



Dion-Cùram

Safeguarding Lives, Nurturing Communities



SPONSORSHIP PROPOSAL FOR PENTLAND ATHLETIC YOUTH FOOTBALL CLUB 2018's

Corporate Sponsorships That Align with Your Brand



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WHAT WE DO

Dion-Cùram CIC is a community interest company, led by active blue-light first responders, dedicated to strengthening wellbeing, resilience, and inclusion across Scotland. Our mission directly supports **Public Health Scotland's 'Creating hope together, suicide prevention strategy 2022-2032'** while aligning with the **British Standards Institution's BS 30480 guidance on suicide prevention in the workplace.**

As part of our wider social impact, Chief Executive Officer Christopher Sutherland champions grassroots organisations and local clubs by connecting them with meaningful sponsorship opportunities that deliver lasting community benefit. We are not a marketing agency, our focus is not on profit but on empowerment — ensuring that teams like **Pentland Athletic Youth Football Club 2018s** can thrive without financial barriers.

Through our sponsorship model, we are offering organisations that sponsor both the home and away strips for Pentland Athletic Youth Football club 2018's squad a choice of either a **free in-house two-day Scottish Mental Health First Aid (SMHFA) workshop** or a **free in-house two-day Applied Suicide Intervention Skills Training (ASIST) workshop**. This unique addition ensures your support goes beyond football, directly contributing to mental health awareness, suicide prevention, and stronger community resilience. If only the home or away kit are sponsored, organisations will be offered a **free in-house 1/2-day SafeTALK workshop**

Six Key Benefits of Sponsorship

Partnering with Pentland Athletic Youth Football Club 2018's through Dion-Cùram CIC unlocks more than visibility — it creates lasting impact:

- **Brand Visibility and Recognition**
- **Targeted Audience Engagement**
- **Credibility and Trust Building**
- **Social Responsibility and Community Impact**
- **Return on Investment**
- **Thought Leadership and Industry Authority**

Sponsor Value Proposition

By sponsoring Pentland Athletic Youth Football Club's 2018's squad through Dion-Cùram CIC, your organisation gains more than brand visibility — you become a catalyst for community wellbeing and internal safeguarding within your own workplace. Every pound invested supports grassroots football while funding free **SMHFA (Scotland's Mental Health First Aid)** or **ASIST (Applied Suicide Intervention Skills Training)** workshops for your staff, equipping them with life-saving skills.

This dual impact ensures your sponsorship delivers both immediate recognition on the pitch and long-term value off it, positioning your brand as a champion of **youth development, workplace safeguarding, and mental health awareness.**



Rights Holder Description

Pentland Athletic Youth Football Club 2018's, is a grassroots community team established in 2019 to provide young people with the opportunity to play, learn, and grow through football. Based locally in Loanhead Midlothian, the club is committed to fostering inclusion, teamwork, and resilience both on and off the pitch.

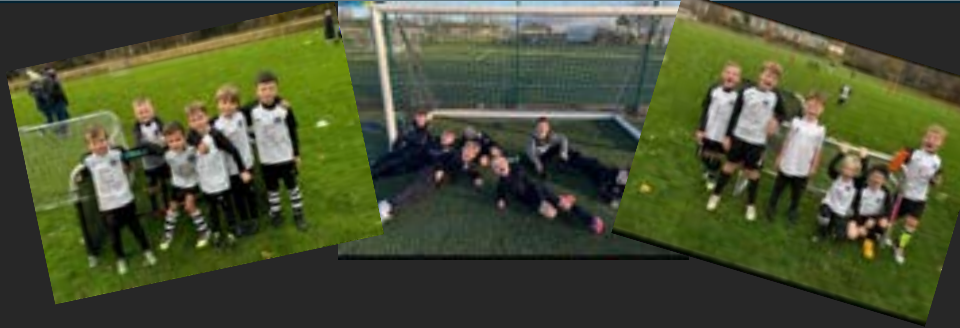
The club supports a 6- and 7-year-old boys team competing regularly in local leagues and tournaments. Training sessions are designed to be accessible and developmental, ensuring that players of all abilities can participate and thrive.

From 2026, **Pentland Athletic Youth Football Club 2018's** will be competing across regional grassroots leagues, facing teams from schools, community clubs, and development academies. Beyond weekly fixtures, the club also takes part in seasonal tournaments that bring together youth teams from across Scotland, offering players invaluable experience and exposure.

The club's mission is not only to nurture footballing talent but also to build character, promote healthy lifestyles, and strengthen community ties. By supporting **Pentland Athletic Youth Football Club 2018's**, your company will be directly associated with grassroots sport, youth development, and **positive community impact**.

