

BROMSGROVE SPORTING FOOTBALL CLUB



OFFICIAL CLUB & COMMERCIAL BROCHURE

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ELCOME!!



Welcome to the official brochure of Bromsgrove Sporting FC. Bromsgrove Sporting are one of the Midlands leading premier non-league football clubs playing at a strong and competitive standard.

Bromsgrove Sporting were formed from the ashes of Bromsgrove Rovers FC and have risen through the leagues since 2009. Alongside the men's first team the club run a ladies side, a colts section and a veterans

The club is dependent both on the services of volunteers and support from the local business community.

Latest news and fixtures can be found on our website:
www.bromsgrovesporting.co.uk

We hope to see you at the Victoria Ground soon whether it be for a game, or to use our facilities.

The Victoria Ground is in the heart of Bromsgrove town centre and is easily accessible for all, both on matchdays and for community events.

CONTENTS

READ ALL ABOUT IT

Page 4 - Club History

Page 8 - The FA Vase

Page 10 - The FA Cup

Page 12 & 13 - Matchday Prices

Page 14 - Naming Rights

Page 17 - Kit Sponsorship

Page 20 - Commercial and Charity Partners

Page 21 - Sponsorship Costs

Page 22 - Player & Management Sponsorship

Page 23 - Matchday Sponsorship

Page 24 - Hospitality and Room Hire

Page 26 - The Ladies and Girls Academy

Page 27 - The Colts

Page 28 - The Vets

Page 29 - The Under 21s

Page 30 - Mascots

Page 31 - Club Honours

Page 32 - Social Media

Page 34 & 35 - Volunteering and Sporting Chance

HISTORY

AUGUST 2009



Bromsgrove Sporting Football Club was formed on the 21st August 2009 by a group of former Bromsgrove Rovers directors and supporters when the latter was in serious financial difficulty and facing closure. This would have meant the town having no football club playing at a serious non-league level.

A NEW DAWN OF FOOTBALL

The club has an unusual constitution, with a rule that nobody can own more than 10% of the club , ensuring that nobody ever gains overall personal control. In addition, the Bromsgrove Sporting supporters trust has a stake in the club and appoints three directors.

With Rovers' difficulties deepening, Sporting were offered the tenancy of the town's Victoria Ground by the District Council however, they had to play all home matches at the Beehive, home of Studley FC, as the pitch at the Victoria Ground had been left in an unplayable condition.

Their first ever match (a pre-season friendly) was away to Stratford Town in July 2010. A month later Sporting's season started in the Midland Combination Division Two, away to Young Warriors in Coventry. After a lot of work and expenditure, Sporting were able to play their first match in Bromsgrove on 6th November in front of a crowd of 458 running up an impressive and unforgettable 7-0 win against Greenhill.

Up to that point, Myles Day had been the manager, but he resigned due to family and work commitments and was replaced by former Rovers legend Stewart Brighton. Sporting missed out on the two promotion places but a re-organisation of the Midland Combination saw them move into division one for the 2011/12 season.

Not long after the start, Brighton stood down owing to work commitments and was replaced by Keith Draper as manager, with Ron Mellor as his assistant. They finished third in the division and got to their first cup final losing in the Evesham Hospital Junior Cup to Littleton on penalties. Although missing out on automatic promotion, Sporting were promoted to the Midland Combination Premier Division when the league increased the number of teams at the top level.

HISTORY

For the 2012/13 season, Graham Scott was appointed joint manager with Keith Draper, but Draper stepped down at the end of March. This left Scott, assisted by Ron Mellor in charge to the end of the season where they eventually finishing 6th. Sporting also claimed their first pieces of silverware, with the reserves winning the Midland Combination Reserve Division Two and the Under 18's claiming county success in the Worcestershire FA Youth Cup.

The 2013/14 season saw Adrian Mander join as joint manager with Graham Scott, assisted by coaches Les Palmer, Duane Darby and Matt Lowe - all former Rovers stalwarts. Scott stepped down in October 2013, leaving Mander in charge of the first team, and Sporting ended the season second to Brocton. They also gained their first cup success in winning the Smedley Crooke Memorial Challenge Cup, by beating Paget Rangers. The 2013/14 season also saw Sporting enter the FA Vase for the first time, but bowed out to Westfields after wins against Lye Town and Stafford town.

After two games of the 2014/15 season, Adrian Mander resigned as manager, with Paul Smith appointed his successor, along with Martin Sockett and Nick Smith as his coaches.

