home to Cambridge United of the old Second Division (known as The Championship today) in front of 5,000 people at our home, The Meadow. The

First Round was also reached (there are up to four qualifying rounds before this stage) in 1982 and 1995.

It is not just the highs and lows of winning and losing that fascinate The Meadow regulars, but which of these young Chesham starlets could be the game's next big thing? In recent years the likes of Kerry Dixon (Chelsea), Wayne Andrews, Fitz Hall (both Crystal Palace), DJ Campbell (Birmingham City), Tresor Kandol (Barnet) and Ernie Cooksey (Rochdale) have all donned the claret & blue of Chesham before embarking on their professional careers in the Football League.

Professional players coming to the end of their careers have also used Chesham United to play out their twilight years - Mark Lawrenson, Tony Currie, Tommy Langley and Alan Dickens are four famous names that spring to mind.

League success in the early 1990's ignited the fires of enthusiasm as "little old Chesham" won promotion to the old Isthmian Premier Division in 1991, and then were crowned Premier Division Champions just two years later. Regular crowds in excess of 1,000 witnessed this meteoric rise through the ranks of the football pyramid. With Chesham's closest rivals in the title challenge being near neighbours St Albans City, over 3,000 people saw the clubs battle out a crunch 1-1 draw, a result that left the path clear for Chesham to romp home as Champions. The season finished with a clash against a full strength Chelsea side at The Meadow, it was the launch of a new appeal to help improve the facilities at the club. That evening the Chelsea side, featuring the likes of Dennis Wise and Dave Beasant were overwhelmed, 4-1, by the Isthmian Champions.





Unfortunately, stringent ground grading requirements prevented this amazing journey from reaching its final destination - the National Conference. On the field, success happened faster than ground improvements could take place. Despite earning promotion as Champions, United were unable to take their rightful place. At the time it was a massive hammer blow to the morale of a club that was enjoying unprecedented good

times. The vibrations from the blow are still being felt today as the club doggedly work towards restoring their status amongst non-league's elite.

With ex-Watford, England and AC Milan star, Luther Blissett, at the helm, 2006/07 was one of consolidation off the field and disappointment on it. 2007/08 will start with a new management team led by Andy Leese and greater stability off the pitch, so for once there is an air of optimism. The new season will also see the launch of a new partnership with AVC Sports and Amersham & Wycombe College to offer 16-19 year olds a complete Sporting & Football Education. The students will study for sports related qualifications with the progress of all students closely monitored by Chesham United Football Club and any individual demonstrating the necessary ability will have the opportunity to play for the Club's Development Team and the possibility of progressing into the Reserves and First XI sides.

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01494 783964

Chesham United Ladies FC

Chesham United Ladies were formed in 1995. Two of the founder members of the club Sian Williams and Lisa Welling have taken the club from strength to strength. Paul Huntley must be given credit for managing the team to two successive double winning seasons in 2000 and 2001 and getting the side to the South West Combination League where they currently play against the likes of Newquay, Plymouth, Swindon, Oxford and QPR. In 2002, Miguel de Souza brought a new air of determination to the team. His mild manner but excellent vision and enthusiasm has enabled the team to finish top three for the past two seasons where they are currently pushing for promotion to the National League, where they will meet the likes of Millwall, Watford, Reading and could potentially meet Charlton and Arsenal in the League Cup.

Linking with Chesham's youth teams and introducing a girls team in 2000 the senior sides are now seeing the benefits with half the 1st team currently coming through from those girls sides. This is quite an achievement for those players to play at such a high level. The rest of the team is made up of some of the best players within the County, attracted to the club by its friendly but determined attitude.

With Girls teams now available from 8 years upwards most of these teams are managed and coached by the senior female players at the club who have all completed FA Qualifications and have a lot of experience working in girls football. For more information on Chesham United Ladies FC contact our website on www.culfc.co.uk.

Chesham United Youth FC

Chesham United Youth Football Club was founded in 1992 and runs teams from under 7's up to under 18's level, in some age groups running more than one team and using the name Chesham Rangers as well as Chesham United.

Teams are mixed boys and girls up to the under 11 level, at which stage the girls can go on to play for Chesham United Ladies. They play in competitive leagues from the under 11 level upwards, the under 8's to under 10's playing friendly matches in the South Bucks Mini-Soccer Conference, the under 11's to under 16's playing in the Wycombe and South Bucks Youth Football League, and the under 18's playing in the South Bucks Youth League. In the last few seasons the under 18's have gained promotion to their First Division, the under 15's have won the Mayor's Cup and the under 16's were runner's up in the League Cup. The under 8's, 9's and 10's have also won several small-sided summer tournaments.

Matches are mostly played on Sundays, with home games being played at a variety of locations in the local area, including Chesham Park, Chesham High School, Westwood Park in Little Chalfont and Hervines Park in Amersham. Mini-league for the under 7's is held on a Sunday morning either on the pitch at The Meadow or on the playing field behind the ground.

At least one of the adults running each team will hold an appropriate first aid qualification and child protection certificate to ensure the safety of the players. Similarly, at least one adult connected with each team will be qualified to FA Level 1 Coaching standard or higher to ensure the proper development of the children as both players and individuals in their own right. The club's training officer is currently taking his UEFA 'B' Coaching Badge and holds the FA Certificate to work with disabled footballers.



