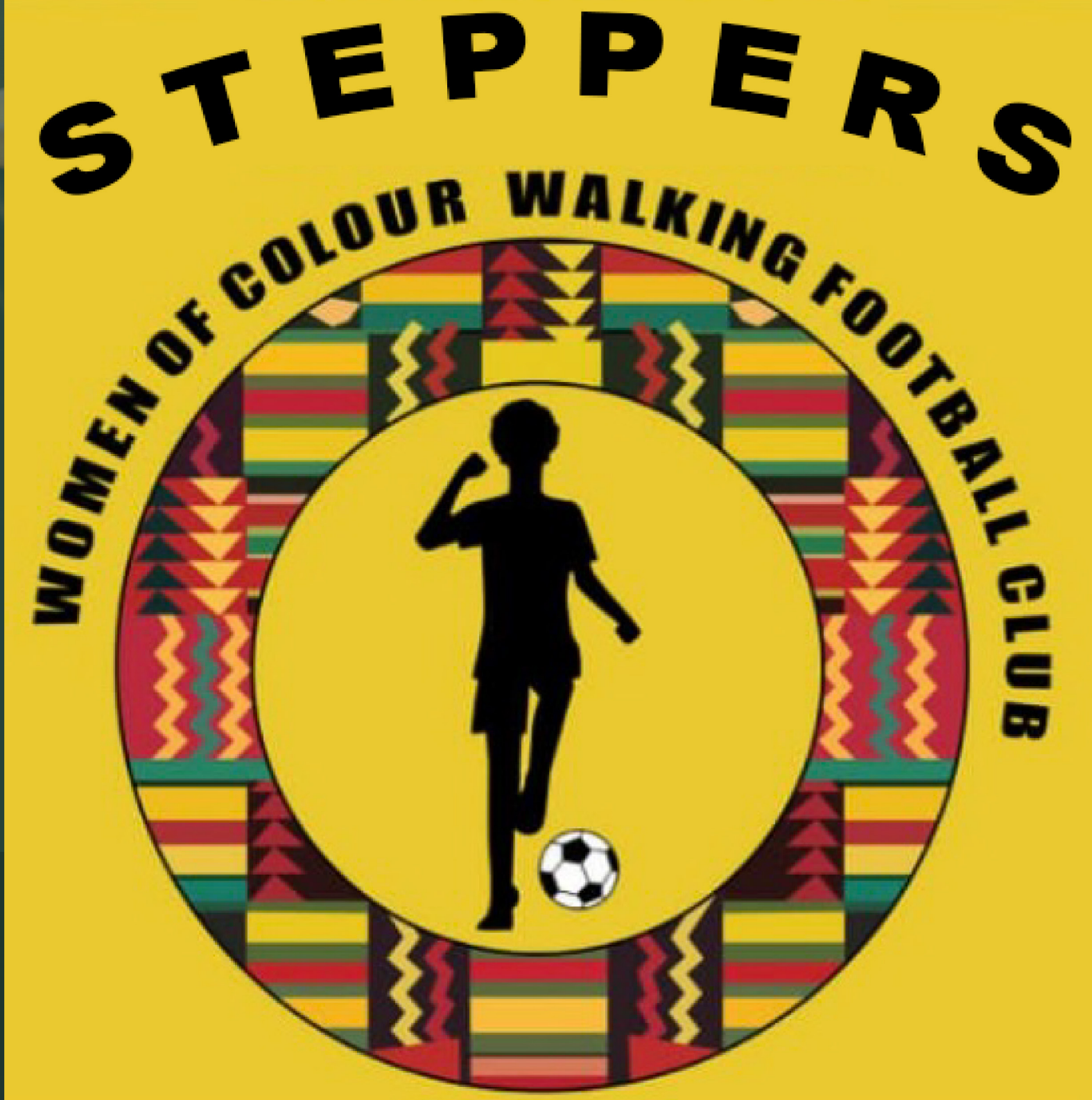




SPONSORSHIP PACK





ABOUT US

Steppers Women of Colour Walking Football was set up in April 2021, to promote physical and mental well-being for women aged over 40 through playing and being involved in walking football, both recreationally and competitively. We emerged during Covid when it was recognised that women of colour were particularly isolated and needed support and encouragement to take part in physical activities. We come from a variety of backgrounds and professions.





