

**FUNDING DIGEST: FORMAL AFFILIATED DISTRICT SCHOOLS’ ASSOCIATIONS**

This funding digest serves as a reminder of funding to which ESFA formal affiliated Districts are entitled, and the means by which funding can be secured. It also highlights the funding opportunities available to Districts should they wish to take them up. Where external funding sources have been identified, they are included in this digest, which also contains a case study for creating a sponsorship package for a rep football team

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| **FORMAL AFFILIATED DISTRICT FUNDING DIGEST****JANUARY 2022** |
| **Entitlements** | Formal District Associations are entitled to **£350** of one-off funding to support the resumption of football, post-pandemic, in return for the submission of information about their activity. Announced as “resumption of football” funding on 14th October, this required Associations to submit team data by competition, using the form which can be found [here](https://schoolsfootball.org/wp-content/uploads/2022/02/ESFA-Funding-Entitlement-Team-Data-Competition-Sanction-Form-FINAL4.docx). **This funding remains open until 28th February and formal Districts are urged to claim their entitlement, which is for this year only.**For ease, if you have the information requested on the submission form in alternative formats (such as published fixture list/competition draws) please feel free to submit that instead of completing additional paperwork. References to your website an acceptable alternative.Submissions should be made to andrea.chilton@schoolsfa.com |
| **ESFA Funding Opportunities** | The ESFA has a development pot which is available at County level to support activity which is put on for the benefit of children who do not already participate in football. You may wish to seek to put on this activity on behalf of or in conjunction with your CSFA, if they have not already committed, or in conjunction with other Districts on behalf of the CSFA, again if they have not already committed.You should contact your CSFA if you wish to get involved: **the deadline for submission of development fund applications is 28th February** and must come from the CSFA. Activity must be delivered this season. For your information, further details and the CSFA application form can be found [here](https://schoolsfootball.org/wp-content/uploads/2022/02/Form-A-activity-planner.docx) |
| **External Funding Sources** | [New UK charitable funders & grant making trusts & foundations (charityexcellence.co.uk)](https://www.charityexcellence.co.uk/Home/BlogDetail?Link=New_UK_Charity_Grant_Funders&&dm_i=6MG6,FAJT,351WMK,1UI80,1)[Grants & Sources of Funding for Charities & Nonprofit Organisations (thestablecompany.com)](https://www.thestablecompany.com/sources-of-funding/charities-voluntary-organisations)[Apply for funding for community projects - GOV.UK (www.gov.uk)](https://www.gov.uk/apply-funding-community-project)A reminder that you can review the ESFA’s grant funding guide here:[JANUARY-MM-GETTING-GRANTS-FROM-TRUSTS.docx (live.com)](https://view.officeapps.live.com/op/view.aspx?src=https%3A%2F%2Fschoolsfootball.org%2Fwp-content%2Fuploads%2F2018%2F12%2FJANUARY-MM-GETTING-GRANTS-FROM-TRUSTS.docx&wdOrigin=BROWSELINK) |
| **FORMAL AFFILIATED DISTRICT FUNDING DIGEST****JANUARY 2022** |
| **Commercial Director: Rep Football Sponsorship Package** | The ESFA’s Commercial Director is often asked for advice on seeking sponsorship and his response always contains two elements: that depends on what the commercial sponsor wants to achieve from the partnership, and what you could offer that sponsor in return for their investment. An example of a sponsorship deal for a rep team is provided below, as an illustration of what might be possible, depending on your programme of activity and their and your resources.* Front of Shirt Sponsorship
	+ £1500 per annum
	+ 3 year deal with annual breaks.
	+ 10 x tickets to annual awards dinner or similar
	+ Signed framed shirt each year of the agreement
	+ Social media activity  to be agreed
	+ Local press release announcing the partnership
* Back of Shirt
	+ £900 per annum
	+ 3 year deal with annual breaks.
	+ 6 x tickets to annual awards dinner
	+ Signed framed shirt each year of the agreement
	+ Social media activity to be agreed
	+ Local press release announcing the partnership
* Back of Shorts Sponsorship
	+ £500 per annum
	+ 3 year deal with annual breaks.
	+ 4 x tickets to annual awards dinner
	+ Social media activity to be agreed
	+ Local press release announcing the partnership
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**We hope you’ve found this funding digest helpful, and if you have hints and tips from your own successful fundraising activity, please feel free to submit them to the ESFA CEO,** **andrea.chilton@schoolsfa.com****, for inclusion on our website.**

**In the meantime, please do work on your submissions to your funding entitlement by the deadlines noted.**

**Thank you**