



DULWICH HAMLET FC SPONSORSHIP & SUPPORT



WELCOME TO DULWICH HAMLET FC



THERE ARE FOOTBALL CLUBS, AND THEN THERE ARE COMMUNITY INSTITUTIONS

DULWICH HAMLET FC IS MORE THAN A NON-LEAGUE FOOTBALL CLUB. WE ARE A CULTURAL LANDMARK, A MEETING PLACE, A PLATFORM FOR POSITIVE CHANGE, AND ONE OF THE MOST RECOGNISABLE CLUBS IN GRASSROOTS FOOTBALL.

EVERY WEEK, THOUSANDS OF SUPPORTERS WALK THROUGH THE GATES AT CHAMPION HILL NOT JUST TO WATCH FOOTBALL, BUT TO BE PART OF SOMETHING BIGGER.

FROM OUR FAMOUS PINK AND BLUE COLOURS TO OUR COMMITMENT TO ACCESSIBILITY, AFFORDABILITY AND INCLUSION, DULWICH HAMLET HAS BUILT A REPUTATION UNLIKE ANY OTHER CLUB IN THE COUNTRY.

AS WE ENTER THE 2026/27 SEASON, WE INVITE BUSINESSES, SUPPORTERS AND COMMUNITY PARTNERS TO BECOME PART OF OUR JOURNEY.

A CLUB LIKE NO OTHER

- THE HIGHEST ATTENDED CLUB AT OUR LEVEL
- CROWDS MULTIPLE TIMES LARGER THAN LEAGUE AVERAGES
- TENS OF THOUSANDS OF UNIQUE VISITORS EVERY SEASON
- A DESTINATION CLUB FOR SUPPORTERS FROM ACROSS THE UK AND OVERSEAS

CHAMPION HILL IS NOT SIMPLY A FOOTBALL GROUND — IT IS ONE OF LONDON’S MOST VIBRANT COMMUNITY SPACES.



A TRUE COMMUNITY HUB

WE BELIEVE EVERYONE INSIDE CHAMPION HILL IS A SUPPORTER

WHETHER SOMEONE HAS BEEN COMING FOR DECADES OR IS VISITING FOR THE VERY FIRST TIME, THEY ARE PART OF THE DULWICH HAMLET FAMILY.

OUR MATCHDAYS BRING TOGETHER FOOTBALL FANS, LOCAL RESIDENTS, FAMILIES, SCHOOLS, VOLUNTEERS AND VISITORS FROM AROUND THE WORLD.

WE ARE PROUD THAT PEOPLE CHOOSE TO SPEND THEIR FREE TIME WITH US.

IN OUR HOUSE WE ARE ALL EQUAL
THIS IS NOT A SLOGAN. IT IS HOW WE OPERATE.

PINK AND BLUE ACROSS LONDON

DULWICH HAMLET’S IDENTITY EXTENDS FAR BEYOND THE STADIUM.

- LORDSHIP LANE TRANSFORMS INTO PINK AND BLUE ON MATCHDAYS
- THOUSANDS OF REPLICA SHIRTS SOLD EVERY SEASON
- INTERNATIONAL RECOGNITION FOR OUR KITS AND BRAND
- SCARVES AND MERCHANDISE VISIBLE ACROSS LONDON ALL YEAR ROUND
- ONE OF THE MOST RECOGNISABLE IDENTITIES IN GRASSROOTS FOOTBALL

THE CLUB HAS BECOME A CULTURAL SYMBOL AS MUCH AS A SPORTING INSTITUTION.



REGENERATION & COMMUNITY INVESTMENT

THE FUTURE OF DULWICH HAMLET IS ABOUT FAR MORE THAN FOOTBALL, IT'S ABOUT REGENERATION.

- A NEW STADIUM AND EVENT FACILITY FOR THE COMMUNITY
- FOUR REVITALISED FOOTBALL PITCHES FOR LOCAL USE
- MUCH-NEEDED LOCAL HOUSING
- TRANSFORMATION OF UNDERUSED AND NEGLECTED SPACES
- IMPROVED BIODIVERSITY AND ENVIRONMENTAL VALUE

WE ARE COMMITTED TO CREATING FACILITIES THAT BENEFIT LOCAL PEOPLE FOR GENERATIONS TO COME.

SPORTING PROVISION FOR ALL

AN INCLUSIVE APPROACH TO FOOTBALL DEVELOPMENT

- WE DO NOT BELIEVE YOUTH FOOTBALL SHOULD BECOME INACCESSIBLE BECAUSE OF COST.
- ACCESSIBLE FOOTBALL IRRESPECTIVE OF ABILITY TO PAY
- AFFORDABLE FACILITIES FOR SCHOOLS AND COMMUNITY GROUPS
- CONTINUED INVESTMENT IN WOMEN'S FOOTBALL
- GROWTH OF YOUTH FOOTBALL OPPORTUNITIES
- PARTNERSHIPS WITH LOCAL SCHOOLS AND CLUBS

FOOTBALL SHOULD BELONG TO EVERYONE.



