

Brighton & Hove Albion – Official Charity Partner

Brighton & Hove Albion Football Club has a commitment to support local and a limited number of national charities. As a club we believe in the power of football to support positive change and to support communities.

Each season the club receives many thousands of requests for signed merchandise or charitable support for worthwhile causes. Inevitably we cannot support all enquiries or requests for help. Therefore the club has created a policy to support two local charities along with our own charity, Albion in the Community and a limited number of annual national charitable events (that are predetermined by the club's board). Our commitment to support two local charities is for one season and ensures that the impact we can have with each charity is maximised.

The following information outlines the annual application process for charitable support. Brighton & Hove Albion FC is more likely to support applications that fulfil one or more of the following guidelines:

- An organisation that has a current relationship with Brighton & Hove Albion Football Club
- Is from a local registered charity based within the Brighton and Sussex area
- The fundraising will benefit people in the Brighton and Sussex area
- A commitment to exploring collaborative working with the club's official charity, Albion in the Community, during the year in which you are a chosen charity partner (2017/18 season).

We are less likely to support requests that are:

- Outside the Sussex area / national charities
- Unlikely to raise significant funds or profile for the charity
- Not from or on behalf of a registered charity.

To apply to be an official club charity for the 2017/18 season, complete the form on the next page and send back to the club by clicking the 'Submit Application' button, or save the completed PDF to your hard drive and then attach it to an email addressed to supporter.services@bhafc.co.uk. All applications must be accompanied by a letter of authority from the benefiting charity and additional supporting documentation may be supplied.

If selected as a chosen charity partner the benefits you will receive include:

- One matchday dedicated to your chosen charity
- Five signed footballs and two signed shirts to raise funds for your charity
- Listing on our website brightonandhovealbion.com as an official charity partner for the 2017/18 season with a hyperlink to your website
- Promotion of your charity through local media and club channels near your selected matchday
- A club selected matchday themed for your charity including:
 - A matchday bucket collection (you can provide up to 15 collectors) for one match in the 2017/18 season
 - A feature in the matchday programme
 - A big screen advert or promotional message for your charity
 - Social media mentions of your charity in the run up to the game and matchday
 - Up to 20 complimentary match tickets

Unfortunately, the club is not able to consider other activities on a designated matchday or at different points of the year. The club will determine the matchday at its discretion and all listed benefits may be subject to change.

Applications must be received by 5pm on Monday 10th July 2017 and the club will advise charities on whether an application has been successful by email no later than Friday 21st July 2017. Charity partnerships run for the duration of the 2017/18 season and will end on 31st May 2018.

Supporter Services
Brighton and Hove Albion FC
The American Express Community Stadium
Village Way
Brighton
BN1 9BL

*Please note that the club are more likely to support charities linked to social inclusion.



Official Charity Partner
Application 2017/18

Name of Organisation:

Charity registration number: Website:

Address:

Postcode: Telephone number:

Contact name/person responsible for application:

Email address:

Annual turnover: Number of dedicated fundraisers:

Annual fundraising revenue (estimated): Number of full-time employees:

Current charity sponsors:

Criteria (Tick if criteria applies to your charity)

- | | |
|---|--|
| <input type="checkbox"/> We have a current relationship with BHAFC/AITC | <input type="checkbox"/> Our work is focussed on social inclusion |
| <input type="checkbox"/> We/our work is based in Sussex | <input type="checkbox"/> Our work supports development of young people |
| <input type="checkbox"/> Our work directly benefits people in Sussex | <input type="checkbox"/> Our work supports health/sporting activity |
| <input type="checkbox"/> Other - Please specify <input type="text"/> | <input type="checkbox"/> Our work supports disabled people |

Details of cause

Details of how you believe Brighton & Hove Albion can make a difference to your charity: