



Sponsorship Opportunities







ABOUT US

Millwall Community Trust, established in 1985, works to provide sporting, education, social and healthy lifestyle opportunities to the local community in Southwark, Lewisham and the wider community.

Its work is targeted at people of all ages irrespective of race, gender or sexual orientation and runs programmes aimed at tackling social exclusion, racism, knife crime, lack of employment opportunities for young people, mental health and disability issues.

The Trust aims to be a progressive and campaigning charity that makes a difference to ordinary people's lives.



The work of the Millwall Community Trust is essential to using the power of sport and football in particular to improve the lives of people in the communities from which we draw our support."

- Steve Kavanagh, CEO Millwall FC

WOULD YOU LIKE TO HELP US SUPPORT PEOPLE WITH DISABILITY AND MENTAL HEALTH ISSUES?

HEADLINE SPONSOR: £5,000

PFA PLAYER TRUST AMBASSADOR: Jed Wallace

BENEFITS TO SPONSOR

- Company branding on all Trust coaches' tracksuits and shirts
- Company logo on all Trust letterheads
- Name on sponsors programme page in all Millwall FC home matchday programmes
- Two tickets to the Millwall FC End of Season Awards
Dinner on the Trust table
- Allocation of a pitch perimeter advertising board in the Lions Centre
- Invitation to Millwall FC and Trust networking events
- Volunteering opportunities for your company staff

The disability and mental health programmes have been running for some seven years working with children, young people and adults with pan disability.

The programmes help individuals to manage their independence and build social skills.



WOULD YOU LIKE TO HELP SUPPORT CHILDREN AND YOUNG PEOPLE WITH PHYSICAL ACTIVITY WITHIN SCHOOLS?

HEADLINE SPONSOR: £5,000

PFA PLAYER TRUST AMBASSADOR: Jason McCarthy

BENEFITS TO SPONSOR

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The Trust's participation programme supports children and young people within the school environment with sporting activities and education programmes, using football as a vehicle for learning. The programme also spreads to out-of-school holiday periods with multisport and football educations camps.



WOULD YOU LIKE TO HELP US TACKLE KNIFE CRIME?

HEADLINE SPONSOR: £5,000

PFA PLAYER TRUST AMBASSADOR: Aiden O'Brien

BENEFITS TO SPONSOR

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The Trust runs programmes to divert young people away from knife and gang crime. Prevention workshops are run in schools, youth clubs and on housing estates. The total number of offences involving a knife or bladed instrument rose to 40,147 in 2019, a seven-year high. There were 1,299 stabbings in London in the period January to April 2019.



WOULD YOU LIKE TO HELP US FIGHT RACISM?

HEADLINE SPONSOR: £5,000

PFA PLAYER TRUST AMBASSADOR: Mahlon Romeo

BENEFITS TO SPONSOR

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The Trust runs anti-racism workshops in schools which focus on anti-muslim and anti-immigrant issues, as well as racism directed towards black and other ethnic minority groups.



WOULD YOU LIKE TO HELP US GET YOUNG PEOPLE INTO EMPLOYMENT?

HEADLINE SPONSOR: £5,000

PFA PLAYER TRUST AMBASSADOR: Alex Pearce

BENEFITS TO SPONSOR

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- Company logo on all Trust letterheads
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The Trust offers employment support programmes free of charge. Aimed at unemployed people of all ages, the Trust runs 12-week traineeships for 16-18 and 19-24 year olds and six-week employment support programmes for 19-50+.



WOULD YOU LIKE TO SUPPORT WOMEN'S AND GIRLS FOOTBALL?

HEADLINE SPONSOR: £5,000

PFA PLAYER TRUST AMBASSADOR: Ben Thompson

BENEFITS TO SPONSOR

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NAME AND LOGO ON FRONT AND BACK OF SHIRTS AND SHORTS

The Millwall Lionesses Women's Team play in the FA Women's Football League and also compete in the FA Women's Cup. The Millwall Lionesses Women's and Girls Programme includes grassroots coaching, a Centre of Excellence (RTC) and an Education and Football Academy. Back of shirt sponsorship is £10k and short sponsorship is £5k.



WOULD YOU LIKE TO ADVERTISE YOUR COMPANY WITH THE TRUST?

NAMING RIGHTS TO THE LIONS CENTRE: £25,000

BENEFITS TO SPONSOR

- LED pitch perimeter advertising
- Logo on external dome roof to Lions Centre (seen by 11 million people every year travelling into London Bridge Station)
- External and internal branding to the Lions Centre
- Two tickets to an F1 Grand Prix event in Europe
- Company branding on all Trust coaches' tracksuits and shirts
- Company logo on all Trust letterheads
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**ADVERTISING
BOARDS AT THE
LIONS CENTRE:**
£300 per board

WOULD YOU LIKE TO SPONSOR THE TRUST'S AWARDS EVENT?

BENEFITS TO SPONSOR

- Exclusive branding of the event in all pre and post publicity
- Coverage on the Trust and Club websites
- Presentation of Awards to the winners
- Coverage in the Millwall FC home matchday programme

Each year the Trust hosts a special Awards Event to celebrate the achievements of participants and staff on the Trust's groundbreaking programmes.





Our positive influence continues to grow as we build our programmes to match the significant challenges our local communities face, be that knife crime, lack of employment opportunities, racism, anti-social behaviour, disability, physical health, child obesity or mental health."

- Sean Daly, CEO Millwall Community Trust

Donate

If you would like to support the vital work of the Trust, you can make a donation (however small) at justgiving.com/millwall-communitytrust

You can help us make a difference!

Address

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