OUTREACH & CAMPAIGNS

WE BELIEVE FOOTBALL CLUBS SHOULD REFLECT AND SUPPORT THEIR COMMUNITIES.

OUR SUPPORTERS CARE DEEPLY ABOUT SOCIAL ISSUES, LOCAL CAUSES AND COMMUNITY WELLBEING — AND WE SEE THAT AS A STRENGTH.

BY WORKING ALONGSIDE OUR FANS, WE INCREASE THE CLUB'S REACH AND HAVE MEANINGFUL IMPACT BEYOND FOOTBALL.

DULWICH HAMLET IS PROUD TO SUPPORT INITIATIVES AND CAUSES THAT ALIGN WITH OUR VALUES OF EQUALITY, ACCESSIBILITY AND INCLUSION.



WHY YOUR SUPPORT MATTERS

PEOPLE OFTEN ASSUME OUR CROWDS MEAN THE CLUB IS FINANCIALLY SECURE.

THE REALITY IS THAT THE SUPPORT OF SPONSORS, PARTNERS AND SUPPORTERS IS WHAT ALLOWS DULWICH HAMLET TO REMAIN TRUE TO ITS VALUES.

MATCHDAYS COVER OUR CORE OPERATIONAL COSTS — BUT SPONSORSHIP ENABLES US TO INVEST IN FACILITIES, COMMUNITY PROGRAMMES AND AFFORDABLE FOOTBALL.

WITHOUT THAT SUPPORT, MANY OF THE THINGS THAT MAKE DULWICH HAMLET UNIQUE WOULD SIMPLY NOT BE POSSIBLE.

WHAT YOUR SUPPORT ENABLES



YOU KEEP FOOTBALL AFFORDABLE, SO WE CAN...

- OFFER SOME OF THE LOWEST TICKET PRICES IN NON-LEAGUE FOOTBALL
- MAINTAIN GENEROUS CONCESSION POLICIES
- MATCH COUNCIL COMMUNITY RATES FOR LOCAL PITCH HIRE
- KEEP FOOD AND DRINK PRICES AFFORDABLE
- PROVIDE DISCOUNTS FOR SEASON TICKET HOLDERS

YOU ENABLE RESPONSIBLE EMPLOYMENT, MEANING WE...

- PAY ALL STAFF LONDON LIVING WAGE OR ABOVE
- ENROL ELIGIBLE STAFF INTO PENSION SCHEMES
- CONTRIBUTE SIGNIFICANTLY IN PAYE, NI AND VAT EACH YEAR
- REINVEST PROFITS BACK INTO FOOTBALL AND THE COMMUNITY

YOU BRING LOCAL PITCHES BACK TO LIFE, DELIVERING...

- INVESTMENT IN ONE OF THE BEST GRASS PITCHES IN THE LOCAL AREA
- RENOVATION OF ADDITIONAL COMMUNITY GRASS PITCHES
- IMPROVED FACILITIES FOR SCHOOLS AND GRASSROOTS CLUBS
- INCREASE IN NEW DULWICH HAMLET FC YOUTH FOOTBALL

YOU GROW THE GAME BY HELPING US FUND...

- INVESTMENT INTO WOMEN'S FOOTBALL
- SUBSIDISED YOUTH FOOTBALL PARTICIPATION
- NEW PARTNERSHIPS WITH SCHOOLS AND LOCAL CLUBS
- IMPROVED ACCESS TO FACILITIES AND COACHING

YOU DELIVER PROJECTS WE COULD NOT AFFORD OURSELVES

- ENVIRONMENTALLY FRIENDLY LED FLOODLIGHTS
- RENOVATION OF COMMUNITY-USE SPACES WITHIN THE STADIUM
- NEW OUTSIDE BARS AND FAN FACILITIES
- INVESTMENT IN EQUIPMENT, TRANSPORT AND PLAYER FACILITIES



Virtus
Partners in construction

Collaboration
in Design

Construction

RISINGEDGE

OPPORTUNITIES FOR COMPANIES

yonder

buildteam. buildteam. buildteam. buildteam. buildteam.

