



GWALIA UNITED

PARTNERSHIP OPPORTUNITES

2024/2025 SEASON

**HONOURING OUR ROOTS
EMPOWERING THE FUTURE**



WHY THE NAME GWALIA?

Gwalia United's choice of name, Gwalia, resonates deeply with the heritage and soul of Wales. Rooted in an archaic Welsh term for Wales, Gwalia reflects a profound connection to the nation's rich history and cultural legacy. This name embodies centuries of Welsh resilience and pride, echoing through the verses of Medieval poets like Taliesin and the works of 20th-century icons like Idris Davies.

It's a name that has been woven into the fabric of Welsh life, from hymns and folk songs to local businesses and community landmarks. Choosing Gwalia as our club's name is more than a nod to the past; it's a celebration of our footballing identity.

It honours the traditions that shaped us and the poetic spirit that has always defined Wales. Gwalia United stands as a modern manifestation of this enduring spirit, bringing the essence of Wales to the forefront of women's club football.

We carry the name Gwalia not just as a reminder of where we've come from, but as a declaration of who we are and what we stand for a club deeply rooted in Welsh heritage, striving towards a future where our history and our achievements in football are intertwined. Gwalia United was born in 2024 but made in 1975.



ABOUT GWALIA UNITED

At Gwalia United, we're more than just a football club; we're a living legacy, a symbol of unity, and a beacon of pride. Rooted in the rich tapestry of Welsh history, we embody the resilient spirit of Gwalia. Our journey from Cardiff City Ladies to Gwalia United represents a bold step into a future where tradition and ambition intertwine.

Join us on this exhilarating journey as the only Welsh club in the English system. As our partner, you become part of a story that spans decades, a community that extends beyond the pitch, and a vision that inspires.

Together, we'll celebrate every triumph and tackle every challenge, united under the banner of "Our Club, Our Nation, Our Story." Embrace the opportunity to align with Gwalia United — where every match is more than a game, and every partnership is a chance to be part of something truly remarkable.



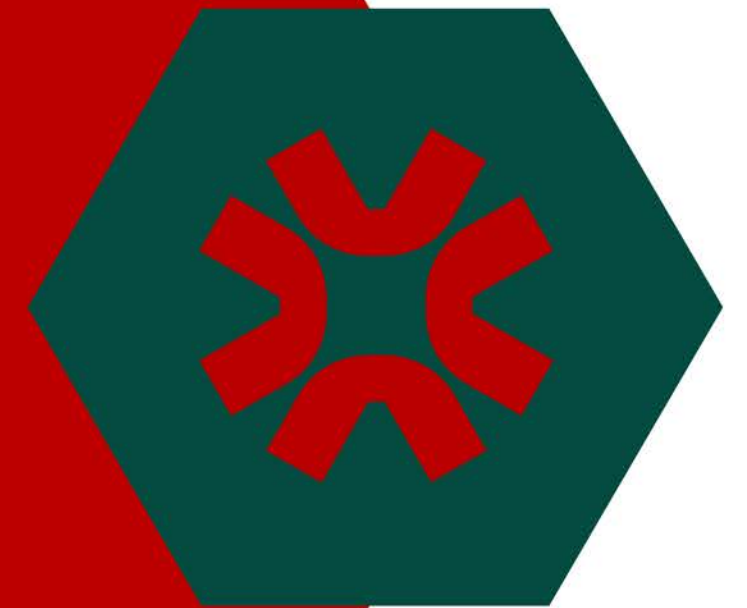


OUR VISION

Gwalia United envisions a future where we stand as leaders in women's football, embodying the strength and spirit of Wales at the top table of English Club football and on a global stage. We strive to inspire and unite, forging a legacy that celebrates our rich heritage while championing innovation and excellence

OUR MISSION

Gwalia United's mission is to elevate women's football in Wales through a commitment to excellence, community engagement, and nurturing talent, while upholding and celebrating our Welsh heritage. We aim to provide a platform where players can achieve their true potential at the highest level of English Club football and where our community can unite in the shared passion and pride of our beautiful game.



OUR VALUES



UNITY

At Gwalia United, we believe in the power of unity to bring together players, fans, and the community, fostering a sense of togetherness and teamwork that is essential both on and off the pitch.