Smith guided "The Rouslers" to runners-up in the league for the second consecutive season. They also lifted the League Cup at Walsall's Bescot Stadium, beating Southam United 3-2 in the final. Sporting also competed in the FA Cup for the first time, but lost to Coleshill Town after a replay. In the FA Vase, Sporting progressed to the third round, before losing to Thurnby Nirvana.

2015/16 saw Sporting be the bridesmaids again, finishing second in the Midland Football League Division One to Coventry United, despite gaining a club record 91 points. In both the Worcestershire Senior Urn and the Smedley Crooke Memorial Challenge Cup, Sporting were losing finalists.

The 2016/17 season, was Sporting's most successful to date winning the league with 104 points (19 ahead of their nearest rivals Hinckley AFC) and remaining undefeated for the whole campaign. In addition, they reached the semi-finals of the FA Vase, where they lost narrowly 2-1 on aggregate to Cleethorpes Town.

They were also awarded the Worcestershire Senior Urn for the first time - despite losing the final on penalties to Highgate United, they were subsequently disqualified. The season also saw a vast increase in the support for Sporting, with several crowds of over 1000. These included a record 3349 crowd for the home match against Cleethorpes Town.

Season 2017/18 saw Sporting play in the Midland Football League Premier Division for the first time. Paul Smith, who guided the rouslers to the premier division, stepped down as manager in February 2018, which saw assistant manager Brendan Kelly take over as first team manager, while Andy Mason became his assistant. Kelly and Mason brought in a very experienced first team coach, Kevin Barry. The Rouslers were crowned champions of the Midland Football League Premier Division in 2017/18 and also took home the Worcestershire Senior Urn for the second season in a row.

In 2018/19, Sporting's first season at step 4 of non-league football, Kelly and Mason led the Rouslers to a third successive promotion via the play-offs in a crazy final game against Corby Town, where Sporting ran out 4-3 winners after extra-time. The third promotion in a row meant that Bromsgrove Sporting would be playing in the Southern League Premier Division Central in 2019/20.

The 2019/20 & 2020/21 seasons were both void due to Covid and despite a good FA Cup run with a home game versus Grimsby Town, Kelly left the club soon after. Under the guidance of Gavin Hurren step 3 status was secured that season. Thomas Baillie joined the club as manager in the summer of 2022/23 and, despite a promising start, was replaced by club captain Michael McGrath as player manager. In January 2024, Tim Flowers took interim charge of the club as first team manager securing our status in the league. The club formally announced the return of Paul Smith as first team manager for the 2024/25 campaign.

THE FA VASE

WHAT A JOURNEY

In the 2016/17 season, Bromsgrove Sporting, under the guidance of Paul Smith and Brendan Kelly, enjoyed the thrill of a remarkable cup run as a step six side in the FA Vase. The Rouslers ended up one game short of playing at Wembley.

The FA Vase is the premier FA competition for clubs at step five and below.

After a 13-0 victory against Ellistown and Ibstock United the club progressed comfortably through the qualifying rounds and ended up with three home fixtures in the later rounds of the competition against Bristol Manor Farm, Buckland Athletic and Cleethorpes Town.

The Victoria Ground was packed to the rafters with over 3,500 fans in for each of the home games. Sadly, the two legged affair versus Cleethorpes Town finished with a 2-1 defeat.



THE FA CUP

BIG GAME FOCUS WHEN THE BBC CAME TO TOWN

On the 8th October 2021, the club played arguably their biggest game to date as they hosted National League side Grimsby Town in the Emirates FA Cup.

The club was lucky to be chosen for live coverage on the BBC iplayer, which provided excellent exposure for the town and our commercial partners.

The excitement was seen by a capacity crowd at the Victoria Ground and played in front of a festival atmosphere with a charismatic set of Grimsby fans enjoying the game too.

The day brought up memories of Bromsgrove Rovers famous 1994 FA CUP journey.

They reached the FA Cup third-round, losing in extra-time to Viv Anderson's Barnsley, who laid the foundations for Danny Wilson to lead the Tykes into the Premier League.



MATCHDAY

TICKET PRICES

At Bromsgrove Sporting we offer a range of ticket options from the full season ticket to one off entry and everything in between. We aim to accomodate all of our fans to give you the best matchday experience possible.