This sponsorship opportunity allows your brand to be visible at matches, tournaments, and community events, while demonstrating your commitment to supporting young people and investing in the **future of Scottish football**.





SPONSORSHIP BENEFITS

Pentland Athletic Youth Football Club 2018's, is more than just supporting a team — it's an investment in young people, community spirit, and the future of grassroots football. Here's why your partnership matters:

- **Community Impact** 🧑‍🤝‍🧑 Your brand will be directly associated with a club that champions inclusion, wellbeing, and opportunity for local children and families.
- **Youth Development** ⚽ Sponsorship helps us provide quality coaching, safe facilities, and essential equipment, ensuring every child has the chance to play and grow.
- **Positive Brand Visibility** 👁️ Your logo and name will be proudly displayed on team kits and across our social media channels, reaching local supporters and beyond.
- **Grassroots Legacy** 🌱 By backing us, you're helping to sustain grassroots football — the foundation of the sport — and showing commitment to nurturing future talent.
- **Events & Engagement** 🎉 Sponsors are highlighted at tournaments, league fixtures, and community events, offering opportunities for direct engagement with families and supporters.
- **Shared Values** 🤝 Align your company with values of teamwork, resilience, and fairness — qualities that resonate with both sport and business.

SPONSORSHIP PRICING

Pentland Athletic Youth Football Club 2018's are looking for new home & away match playing strips, plus tracksuit tops for the entire playing squad (16) and coaches (4) for the 2026-27 season.

Home & Away - Your logo on the front of both strips and tracksuit tops – **£2000**

Home only - Your logo on the front of shirt and tracksuit tops – **£1100**

Away only - Your logo on the front of shirt and tracksuit tops – **£1100**



7 WAYS TO ACTIVATE A SPONSORSHIP DEAL

1. Leverage social media 📱

Showcase your sponsorship through our club's social channels with regular updates, matchday highlights, and behind-the-scenes content. Consistent posts build excitement, keep families engaged, and spotlight your brand as a proud supporter of local youth football.

2. Use Digital Platforms 🖥️

Go beyond social media by featuring your brand in our newsletters, online match reports, and community livestreams. These platforms allow you to connect with parents, players, and supporters where they already spend time online.

3. Bring Sponsorships to Life On-Site 🏆

Matchdays and tournaments are perfect for on-site activations. Branded banners, product samples, or fun activities for children create memorable experiences and allow families to interact directly with your brand in a positive, community-focused setting.

4. Utilize Content Marketing 🍌

Collaborate with us on stories that highlight your support — from blog posts about grassroots development to short videos featuring players in your sponsored kit. This content reinforces your role as a valued partner and strengthens your visibility across local networks.

5. Leverage Data & Insights 📊

Use attendance figures, social engagement stats, and community feedback to tailor your sponsorship activation. Understanding what resonates with our supporters ensures campaigns are impactful and meaningful.

6. Form Strategic Partnerships 🤝

Work with other local businesses or community organisations alongside the club. Joint initiatives — such as family fun days or charity events — extend your reach, build credibility, and demonstrate shared commitment to youth development.

7. Integrate Sponsorship into Broader Campaigns 📣

Align your sponsorship with your wider marketing efforts. Whether it's featuring Pentland Athletic in your advertising, highlighting your support in press releases, or linking campaigns to community values, integration ensures a consistent and powerful brand message.

Final Thoughts

At Pentland Athletic Youth Football Club 2018's, sponsorship activation is about more than logos — it's about creating lasting connections, celebrating community, and leaving a positive legacy for young people. By working together on clear goals and creative activations, we can ensure your brand is remembered not just on the pitch, but in the hearts of families across our community.



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NEXT STEPS

Further Questions

For more information, we'd be delighted to arrange a short call to answer any questions, giving you a deeper insight into Pentland Athletic Youth Football Club 2018's and the impact your support would make.

Confirming Sponsorship

If you're ready to move forward, all we'll need is a date to facilitate the workshops and your company logo. Pentland Athletic Youth Club 2018's will create a draft kit design featuring your branding, onto the sample strips below. You'll have the opportunity to review and request adjustments, ensuring the final design reflects your brand exactly as you'd like.

Timing Considerations

If now isn't the right moment to commit, that's absolutely fine. We'll keep in touch and be ready to revisit sponsorship opportunities whenever the time is right for you.



Your Support Their future

Together, we can inspire the next generation of players, strengthen community ties, and create lasting memories both on and off the pitch. By sponsoring Pentland Athletic Youth Football Club 2018's, your company will not only gain visibility but also play a vital role in shaping opportunities for young people in grassroots football. We look forward to building a meaningful partnership that celebrates teamwork, resilience, and community pride.