HERITAGE

We proudly embrace our deep roots in Wales' rich history, celebrating and honoring the enduring traditions and resilience of Gwalia. As the oldest club in the nation, we represent the perfect blend of tradition and heritage — a living embodiment of 'Gwalia', the traditional Welsh name for our beloved land.



EXCELLENCE

Our pursuit of excellence is relentless, striving for the highest standards in all areas of the club, from athletic performance to community service and operational management.

OUR VALUES



PRIDE

Pride in our club, our achievements, and our Welsh identity is central to Gwalia United, driving us to represent Wales with honour and passion on the national and global stage.



RESILIENCE

Embodying the indomitable Welsh spirit, we are resilient in the face of challenges, adaptable and strong, always working to overcome obstacles and bounce back stronger.

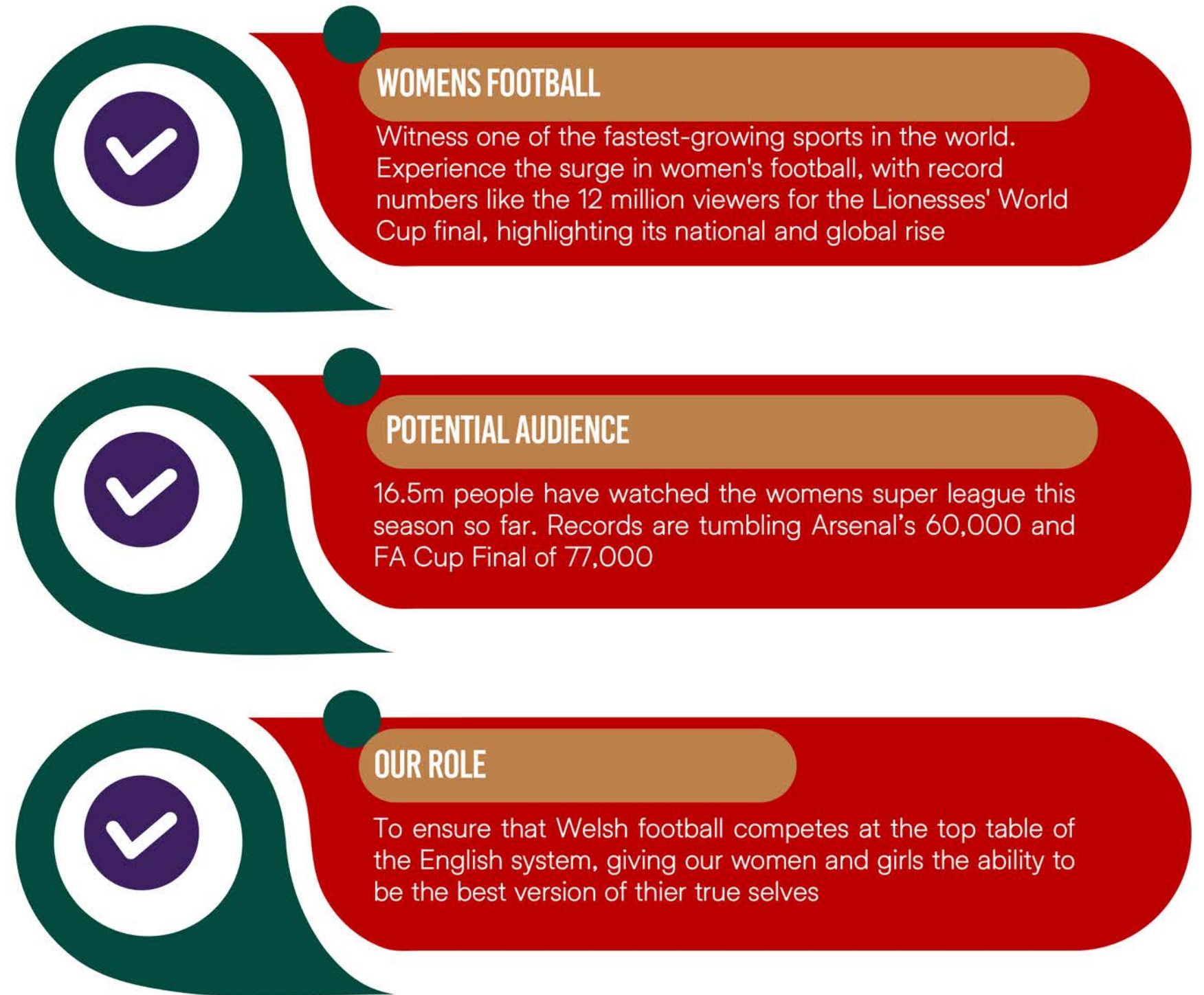


INCLUSION

Inclusivity is at the heart of Gwalia United — we are committed to creating an environment where everyone feels welcomed, respected, and valued, regardless of background or identity.