SEASON TICKET

Adult	£200
Senior (65+)	£150
Juniors** (12-17)	£55

FLEXI TICKETS (10 GAMES)

Adults (18-65)	£108
Concessions (65+)	£81
Juniors** (12-17)	£27

ON THE GATE ENTRY

Adults (18-65)	£12
Concessions (65+)	£9
Family ticket (2 adults / 3 children)	£25

Disabled***	£10
Juniors** (12-17)	£3
Juniors* (3-11 with adult)	£1

- * Junior tickets must be accompanied by an adult
- ** Disabled tickets with a qualifying ID (carer is free)
- *** Proof of age may be required

Matchday tickets available at the turnstiles and payable via cash or card.

MATCHDAY

PROGRAMMES & 50/50 RAFFLE

On any given matchday at Bromsgrove Sporting, we offer our matchday programme, which is on sale for only £2.

Inside the programme, you will find regular features from our chairman and manager, along with player profiles, match stats, an away team preview and concept artwork graphics.

You will find lots of local businesses who promote and advertise their services with us. You too can be part of this and if you are interested in advertising within our matchday programme, please contact our commercial team for more details.

Matchday programmes are available to purchase at the reception office or just inside the ground near the turnstiles.

You can also buy a 50/50 raffle ticket on matchday costing £1 which enters you into the half time draw to win a big cash prize. Tickets are available to purchase outside the ground, in the front office, or just inside the ground near the turnstiles.

NEW FOR THE 2024/25 SEASON

**WE WILL BE GOING LIVE WITH OUR BRAND
NEW ONLINE PROGRAMME - FREE OF
CHARGE AND AVAILABLE THE DAY BEFORE
THE GAME.**

NAMING RIGHTS

THE VICTORIA GROUND

This is a unique opportunity to work with Bromsgrove Sporting and to gain recognition from the thousands of people that support, watch, visit and engage with Bromsgrove Sporting each year. This will put your brand at the forefront of their minds, with exclusive naming rights.

Many companies have recognised the value of associating their brands with football clubs and now is your chance to do the same.

With the Victoria Ground being a well known non league ground featuring in local press releases and situated in the heart of Bromsgrove, you get the perfect platform to showcase your company and brand, in partnership with the club.

Cost and package details available upon application

Naming Rights reserved for 2024/25 - 2026/27

UK ELECTRICAL STADIUM

UKELECTRICAL.CO.UK







sportsdesigns.com

Bromsgrove
District Council
Commercial
Waste Services

KIT SPONSORSHIP

LOOKING GOOD

One of the best promotional deals and collaborations with Bromsgrove Sporting is as one of our kit sponsors. This will enable you to reach out to a wider audience that thrives on loyalty, passion and entertainment. Our kit sponsorships offer you the opportunity to create a meaningful and commercially beneficial relationship between the football club and your business, whilst simultaneously increasing your brand awareness.



Having your business' logo on the club's kit is the most prestigious place to promote your brand, which is seen locally and regionally by thousands of people each season. It also offers you high visibility on social media posts, as logos and branding will feature on all agreed promotional club content. Additionally, your logo will appear on all replica kit items sold each season in our club shop.

Kit sponsor (home)

**Front of shirt: Bromsgrove District Council -
Commercial Waste Services**

Back of shirt: Swallow Wholesale Drinks

Sleeves: Pinfields Accountants

Kit sponsor (away)

Front of shirt: Elliot Nash

Back of shirt: Swallow Wholesale Drinks

Sleeves: Pinfields Accountants

Main sponsors reserved for 2024/25

COST AVAILABLE UPON APPLICATION





COMMERCIAL

& CHARITY PARTNERS

At Bromsgrove Sporting, we have around 100 local businesses who sponsor the club in various ways.

Within the ground, advertising boards are a great chance to display your brand logo, this can also be backed up with programme advertising if you wish.

All sponsors are given exposure across our social media channels and we are happy to work with your business to develop any bespoke sponsorship requirements.

Our latest sponsorship packages and details on our club partners can be found on our website at:

bromsgrovesporting.co.uk/sponsors-page/

During the 2022/23 season, we began offering charities the opportunity to have free advertising within the ground. The charities we partner with provide excellent support to the wider society in various areas and are very well integrated in the local community.

For more details on our charity partners, visit: bromsgrovesporting.co.uk/charity-sponsors/

PRICE LIST

Pitchside boards:	£400 per season £100 set up fee in year one
Programme adverts:	£300 full page £200 half page £150 1/4 Page
Goal of the month*:	£200 pcm
Player of the month*:	£200 pcm
*Paid annually:	£1000 each
Website premium listing:	£200 per year
Coaches corner:	£500 per season

Packages available

Gold: £1850

2 pitchside boards, matchday sponsorship, full programme advert and premium web listing

Silver: £800

1 pitchside board, matchball sponsor, half page programme advert and player sponsorship

Bronze: £350

Player sponsorship, matchball sponsorship, 1/4 programme advert

Fans Referral

Fans who introduce silver packages and above will receive four flexi tickets. These can be redeemed at home games only.