HEELER
MANAGEMENT

harnham

BESPOKE
WINDOW

DEFECTED



POSTER PARTNERS

A WAY TO HELP THE CLUB FOR FREE

WE RELY ON THE DOZENS OF LOCAL BUSINESSES WHO DISPLAY OUR FIXTURE POSTERS TO KEEP US CONNECTED WITH THE COMMUNITY

- CONNECT WITH OUR PASSING FANS
- ONLINE AND PROGRAMME PROMOTION
- INCLUSION IN THE PINK & BLUE LOCAL BUSINESS DIRECTORY

LOCAL PARTNERS

FROM £1,000 FOR PITCHSIDE BANNER

PERFECT FOR LOCAL BUSINESSES LOOKING TO SUPPORT THE CLUB AND REACH OUR MATCHDAY COMMUNITY.

- STADIUM BANNER ADVERTISING
- ONLINE AND PROGRAMME PROMOTION
- INCLUSION IN THE PINK & BLUE LOCAL BUSINESS DIRECTORY
- EMPLOYEE TICKET DISCOUNTS FOR MIDWEEK LEAGUE FIXTURES

OFFICIAL PARTNERS ***NEW***

FROM £500 MEMBERSHIP + £1,000 PER BANNER

WALL SPACES, DUGOUTS FROM £2,500

AVAILABLE TO BUSINESSES INVESTING IN MULTIPLE BANNERS OR PREMIUM ADVERTISING POSITIONS.

- STADIUM BANNER ADVERTISING
- ONLINE AND PROGRAMME PROMOTION
- PINK & BLUE NETWORK EVENT INVITATIONS
- EXCLUSIVE 'OFFICIAL PARTNER' STATUS IN YOUR BUSINESS AREA
- MIDWEEK LEAGUE HOSPITALITY ACCESS

MAIN SPONSORS

KIT AND STADIUM SPONSORS

OPPORTUNITY	INVESTMENT
FRONT OF SHIRT	£50,000
BACK OF SHIRT	£16,800
SLEEVE	£12,000
REPLICA SLEEVE	£10,000
BACK OF SHORTS	£10,000
MAIN STAND FRONT	£25,000
OPPOSITE STAND FRONT	£14,000
BEHIND GOAL DISPLAYS	£10,000, £15,000
OUTSIDE BAR	£12,000
INCLUDES ALL OFFICIAL PARTNER BENEFITS.	



OPPORTUNITIES FOR FANS



SEASON TICKETS

JOIN THE HAMLET FAMILY

SEASON TICKETS REMAIN ONE OF THE BEST WAYS TO SUPPORT THE CLUB WHILE ENJOYING FOOTBALL AT CHAMPION HILL THROUGHOUT THE SEASON.

MATCHDAY EXPERIENCES

MATCH SPONSORSHIP

£400 WEEKEND FIXTURES

£300 MIDWEEK FIXTURES

- OFFICIAL “MATCH SPONSORED BY”
- FOUR HOSPITALITY TICKETS

BALL SPONSORSHIP

£250 WEEKEND FIXTURES

£150 MIDWEEK FIXTURES

- SIGNED MATCH BALL
- PRESENT THE MATCH BALL
- TWO HOSPITALITY TICKETS

TEAM SPONSORSHIP

SUPPORT THE PLAYERS DIRECTLY

£150 ‘LUCKY DIP’ PLAYER

£200 CHOOSE YOUR OWN PLAYER

£350 MEN’S + WOMEN’S DOUBLE PACK

- MEET THE PLAYERS
- SIGNED PLAYER SHIRT

PINK & BLUE DONORS ***NEW***

INTRODUCED IN RESPONSE TO FANS WHO HAVE ASKED HOW ELSE THEY CAN SUPPORT THE CLUB FINANCIALLY AND REMEMBER THE HUGELY IMPACTFUL 12TH MAN FUND

SUPPORT THE DEVELOPMENT OF THE TEAMS ON THE PITCH, PROJECTS TO IMPROVE FAN EXPERIENCE AND THE EXPANSION OF OUR COMMUNITY OUTREACH PROGRAMME.

COMING SOON, EARLY IN 2026 27, SO PLEASE WATCH THIS SPACE.

**THANK YOU
FOR YOUR
SUPPORT**



JOIN US FOR 2026/27

WHETHER YOU ARE A LOCAL INDEPENDENT BUSINESS, A NATIONAL BRAND, A LIFELONG SUPPORTER OR A FIRST-TIME VISITOR, THERE IS A PLACE FOR YOU AT DULWICH HAMLET FC.

TOGETHER WE CAN CONTINUE BUILDING A FOOTBALL CLUB THAT BELONGS TO ITS COMMUNITY AND STANDS FOR SOMETHING BIGGER THAN THE GAME ITSELF.

**DULWICH HAMLET FC
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IN OUR HOUSE WE ARE ALL EQUAL