THE BENEFITS OF WALKING FOOTBALL



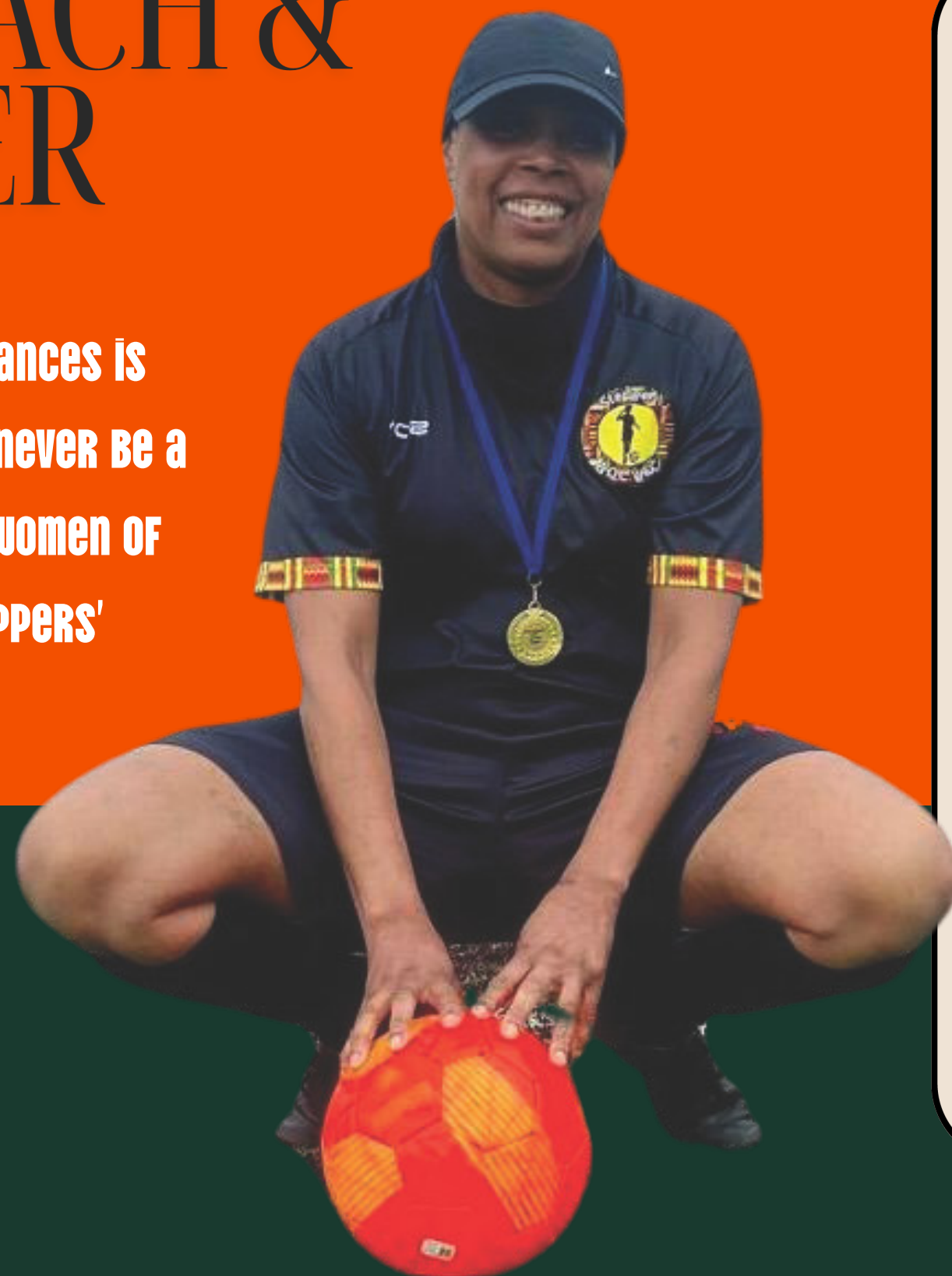
Walking football, an FA-affiliated sport, meets the mental and physical health needs of older women. It's a fantastic way for women to stay connected to the game they love, even if they're living with long-term injuries or chronic health conditions. With its no-running, no-contact rule and focus on control over speed.. It's a safer, low-impact option that prioritises health and enjoyment. Whether you're returning to football after time away or trying it for the first time, walking football offers a welcoming, supportive environment where everyone can take part - at their own pace.