SPONSORSHIP

PLAYERS & MANAGEMENT

A fantastic opportunity to support Bromsgrove Sporting is by sponsoring your favourite player or coach, whilst gaining exposure through the matchday programme, club website and social media content that we provide.

You will also receive a signed photo, digital file and/or graphic of the player. This is our most popular package amongst fans, family and local businesses.

Players get snapped up very quickly, so don't delay

Player / Coach Sponsorship: £125



SPONSORSHIP

MATCHDAY EXPERIENCE

Matchday sponsorship is the perfect opportunity to raise your business' profile and become a significant partner at Bromsgrove Sporting. A great combination of hospitality and advertising, it offers you the best way to combine business and pleasure by entertaining clients and/or staff, while also supporting your local community football club. At Bromsgrove Sporting, we have two packages on offer...

Matchday Sponsorship: £POA

Package to be tailored to customer requirements upon request and will include:

- Pre match meal in our sponsors lounge/board room with refreshments
- Awarding the player of the match award at full time
- Social media collaboration pre and post matchday

Matchball Sponsorship: £125

Package to include:

- Two complimentary tickets
- Matchday programme
- Social media collaboration

HOSPITALITY

AT BROMSGROVE SPORTING

We have two rooms available for almost any event you may have in mind including the main 'Rouslers Bar' which is ideal for evening functions or special occasions. We also have the 'Sporting Lounge' which is a more flexible room that can be adapted for nighttime functions or daytime hire!

The Rousler Bar

Large well stocked bar
Quality in-house food available at a range of prices
Projector available
Dj can be provided
Mood lighting

Sporting Lounge

Bar available
Quality in-house catering available
Flexible, with or without furniture
Projector available
Ideal for networking, classes, courses etc.

We can tailor packages to your requirements including dj's, food, decorations etc.

Other amenities
Free parking
Free wi-fi

**Please contact via email on
hospitality@bromsgrovesporting.co.uk**



ROOM HIRE AVAILABLE

- Weddings
- Birthdays
- Funeral Wakes
- Meetings
- Fitness Classes
- Dance Classes
- Soft Play

And more!




**CONTACT TODAY
FOR DETAILS**



- Separate Bar
- Onsite Parking
- Tea & Coffee
- Air Conditioned
- Big Screen
- WiFi
- Food upon request



 **07454 451655**

hospitality@bromsgrovesporting.co.uk

www.bromsgrovesporting.co.uk



THE LADIES & GIRLS ACADEMY

The Bromsgrove Sporting womens and girls programme has been created to encourage girls from age five and upwards to play football in a safe and happy environment.

The girls academy is the vehicle to do this. We have started an FA Wildcats centre for girls aged 5 to 12 and an FA squad centre for girls from age 12 to 14. The academy is based at Hewell Cricket Club and runs on a Monday evening in the summer months. In the winter months, it moves to an all weather facility and is planned to be open all year.

The ladies first team play at the Victoria Ground, the home of Bromsgrove Sporting. After finishing 2nd in the 2022/23 season, the ladies team progressed one step further by being crowned champions of their division in 2023/24, achieving promotion and going undefeated for the whole campaign.



THE COLTS

FUTURE STARS

Bromsgrove Sporting run a healthy colts section ranging from Under 7s through to Under 16s alongside a development centre for 4-6 year olds.

Training takes place at various accessible areas within Bromsgrove and the surrounding areas. Games are played across the West Midlands on Saturdays and Sundays. Bromsgrove Sporting Colts play in various midland leagues, including the Mercian, Ambassador, MJPL and Central Warwickshire leagues.



The colts enjoy a strong relationship with the club, many of them are seen alongside their families on matchday and they also have the opportunity to be mascots for first team games.

At the end of the 2022/23 season the colts organised and hosted an end of season tournament which was played at the Victoria Ground over two days. It featured 80 teams and was a huge success. They ran a second tournament at the end of the 2023/24 season over three days featuring 120 teams and a day dedicated to ladies and girls football.

Also, first team players are often seen at the end of season presentations.

Joining the colts is a great way to start playing football and become part of a team sport.

**For more details, please email:
colts@bromsgrovesporting.co.uk**

THE VETS

YOUNG AT HEART

Bromsgrove Sporting Veterans were set up in 2019 by Jon Hems and Mark Rollins. They've had three successful years in the Central Warwickshire over 35's league, winning the league and league cup each year to go from League 2 to the Premier League.

