



**Community  
and  
Education Trust**  
Registered Charity No: 1130773

# Friends Of PNECET



*Connecting  
people,  
inspiring  
generations,  
achieving goals.*



## Who We Are

We are Preston North End Community and Education Trust, the official charity (Registered Charity No. 1130773) of Preston North End Football Club.

Utilising the power and appeal of Preston North End Football Club and football as a whole, we situate ourselves at the heart of the Preston community, providing a high-quality service to improve people's lives.

Our provision is centred around

**Community Engagement**    **Education**    **Health and Wellbeing**

These services connect people from all walks of life, support all to achieve their goals and make positive changes to create a safer, stronger and more resilient community.



*Connecting people, inspiring generations, achieving goals.*

# Contents

- 3 Welcome
- 4 Partner With Preston North End Community And Education Trust
- 6 Friends Of Scheme Overview
- 7 Principal Partner
- 8 Platinum Package
- 9 Gold Package
- 10 Silver Package
- 11 Bronze Package
- 12 Alternative Options To Support



# Welcome

## Welcome to Preston North End Community and Education Trust's 'Friends Of' scheme.

In this brochure, you will find information on the partnership opportunities available to businesses and how to get involved with all the fantastic work PNECET do within the Preston community.

As a 'Friend Of PNECET' you will be supporting the life-changing work the Trust delivers.

There are endless benefits of working with a charity like PNECET and it can strengthen a corporate identity as an ethical and trustworthy brand. PNECET have community projects and investments levels that will suit all.

## Our Strands



### Community Engagement

Our Community Engagement provision delivers initiatives that create safer, stronger and more resilient communities.



### Education

Our Education programmes provide a pathway for all, helping people to achieve their goals.



### Health and Wellbeing

Our Health and Wellbeing provision tackles health inequalities across Preston, by supporting people to lead healthier and more active lifestyles.



# Partner With Preston North End Community And Education Trust

As the official charity of Preston North End Football Club, we situate ourselves at the heart of the Preston community. We utilise the power and appeal of Preston North End Football Club and football as a whole. We provide high-quality services to improve people's lives through our wide range delivery across our three strands; **Community Engagement**, **Education** and **Health and Wellbeing**.

We are a holistic charity that deliver a wide range of impactful programmes, investing in the people and city of Preston. Our award-winning charity work encompasses key areas such as, but not limited to; tackling re-offending and anti-social behavior, improving mental and physical health, supporting both young people and adults into education and/or training, connecting generations and tackling social isolation. Our dedicated and passionate team work tirelessly to improve the lives of thousands of people across our City. By supporting us, you could become a part of our journey in supporting the life-changing work of the Trust, which is both rewarding and mutually beneficial.

Through our partnership opportunities, we are looking for organisations to support our objectives and in-turn their own. In addition to playing an active role in helping the local community, partnering with us offers you the opportunity to align yourself with the official charity of Preston North End Football Club.

We aim to create mutually beneficial partnerships with a broad range of organisations, and we look forward to forming more positive relationships with businesses for the benefit of our City, Preston.





# Friends Of Scheme

There are various levels of investment to choose from.

Choose a package that benefits you and make a difference in the Preston community.

**Principal  
Partner**

Price on  
application

**Platinum  
Package**

£15,000

**Gold  
Package**

£7,000

**Silver  
Package**

£4,000

**Bronze  
Package**

£2,000



# Principal Partner Price on application

A recognised partner of Preston North End Community and Education Trust.

Press release and launch photo at Deepdale to be published across different media channels.

Branding and promotional material features at key charity events, plus the opportunity to be sponsor for a key event.

Plaque for your offices and business recognition at PNECET offices.

Your business logo within PNECET annual impact report.

One table for ten at the annual 'Friends Of' dinner for all partners.\*

Access to PNECET executive box for one home fixture at Deepdale up to ten guests (drinks not included).

Four stadium tours per annum for clients or staff.

One double page feature in a matchday programme.

Big screen advertisement at all home EFL league fixtures.

Two tickets for every home EFL league fixture during your sponsorship.

Two seats at the player sponsors' evening.

A PNE player will personally visit your facilities or venue of choice to launch the partnership.