The tangible and well-recognised benefits of walking football include: improved fitness, wellbeing; increased confidence. enjoyment; teamwork; can help to alleviate anxiety / depression / stress.



OUR COACH & FOUNDER

'Each individual's circumstances is different, and money should never be a barrier that prevents any women of colour from joining Steppers'



VINETTE CAMPBELL AKA 'BLU'

EX FOOTBALL PLAYER

I have always been a grassroots footballer, thriving in local community spaces. In 2019, I reconnected with my love for football when I was first introduced to walking football. During this time, I played for several clubs before founding Steppers Women of Colour Walking Football Club in 2021.

COMMUNITY ACTIVIST

Outside of football, I volunteer with a number of local charities to promote the well-being, independence and empowerment in my communities.



HOW YOU CAN SUPPORT STEPPERS

PITCH HIRE & EQUIPMENT

We'd greatly appreciate having our pitch secured long-term, as Sunday mornings work best for our members who travel from across London and Essex.

Having the means to secure block bookings in advance would guarantee regular slots vital to our group's stability and growth.

HOME AND AWAY KIT

As the only Women of Colour walking football team, we're instantly recognisable wherever we go! Our Unique home kit receives a positive response, and we'd love to complement it with an away kit that reflects our identity, as well as a training kit for travel and community activities.

As we move into more competitive tournaments and leagues, we also need to comply with FA rules which means we can no longer wear black. A new kit would assist in meeting these requirements and proudly represent who we are.



TRAVEL & TOURNAMENTS



In 2023 Steppers were invited to the Chase Buchanan Cup tournament in Paphos, Cyprus. It was a wonderful opportunity to meet other walking football teams from across Europe, and we proudly lifted the Plate Cup after coming out on top of our group. In 2024 we were invited to a tournament in Faro, Portugal. Once again we came away with a cup – a testament to the hard work of the team.

Tournaments are a wonderful way to enjoy cultural exchange, whilst providing team members the opportunity to bond. We do organise fundraising activities to support our travel, but it would be hugely beneficial if we could plan ahead to attend more of many tournament we are invited to.



BE OUR BRAND PARTNER

As one of the fastest growing sports in Europe, this is an exciting time for women's Walking Football. Becoming a brand partner with Steppers, means coming on a journey with us as we step up our ambitions to reach more women in the community and join the Women's Walking Football League.

CORE FUNDING

Core funding will enable us to block book our training pitch, secure a storage unit, build our website and assist with travel to matches and overseas tournaments.

CREATIVE PARTNER

We would love to update our equipment, together with a new away kit. We would be happy to discuss creative input on our new kits and accessories with your branding – see our sponsorship packages page.



OUTREACH



An integral part of Steppers' activity is outreach to women in the community. We've taken part in 'fun days' to encourage women over 40 and all backgrounds to take up walking football.