There are several ex sporting players playing for the vets alongside other sides in the league that have many ex Premier League and Championship professionals playing for them. The vets home games are played at the Victoria Ground from September to May and all fixtures are posted on the Sporting website and facebook page.



THE U21s

NEW FOR 2024/25

The Under 21s were re-formed in 2024 as a development pathway into the men's first team.

Set up by Under 21 chairman, Iain Queen, a new management team consisting of Mark Reeve and Stuart Carson were appointed by the club, who instantly got to work promoting trial sessions on social media.

After 144 player applications were received, the club carefully read through them all and watched hours of video footage and highlights which had been sent in. After several intensive weeks of drills and training games, the final selections were made and the new Under 21 squad was set up ready to start the 2024/25 season.



MASCOTS

MAKING MEMORIES

At Bromsgrove Sporting, we offer mascot experience days for junior football teams and groups of friends under the age of 14

Included in the experience:

- Childrens box meal
- 2 x adult entry tickets
- Tour behind the scenes
- Walk out with the team
- Player photo opportunities
- Matchday programme each

Cost: £150 (up to 11 mascots)

Bromsgrove Sporting Colts: FREE



CLUB HONOURS

TROPHY HUNTERS

Season 2010/11

Promoted to the Midland Combination Division One

Season 2011/12

Promoted to the Midland Combination Premier Division

Finalists - The Evesham Hospital Junior cup

Finalists - The Evesham Hospital Minor cup

Season 2012/13

Champions - The Worcestershire Football Association Youth Cup

Champions - The Midland Combination Reserves Division Two

Season 2013/14

Runners-up - The Midland Combination Premier Division

Champions - The Smedley Crooke Memorial Challenge Cup

Season 2014/15

Runners-up - The Midland Football League Division One

Season 2015/16

Champions - The Les James Challenge Cup

Finalists - The Worcestershire Senior Urn

Finalists - The Smedley Crooke Memorial Challenge Cup

Runners-up - The Midland Football League Division One

Season 2016/17

Champions - The Midland Football League Division One

Champions - Worcestershire Senior Urn

Semi-finalists - FA Vase

Season 2017/18

Champions - The Midland Football League Premier Division

Champions - Worcestershire Senior Urn

Season 2018/19

Runners-up - Evo-stik Southern League Division One Central

Champions - Evo-stik Southern League Division One Central play-offs

Season 2020/21

Champions - Red Recruitment Cup

SOCIAL SPORTING

SOCIAL MEDIA

Social media is the number one place for the latest and breaking news stories. It's the go to place for most fans in the digital age that we live in. The ability to reach our fans and engage with them across all of our social platforms is key.

Not only do we use social media to share news about what is going on at the club, but we also use it to work in partnership with our main sponsors, commercial and charity partners as another vital source for promotional content and advertising.

Our social media team are happy to work with you and your business to develop any bespoke sponsorship requirements you have.

*Numbers correct at time of publishing



NUMBER

CRUNCHING

12.7K
Followers on X

2.8K
Followers on
Instagram

6.1K
Followers on
Facebook

287K VIEWS
on our YouTube Channel

Volunteering

YOU MAKE THE DIFFERENCE

The football club provides and depends on the services of volunteers to assist with the day to day running.

Volunteering is an excellent way to share and learn new skills, whilst being an asset to your local community.

A range of opportunities exist including

- Matchday roles | stewarding & hospitality
- Weekday roles | ground and stadium maintenance
- Commercial roles | assisting with sponsorship
 - Media roles

These are suitable for people of any age and experience.

**Contact the club for more details at:
hello@bromgrovesporting.co.uk**

SPORTING CHANGE
Draw
BROMSGROVE SPORTING FC



**YOUR CHANCE TO HELP THE CLUB
& WIN CASH PRIZES**

**3 PRIZES - 1ST PRIZE £300+
THE MORE THAT ENTER THE
BIGGER THE PRIZE**

**£10 PER ENTRY, PAID
MONTHLY BY STANDING ORDER**

SPORTING

**ONE CLUB
ONE TOWN**

**WE ARE
SPORTING**

**BACK
BROMSGROVE**

ROUSLERS

BROMSGROVE SPORTING FC | BIRMINGHAM ROAD | BROMSGROVE | B61 0DR

VISIT US

WWW.BROMSGROVESPORTING.CO.UK

EMAIL US

COMMERCIAL@BROMSGROVESPORTING.CO.UK