



# WESSEX LEAGUE

## SPONSORSHIP OPPORTUNITIES

# SEASON 2026-27

- HEADLINE SPONSOR - LEAGUE & CUP
- PARTNERSHIPS
- RADIO SHOW
- NEWSLETTER
- SOCIAL MEDIA & MORE!!



# ABOUT THE LEAGUE



The Wessex League is a semi-professional football league, with England Accreditation from the Football Association, founded in 1986 operating at Step 5 and Step 6 of The Football Association's National League System (NLS) – Steps 9 and 10 of the English Pyramid System

## REACH

The geographical footprint of the Wessex League extends to an area that reaches 50 miles beyond the Hampshire border; currently clubs in membership of the League are predominantly from Hampshire but also includes clubs from the Isle of Wight, Dorset, Surrey and Wiltshire.

The Wessex League currently has a Premier Division and First Division with 40 clubs. These clubs collectively have 650 teams competing at all levels of football from under 5's through to Veterans and Walking Football, including Wildcats for Girls, Ladies and Pan Disability. The leading club being AFC Stoneham with an incredible 75 teams, the club are based at the impressive Stoneham Lane Complex.

Innovative and forward thinking, the League was the first (2004) at Step 5 & Step 6 to appoint a Race Relations Officer.

## EXPANSION & INCLUSIVITY

The League has expanded into a community-based organisation which has reached out to all parts of society in an inclusive manner. It is estimated that the number of people participating in football in the Wessex area as well as those involved in the background is around 250,000 every week.

Since 1986 a total of 13 teams have achieved promotion to Step 4 and above, notably Eastleigh who now compete in the National League. Wessex League clubs have been well represented in The FA Cup and enjoyed success in FA Vase, as follows: 1991-92

Wimborne Town (Winners), 2003-04 Winchester City (Winners), 2006-07 AFC Totton (Runners-Up), 2013-14 Sholing (Winners)

The Wessex League has also helped develop referees with a very good progression to Premier League and FIFA status, (Rob Styles, Wendy Toms, and Keith Stroud who has Premier League experience and is currently one of the senior Championship referees).

## WELL RUN

The League is considered by some to be the best Step 5/6 league in the NLS and has a strong management board who work tirelessly with clubs and their valued volunteers to maintain the high standard of their grounds and facilities.

This is supported by a licensed loan scheme to assist clubs in improving their facilities. The League has a Ground Grading Officer, leading a team of colleagues who inspect facilities and advise on improvements necessary to maintain the FA Ground Grade applicable to its expected standards.

## DEVELOPMENT

The management board are committed to community development, offering advice and support to clubs with community projects.

Football is at a good level averaging up to 5,000 spectators during a full week's fixture schedule.

## RADIO SHOW

The League has its own award-winning radio show, broadcasting from the Fiesta FM studio in Southampton, weekly on a Sunday afternoon, simultaneously on Facebook and covering an area from the New Forest, to Winchester, Salisbury, Isle of Wight, the M27 corridor, Winchester, Basingstoke, Aldershot and Birmingham with an estimated audience of 158,000 and a listening figure in excess



of 35,000 per week with the potential to significantly increase that number in the coming months.

Sponsor advertising through the radio show is potentially a unique opportunity to reach a significant number of listeners.

## NEWSLETTER

The weekly newsletter has an ever-growing circulation list, and is shared both on the website and across our social media channels.

## WEBSITE & SOCIAL

Complimenting the newsletter for sources of all the latest Wessex news, is our website - [www.wessexleague.co.uk](http://www.wessexleague.co.uk) - which generates over 200,000 page views annually, and our active social media accounts across Twitter, Facebook and Instagram - a combined follower reach of 12,500.

## PARTNERSHIPS

The League has a good working relationship with The Hampshire Football Association, seeking to develop mental health programmes such as; MIND; CALM; Sporting Chance and Heads Together.

The League has had three sponsors during its thirty-six years, including Jewsons Builders Merchants for thirteen years and latterly Sydenhams Builders Merchants for eighteen years.

We are now seeking a new main sponsor - or sponsors - offering complete sponsorship or partial sponsorship packages to suit a range of budgets.

*Read on for more details ...*

# HEADLINE SPONSOR

Our **HEADLINE** sponsorship encompasses all available sponsorships with the Wessex League. This package gives your business the title sponsorship of the League itself, as well as the League Cup, and your business will feature prominently within the Newsletter and Radio Show.

## *Platinum sponsorship package benefits:*

- Naming rights to the Wessex Football League and our Cup Competition
- PR and photo release across our website, social media channels and press contacts within the Wessex region
- Website and social media alignment to your business - 30,000 views every month and a combined follower base of 12,500
- Weekly mentions in 'The Wessex Post' newsletter and award-winning Radio Show - including interview opportunities and a regular dedicated ad slot
- Spin-off publicity through national (Non-League Paper) and regional press mentions, every week of the season.
- Hospitality for your business at the League Cup Final; includes three course sit down meal, drinks and complimentary programmes with your business logo on the cover and full-page ad within, tannoy mentions.
- Presentation of the Wessex League Premier Division, Division One and League Cups to be made at the end of the season

The cost of this sponsorship is £25,000 per season, for a minimum commitment of three years.

**To discuss any opportunity within this brochure contact in the first instance [Nick Taplin](mailto:nick.taplin@wessexfl.com), league chairman via email [chairman.wessexfl@gmail.com](mailto:chairman.wessexfl@gmail.com) or phone - 07780 496315**



Pic: Daniel Haswell

# THE LEAGUE CUP

The **WESSEX LEAGUE CUP** is the main knock-out competition which compliments our league.

Opportunity to sponsor the Cup brings with it mentions across all media platforms and coverage on the cup final day itself, within the stadium, PA announcements, programme advertising alongside corporate hospitality for you and your associates to enjoy, before presenting the cup at the final whistle.

By sponsorship the League Cup via our 'Headline Sponsor' package detailed on the left, you'll also gain spin-off visibility through a number of press sources present on the day.



Pic: Daniel Haswell

# LEAGUE PARTNERSHIPS

By committing to a **LEAGUE PARTNERSHIP** your business will be noted as the sponsor of our popular radio show - The Wessex League Football Show.

The show is the official podcast of the Wessex Football League and the show airs live on Fiesta 95 FM from 12 noon - 2pm every Sunday.

You can also listen live online at [www.fiestafm.co.uk](http://www.fiestafm.co.uk) from anywhere in the world. Our aim is to promote all local football but specifically the 40 teams of the Wessex Football League.

A partnership link-up also promotes your business through our official newsletter - **THE WESSEX POST**, a one-stop shop for all the latest fixtures, results, tables, cup draws, transfer news and much more besides.

Loved by players, staff and supporters alike, the newsletter's growing circulation is enhanced by its duplication on our website and subsequent promotion and download through social media platforms, carrying a combined 12,500 followers.

Price on application with packages starting from £2,000 per season.



**VELOCITY**  
**WESSEX LEAGUE**  
**FOOTBALL SHOW**

Velocity  
Sports Surfaces

**ON AIR**

Tune in to our official podcast live on Fiesta 95FM and [www.fiestafm.co.uk](http://www.fiestafm.co.uk) every Sunday between 12-2pm, with Cliff Pledge and Greg Dickson.  
Featuring guest interviews and rounding-up all the latest news from around the Velocity Wessex League.  
Listen back via the QR code!



Get In Touch with the Show!  
[greg.fiestafmuk@gmail.com](mailto:greg.fiestafmuk@gmail.com)  
[cliffpledge@hotmail.com](mailto:cliffpledge@hotmail.com)



To discuss any opportunity within this brochure contact in the first instance **NICK TAPLIN**, league chairman via email [chairman.wessexfl@gmail.com](mailto:chairman.wessexfl@gmail.com) or phone - 07780 496315



**THE WESSEX POST**  
official newsletter  
OF THE  
WESSEX FOOTBALL LEAGUE





**WEB** [WESSEXLEAGUE.CO.UK](http://WESSEXLEAGUE.CO.UK)

**TWITTER** [@WESSEXLEAGUE](https://twitter.com/WESSEXLEAGUE)

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**FBK** SEARCH WESSEX LEAGUE