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Matchday Sponsorship

Thank customers, reward staff and influence prospective clients. For the ultimate package of live sporting entertainment and corporate hospitality in South Buckinghamshire, the only choice is Match Sponsorship.

A standard party of 6 will receive accommodation in our exclusive Bill Wells Suite and seats in the executive section of the Main Stand.



- A high quality buffet is provided with refreshments - television provided in the comfort of The Bill Wells Suite
- Arrange to arrive early and sample the pre-match build up with a guided tour
- Meet the Manager
- Complimentary matchday programme for each guest
- A company account for bar purchases to make entertaining simplicity itself
- Host/Hostess service to welcome you and your guests to The Meadow. Providing a quality service that continues throughout your stay with us
- Tannoy promotion of your match sponsorship throughout the occasion
- Reserved car parking for four cars closely situated to the Bill Wells Suite
- Your own full page black & white advert featured in the matchday programme; sponsors name printed on the front cover of the programme, team sheet and endorsement feature within the commercial section to recognise the important role you are playing
- Sponsors listing in every matchday programme
- Have your company name displayed on a banner or board within the ground
- Company name on match poster adverts around town in week leading up to game
- Your party selects a "Man of the Match" for the outstanding Chesham United player of the game
- After the final whistle enjoy the post-match presentation in the Bill Wells Suite where a representative from your group will present a "Man Of The Match" award and receive an autographed ball and memento of your sponsorship
- Photographic opportunities throughout your visit to record the memories. Complimentary photographs will be dispatched to you soon after the event

Packages may be altered to suit individual needs.



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Matchball Sponsorship



For the opportunity to mix business with pleasure in the comfort of The Bill Wells Suite, with an active role on matchday, the choice has to be Matchball Sponsorship.

Prime position offering two of the best VIP seats in the ground to view the game in style and comfort. Other numbers can be accommodated on request.

Use of the exclusive Bill Wells Suite, meet your guests before the game for a drink and a chance to soak up the atmosphere. A company account for bar purchases to make entertaining simplicity itself

- A high quality buffet, refreshments and television provided in the comfort of the Bill Wells Suite. Wine and soft drinks can be pre-ordered
- Hostess service to welcome you and your guests to The Meadow. Providing a quality service that continues throughout your stay with us
- Tannoy promotion of your matchball sponsorship throughout the occasion
- Reserved car parking for two cars
- A feature within the commercial section of the Matchday Programme to recognise the important role you are playing at the match
- Sponsors listing in every matchday programme
- After the final whistle enjoy the post match presentations in the Bill Wells Suite in the presence of players and Directors where a representative from your group will receive a football autographed by the Chesham United team, a lasting memento of your matchball sponsorship
- Photographic opportunities throughout your visit to record the memories. Complimentary photographs will be dispatched to you soon after the event.

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MATCHDAY PROGRAMME ADVERTISING

The Chesham United official matchday magazine remains to be one of the Club's most beneficial means of communication with its supporters. Up to 30 editions will be produced in the coming season for a total audience in excess of 10,000 fans.

The magazine offers a range of sponsorship and advertising opportunities designed to benefit individuals and/or companies alike. Options available range from small box advertisements through page sponsorship to full magazine sponsorship featuring front cover acknowledgement and full page advertisement.

A full page advertisement measures 148mm x 210mm and all prices cover a full season of advertising.

See over leaf for full list of options available.

PITCHSIDE ADVERTISING

Chesham United Football Club are currently looking for partners to take up their offer of owning one of the many Advertising Boards throughout The Meadow ground.

Advertising boards can be in full focus on matchdays, also as backgrounds to photographs in the local and national press, the club website and the matchday programme.



Advertising boards offer one of the most effective means of raising your company profile, service or brand name to a captive audience within the stadium and also via newspapers and websites.

Chesham United FC is also used for various TV productions including Sky One's Dream Team.

Prominent positioning available, including behind goals and opposite main stand.

Advertising Board opportunities also exist on perimeter walls, dug outs and alongside the players "tunnel"

CHESHAM UNITED FC

2007/08 Advertising Sponsorship

21/5/07

Match Sponsorship	Per Game
Ball Sponsor	£ 80.00
Match Sponsor	£ 310.00
Mascot	£ 50.00

All prices exclude VAT. E&OE.

Perimeter Boards	Per Season
Prime Position	£ 525.00
Standard Position	£ 415.00

All prices exclude VAT. E&OE.

N.B Cost of new boards to be paid for/supplied by sponsor
 - CUFC can help in the arrangement of this if required

10% discount when buying two seasons at a time
 15% discount when buying three seasons at a time

10% discount on second board in same season

Programme Advertising	Per Season
1/8 Page	£ 70.00
1/4 page	£ 130.00
1/2 page	£ 260.00
Full page	£ 420.00
Full page Colour	£ 620.00
Website	Per Month
468 x 60 Banner	£ 100.00
234 x 60 Half Banner	£ 50.00
Additional Sponsorship Opportunities	
Shirts/Kit	-
Coach for Away Travel	£5,000
Referee	-
Dug Outs	-
Main Stand Fascia	£2000*
Cricket Ground End Stand	-
Popular Stand	-

All prices exclude VAT. E&OE.

* Minimum 2 years, price per year