KEY DATA

Women's football in the UK is on a remarkable growth trajectory, presenting a prime opportunity for commercial partners. The Women's Super League (WSL) has seen a surge in popularity, with record-breaking viewership and increased participation at grassroots levels. Projections indicate significant growth in fan base and market value, with potential for substantial increases in matchday revenue and media rights. Aligning with women's football in the UK offers partners a chance to connect with a passionate, expanding audience and be part of an inclusive, dynamic sport on the rise.



WOMENS FOOTBALL
Witness one of the fastest-growing sports in the world. Experience the surge in women's football, with record numbers like the 12 million viewers for the Lionesses' World Cup final, highlighting its national and global rise

POTENTIAL AUDIENCE
16.5m people have watched the womens super league this season so far. Records are tumbling Arsenal's 60,000 and FA Cup Final of 77,000

OUR ROLE
To ensure that Welsh football competes at the top table of the English system, giving our women and girls the ability to be the best version of thier true selves



WHAT WE CAN OFFER

Partner with Gwalia United and align with a club that embodies integrity, community, and excellence, resonating with your brand's values. Leverage our unique position as the only Welsh club in the English system to access a diverse and expanding audience.



Unique Market Position

As the only Welsh club in the English system, we offer a distinctive platform that spans across national boundaries, appealing to a broad and diverse audience. This unique crossover amplifies your brand's exposure and allows access to a wider, cross-cultural market.



Shared Values

Partnering with us means aligning with a club that prioritises integrity, community, and excellence, resonating with businesses that share similar values. This alignment not only strengthens your brand's ethical standpoint but also fosters a deep connection with audiences who value authenticity and social responsibility



Expanding Audience Reach

The growing popularity of women's football ensures partners access to an expanding, passionate fan base, opening doors to new market segments. Partnering with us enables you to capitalize on this surge in interest, connecting with a loyal and engaged audience.



Promoting Equality

By supporting women's football, partners demonstrate a commitment to equality and diversity, enhancing their brand as socially responsible and progressive. This commitment positions your brand as a leader in championing important social causes, aligning with the values of a modern, inclusive audience.

WHAT WE CAN OFFER

Embrace innovative marketing and community engagement opportunities, enhancing your brand's social impact and visibility. Join us in the exciting world of women's football and capitalize on its growing commercial potential for meaningful returns



IMPACTFUL COMMUNITY ENGAGEMENT

Our deep community connections offer partners the opportunity to engage in meaningful initiatives that have a real impact, fostering a positive brand association. Your involvement in these initiatives will not only enhance community relations but also build lasting loyalty and trust among consumers.



VALUE-DRIVEN MARKETING

Our values-driven approach to football and community work provides a meaningful context for marketing, moving beyond traditional advertising to create deeper connections with audiences. This approach elevates your marketing campaigns, making them more impactful and resonant with values-conscious consumers



GROWING COMMERCIAL POTENTIAL

The rising commercial appeal of women's football, coupled with our unique positioning, offers a promising investment with potential for significant returns and brand growth. Investing in women's football now positions your brand at the forefront of a rapidly evolving sports sector, poised for substantial growth and visibility.



INNOVATIVE COLLABORATION OPPORTUNITIES

We welcome creative and value-aligned partnerships, offering a dynamic platform for businesses to showcase their brand in innovative ways. Collaborate with us to develop unique, memorable campaigns that stand out in the competitive market



MAIN SHIRT PARTNERSHIP

- Your logo on the front of our home or away first team playing kit.
- 4 x pitchside ground boards present at Newport Stadium throughout the season.
- Full page (A5) programme advert for all home fixtures - with programmes read by thousands online each week.
- Company branding on all club social media assets.
- VIP seats for your employees, colleagues and clients at all Gwalia United home games for 24/25 season.
- Access to players as your brand ambassadors and mutual marketing via social media, video content and our email database.

