



MORAY GIRLS FC

Partnership Prospectus





Empowering Girls and Retaining Talent in Moray

Who We Are: The Moray Girls Football Club Difference

The Moray Girls Football Club was founded in 2009 with a simple but critical mission: to provide an accessible, high-quality, and inclusive football program specifically for girls residing in Moray and the surrounding rural communities.

We currently support over 70 athletes ranging from ages 8 to 16.

Our volunteer coaches are all certified and committed to positive mentorship.

**Over 70 athletes
ranging
from ages 8 to 16**



The Challenge of Rural Isolation and Talent Retention in Moray:

For young women in Moray, geographic isolation often results in significant barriers. Without competitive local pathways, many talented young girls are forced to leave the area often moving hundreds of miles—to access the necessary development for their football and, subsequently, their education and career opportunities.

This contributes directly to a long-term talent and population drain in the region. We exist to close this opportunity gap, ensuring every local girl has a place to play, grow, and belong, and crucially, has the resources to stay and succeed right here in Moray



Building More Than Just Athletes and Developing Future Leaders

Our mission transcends the scoreboard. We don't just teach football; we foster the qualities essential for success in life, with a strong focus on community retention:

Your support directly translates into tangible impact: a new generation of confident, resilient young people, equipped with leadership and coaching qualifications, ready to build their careers and lives right here in Moray, contributing positively to our local community for years to come.

Inclusivity
Empowerment & Local Retention
Accessibility
Mentorship



Core Value What It Means for Our Community

Inclusivity

We ensure a safe, welcoming environment where girls from all backgrounds feel valued, building a strong community connection.

Empowerment & Local Retention

We cultivate high self-esteem, resilience, and crucial local leadership confidence. We also offer certified coaching and officiating pathways, empowering young people (both players and non-players) with transferable career skills and mentorship opportunities to encourage them to stay in the community after finishing school.

Accessibility

We actively work to keep registration fees low and provide support for equipment and transportation to make sure no girl is left on the sidelines due to financial constraints.

Mentorship

Our coaches serve as positive role models, emphasizing academic success, healthy living, and strong character development alongside sporting skill.



The Sponsorship Opportunity

Invest in Local Futures and Gain Regional Exposure

By partnering with the **Moray Girls Football Club**, your business demonstrates a clear commitment to local youth development and gender equality in sport, enhancing your brand visibility across our entire community network and throughout the North of Scotland



Sponsorship Tiers

Community Partner

Team Sponsor

Travel & Sustainability Partner

Wellbeing Fund

Match Day Support

Community Partner: £250 to £500

Local Impact & Exposure:

Directly supports team building activities/days out (e.g., Lossiemouth beach day).

Visibility includes: Logo placement on our website, dedicated thank-you post on social media (reaching 1.7 k followers), Local Newspaper exposure, and a public mention at our Annual Awards Night.

Team Sponsor: £1000 to £2000 per team

High Visibility & Regional Reach:

Your logo/name prominently displayed on HOME and AWAY match kits for one team (e.g., U14s). This includes high-profile exposure as we travel across the North of Scotland, including the Highlands, Aberdeen, and Aberdeenshire, with potential exposure in cities like Dundee and Edinburgh during cup ties.

Benefits include:

Weekly digital photo updates of the team wearing the strips (ideal for your social media), and dedicated exposure on our website and social channels.



The Sponsorship Opportunity

Travel & Sustainability Partner: £3000 to £5000

Major Environmental and Safety Partnership: Dedicated sponsorship for our essential mini-bus travel program. This visibly positions your company as a champion for a Greener, Safer, and Healthier Scotland by significantly reducing the carbon footprint of individual car journeys across the region.

Benefits include: major feature on social media/website, opportunity for a joint press release on "Sustainable Sport," and public recognition for prioritizing player safety and centralized travel.



Sponsorship Tiers
Community Partner
Team Sponsor
Travel & Sustainability Partner
Wellbeing Fund
Match Day Support

Wellbeing Fund: £1000 to £2000

Enhance Mental Health and Wellbeing: Donations to this fund will provide the players with access to Physio, nutritional support, leadership courses, counselling, peer support, mindfulness activities. Neurodiversity training for coaches.

Benefits include: major feature on social media Brand is associated with healthy living, promoting equality, empowerment and investing in the health, confidence and leadership potential of young women.

Match Day Support: £1500 to £3000

Focused Visibility & Engagement:

Dedicated sponsorship for the operational costs of our match days (referee fees, pitch hire, equipment). This partnership allows us to maintain the highest standards of competition.

Benefits include:

public address mentions throughout the day, and two dedicated social media "Match Day Takeover" posts per season.



Where Your Investment Goes

Every pound stays local, supporting the essential infrastructure of our club:

25% funds secure, consolidated mini-bus travel to competitions and team events, reducing our environmental impact and ensuring player safety

30% goes toward facility hire, equipment replacement, and training balls.

20% funds coaching certification and ongoing professional development.

(This includes formal certification costs for young people moving into coaching roles)

15% funds our Health & Wellbeing Program, providing holistic support including nutrition, physio, and mental health resources, plus essential peer support structures.

10% contributes to our Player Hardship Fund, subsidizing fees and travel for families facing financial difficulties.

**Corporate Tax Benefits
of Sponsorship
(UK & Scotland)**



For businesses considering a partnership with the Moray Girls Football Club, your investment is often viewed favourably for UK Corporation Tax purposes, providing a clear financial incentive alongside the community benefits

Sponsorship as a Business Expense (Tax-Deductible): Payments considered "wholly and exclusively" for promoting your trade (advertising/marketing) can typically be deducted from your company's taxable profits, reducing your Corporation Tax bill. The visibility benefits offered (kit logos, website/social media exposure, press releases) are key to qualifying your investment as a deductible marketing expense.

Donations (Corporate Gift Aid): If the club is a registered Community Amateur Sports Club (CASC), qualifying cash donations may be allowable as a deduction from the company's total profits. This usually applies to payments made with little or no commercial benefit to your business.

We strongly advise all prospective partners to consult with their financial or tax advisor to fully understand how their investment in the Moray Girls Football Club can be leveraged for corporate tax relief.



Next Steps

We would be thrilled to schedule a brief meeting to discuss how a customized partnership with the Moray Girls Football Club can help us achieve our goals while meeting your business's community outreach and marketing objectives.



*Invest in the future
of our rural
community's young women*

MORAY GIRLS FOOTBALL CLUB

Thank you

for considering an investment in the future of our rural community's young women.

Consultation:

We strongly advise all prospective partners to consult with their financial or tax advisor to fully understand how their investment in the Moray Girls Football Club can be leveraged for corporate tax relief.

Contact: Fiona Watson Club Secretary

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