Matchday hospitality for four people at a home EFL league fixture at Deepdale.

One signed and framed PNE shirt with your business logo.

Official campaign partner with logo on all promotional materials.

PNECET official kit sponsor. Your business logo will appear on the following items; t-shirts, polos, mid-layers, rain jackets and bench coats.



\*Additional request may become available.

# Platinum Package

## £15,000 per annum

A recognised partner of Preston North End Community and Education Trust.

Press release and launch photo at Deepdale to be published across different media channels.

Branding and promotional material features at key charity events plus the opportunity to be sponsor for a key event.

Plaque for your offices and business recognition at PNECET offices.

Your business logo within PNECET annual impact report.

One table for ten at the annual 'Friends Of' dinner for all partners.\*

Access to PNECET executive box for one home fixture at Deepdale up to ten guests (drinks not included).

Four stadium tours per annum for clients or staff.

One double page feature in a matchday programme.

One big screen advertisement during home EFL league matchdays.

One signed and framed PNE shirt.

Two tickets for every home EFL league fixture during your sponsorship.

A PNE player will personally visit your facilities or venue of choice to launch the partnership.

Present the Community Player of the Year Award on the pitch at Deepdale at the final home game of the season (or any other location the awards are held).

Matchday hospitality for four people at a home EFL league fixture at Deepdale.

Official headline programme partner inclusive of company logo on all promotional materials and an organised session visit.



\*Additional request may become available.

# Gold Package

## £7,000 per annum

A recognised partner of Preston North End Community and Education Trust.

Press release and launch photo at Deepdale to be published across different media channels.

Branding and promotional material features at key charity events plus the opportunity to be sponsor for a key event.

Plaque for your offices and business recognition at PNECET offices.

Your business logo within PNECET annual impact report.

Table for ten at the annual 'Friends Of' dinner for all partners.\*

Access to PNECET executive box for one home fixture at Deepdale up to ten guests (drinks not included).

Two per annum business meetings for your choosing in the PNECET executive box.

Two tickets for three PNE home EFL league fixtures at Deepdale.\*

Two stadium tours per annum for clients or staff.

Matchday hospitality for four people at a home EFL league fixture at Deepdale.

One signed and framed PNE shirt.

One double page feature in a matchday programme.

Fifty 'ambassador of PNECET' pin badges.

\*Additional request may become available.



# Silver Package

## £4,000 per annum

A recognised partner of Preston North End Community and Education Trust.

Press release and launch photo at Deepdale to be published across different media channels.

Branding and promotional material features at key charity events.

Plaque for your offices and business recognition at PNECET offices.

Your business logo within PNECET annual impact report.

Table for ten at the annual 'Friends Of' dinner for all partners.

Twenty 'ambassador of PNECET' pin badges.

One single page feature in a matchday programme.

Two stadium tours per annum for clients or staff.

Two per annum business meetings for your choosing in a PNECET executive box.

Two tickets for three home EFL league fixtures at Deepdale.

Invitation to various tournaments and events.

Matchday hospitality for two at a home EFL league fixture at Deepdale.

Signed PNECET ball.

One thank you message on the big screen for one home EFL league fixture at Deepdale.



# Bronze Package

## £2,000 per annum

A recognised partner of Preston North End Community and Education Trust.

Press release and launch photo to be published on the PNECET website and social media channels and sent to local media outlets.

Branding and promotional material features at key charity events.

Plaque for your offices and business recognition at PNECET offices.

Invitation to various tournaments and events including a table for five at the exclusive 'Friends Of' dinner for all partners.

Ten 'ambassadors of PNECET' badges.

One single page feature in matchday programme.

Four adult tickets to a home EFL league fixture at Deepdale.

Two stadium tours used for staff reward or clients.



# Alternative Options To Support

**Silent Donation** - If you would like to donate without any publication of your donation.

**In-Kind Donation** - If your business can support our delivery, we can work in partnership.

**Sponsor Key Events Or Initiatives** - We deliver a variety of programmes throughout the year and in some cases, one-off events that could link to your company values.

**Donation Of Tickets Or Season Cards** - We work with the most vulnerable people across our community, an opportunity to attend PNEFC fixtures can be a huge event.







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PNECET