HOME SHIRT £30,000

AWAY SHIRT £15,000

COMBINED £40,000





SHIRT SLEEVE PARTNERSHIP

- Your logo on the sleeve of our home OR away first team playing kit.
- 2 x pitchside ground boards present at Newport Stadium throughout the season 2024, 2025.
- Full page (A5) programme advert for all home fixtures - with programmes read by thousands online each week.
- Company branding on all club social media assets.
- VIP seats for your employees, colleagues and clients at all Gwalia United home games.
- Access to players as your brand ambassadors and mutual marketing

HOME SLEEVE £7,500
AWAY SLEEVE £5,000
COMBINED £11,000

BACK OF SHIRT PARTNERSHIP

- Your logo on the back of our home first team playing kit.
- 2 x pitchside ground boards present at Newport Stadium throughout the season.
- Full page (A5) programme advert for all home fixtures - with programmes read by thousands online each week.
- Company branding on all club social media assets.
- VIP seats for your employees, colleagues and clients at all Gwalia United home games.
- Access to players as your brand ambassadors and mutual marketing via social media, video content and our email database.

BACK OF HOME £7,500

BACK OF AWAY £5,000

COMBINED £11,000





TRAINING KIT PARTNERSHIP

- Your logo on the the front of our first team training and travel kit.
- 2 x pitchside ground boards present at Newport Stadium throughout the season.
- Full page (A5) programme advert for all home fixtures - with programmes read by thousands online each week.
- Company branding on all club social media assets.
- VIP seats for your employees, colleagues and clients at all Gwalia United home games
- Access to players as your brand ambassadors and mutual marketing via social media, video content and our email database.

TRAINING KIT PARTNERSHIP £12,500

WARM UP SHIRT PARTNERSHIP

- Your logo on the front of our home and away warm-up shirts, worn by our players as they prepare for games and heavily photographed/filmed.
- Full page (A5) programme advert for all home fixtures - with programmes read by thousands online each week.
- Company branding on all club social media assets.
- VIP seats for your employees, colleagues and clients at all Gwalia United home games.
- Access to players as your brand ambassadors and mutual marketing via social media, video content and our email database.

WARM UP SHIRT PARTNERSHIP £5,000





PITCH SIDE BOARDS PARTNERSHIP

- A 1.2m x 6m ground board in place at Newport Stadium
- Featured in photography and highlights of fixtures - which are published on club channels, the FA Player and shown on BBC Wales & Sky Sport.
- Present all-year round for all events held on the pitch and seen by thousands of people each day.
- Presence in training photos which attract thousands of view each week.

**PITCH SIDE BOARDS PARTNERSHIP £1,000
PLUS BOARD PRODUCTION**

GWALIA UNITED TV (GUTV)

Gwalia United TV is coming! Starting with the 2024/25 season, you can tune in to our free-to-air channel on our official website. Watch exclusive-behind, pre/post-match interviews, and reaction. This is your one-stop-shop for all things GUTV. Plus, as our key partner, you'll have the opportunity to take part in the content and be featured in the intro and outros.

GWALIA UNITED TV £20,000





INDIVIDUAL PLAYER SPONSORSHIP

We're thrilled to offer player sponsorship for the new season! Each player will be up for grabs, complete with their shirt and two tickets to our awards night at the end of the season. Plus, we'll make sure to give you social and matchday program coverage.

PLAYER SPONSORSHIP £500

MATCH SPONSORSHIP

As the match sponsor, you and your friends will get 10 VIP tickets to the game, will be featured in the program and on social media, and will have an announcement and team photo after the game.

MATCH SPONSORSHIP £500



GWALIA UNITED

Partnering with Gwalia United offers a unique opportunity to align with a pioneering force in women's football. As the only Welsh club in the English system, we provide unparalleled access to diverse and passionate fan bases. Our commitment to community, equality, and excellence makes us an ideal platform for brands seeking meaningful engagement and visibility. Join us in shaping the future of women's football and be part of a movement that transcends the sport, driving positive change both on and off the pitch

THANK YOU
FOR YOUR TIME



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GWALIA UNITED