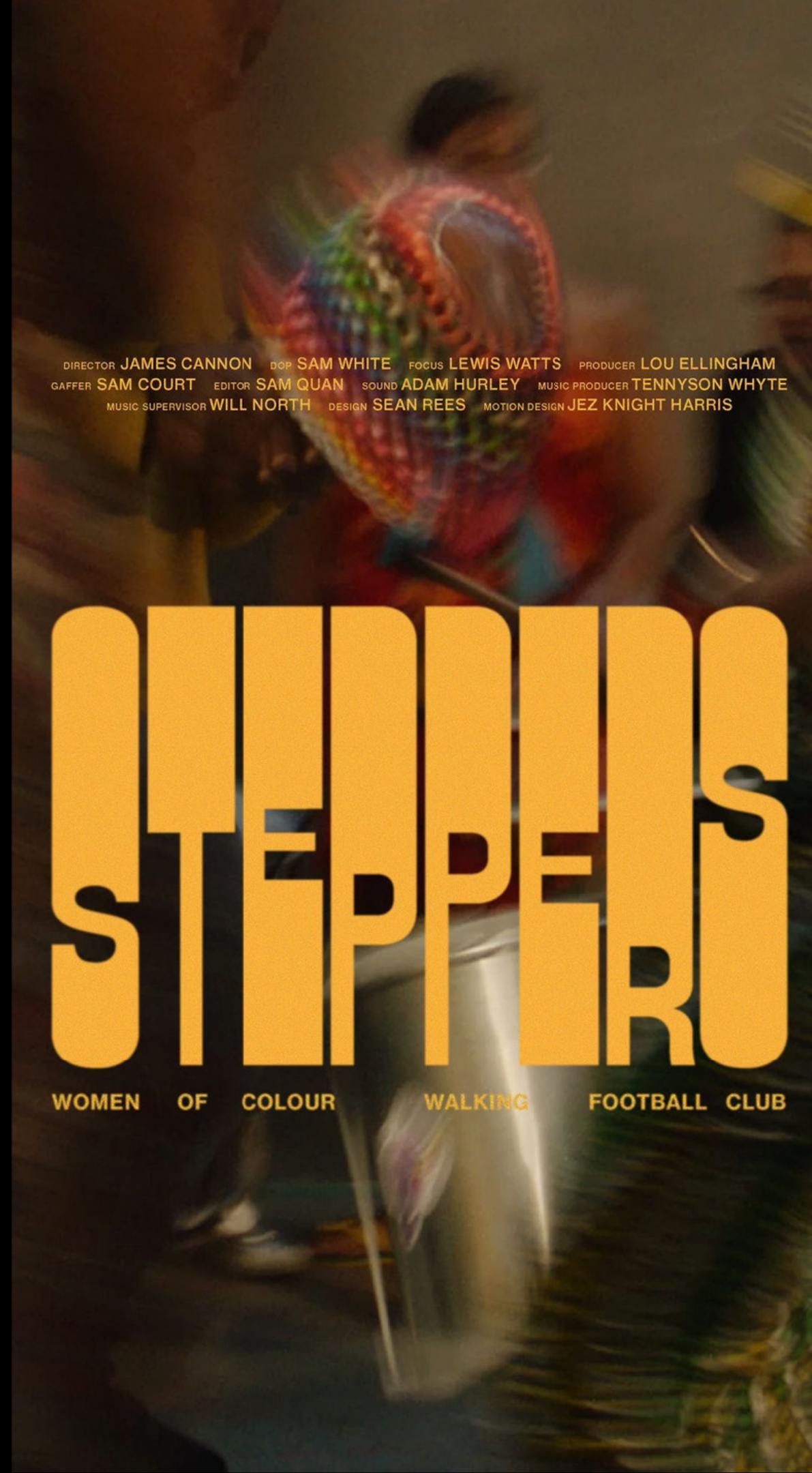
We've worked with Haringey Libraries as part of their Black History Month programme to engage with local women, collaborated with the Old Vic, as part of their Community Club aimed at increasing inclusion in spaces where women of colour are under-represented. In addition we were invited to a Conservation session run by the Epping Forest Heritage Trust, further strengthening our commitment to inclusive community engagement.

In a relatively short time, Steppers have made a tangible impact — not just on the game of Walking Football, but within the local communities. That impact was recognised in 2023, when our coach, Blu, was nominated for a national Inspiring Women Award — a testament to her dedication and leadership.





OUTREACH



We are extremely grateful to have recently worked with James Cannon who featured us in his latest portfolio. Our cover image is amongst the 200 winning shortlisted portraits taken in 2024 and is published in Portrait of Britain Volume 7 – British Journal of Photography.

<https://www.cannonphotography.co.uk/steppers>



Steppers Sponsorship Packages



1. Gold Partner – Lead Sponsor (£3,000 – £5,000)

- Logo on match kits, training, and travel shirts
- "Supported by [Your Brand]" on leaflets and social media
- Twelve social media posts (Instagram or Facebook)
- Inclusion in the annual recap video
- A team spotlight post on social media
- Logo on our website

2. Silver Partner – Supporting Sponsor (£2,000 – £2,999)

- Logo on match kits and training shirts
- Six social media posts (Instagram or Facebook)
- A team spotlight post on social media
- Logo on our website

3. Bronze Partner – Community Sponsor (£500 – £1,999)

- Logo on selected Steppers merchandise
- Recognition on our website
- Two social media post (Instagram or Facebook)
- Thank-you post on social media



THANK YOU!



07852717853



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