



Nidd United JFC – Sponsorship & Kit Policy

Version 1.2 – Jun 2026

Overview

This policy sets out how match kit purchases and sponsorship work at Nidd United JFC. It aims to make our approach transparent to parents, sponsors, and team managers, while ensuring the club remains financially sustainable.

Sponsor Alignment with Club Values

At Nidd United, we are committed to maintaining a positive, inclusive, and family-friendly environment across the club. We only accept sponsorship from individuals and organisations [whose values align with our ethos](#) and the principles of grassroots football.

We reserve the right to decline sponsorship offers from businesses or brands that we feel are not appropriate for a youth sports setting. If a sponsor is accepted and is subsequently found to bring the club into disrepute or to conflict with the values of the club, we reserve the right to cancel the sponsorship arrangement with immediate effect and without refund.

Kit Purchasing Policy

All players are required to purchase their own match kit in addition to the annual club membership fee which is set in July each year.

Players may continue to use previous club kit items (shorts, socks, etc.) unless they need replacing. If a team does not have current sponsorship, players will purchase shirts without a sponsor logo.

Match Kit Sponsorship

Teams are encouraged to secure sponsorship to cover the cost of match shirts.

If sponsorship is in place, players will not pay for their match shirt — the cost of one match kit shirt per player is covered by the sponsor.

Players will still be responsible for buying any new shorts or socks they need.

Shirts supplied through sponsorship will carry the sponsor's logo.

If a current sponsor does not renew, any new shirts purchased will not feature a sponsor logo.

Sponsorship is calculated per shirt, and sponsors will need to know the number of players in the squad at the start of the season so the correct total can be agreed.

Goalkeeper Shirts

The club recognises that teams manage the goalkeeper role in different ways.

- If a team has a dedicated goalkeeper:
 - that player will order a sponsored goalkeeper shirt through the club shop.
 - The player pays up front, and the shirt cost will be reimbursed by the club via a credit on their membership fee, in line with the team's sponsorship.
- If a team shares the goalkeeper role among multiple players, each player will:
 - Order a standard outfield sponsored shirt as usual.



- The coach will order a goalkeeper shirt in an appropriate size to be shared between players.
- If the shared goalkeepers are of significantly different sizes, up to two goalkeeper shirts of different sizes may be ordered.
- The coach should claim the cost back via the club's expense claim process.

Use of Sponsored Kit When Sponsorship Ends

If a team that previously had match kit sponsorship does not secure a new sponsor for the following season, players should continue to wear the existing sponsored shirts as long as they are in good condition.

If a player needs a replacement shirt, they will purchase a non-sponsored match shirt from the club shop.

This ensures consistency across the team while avoiding unnecessary costs for families.

No new sponsored shirts will be issued unless a new sponsorship agreement is in place.

How the Kit is Supplied

For unsponsored teams, or teams that have a sponsor from the prior season that is continuing to sponsor the team in the current season — must purchase their full kit directly from the supplier [via the club shop](#).

For teams with **NEW** sponsorships this season:

- Your coaching team will collate match kit top sizes to be bulk ordered - do not purchase your match kit top by the club shop.
- You will need to purchase any new shorts/socks needed via the club shop.
- The cost of one shirt per player will be covered directly by the sponsor, with the remaining sponsorship going towards central running costs of the club.

Mid-Season Joiners in Sponsored Teams

If a player joins a team partway through the season and the team already has an active match kit sponsorship, the player will be required to purchase the full kit from the club shop. This is because sponsorship funding is agreed at the beginning of the season on a per-head basis.

Alternative Sponsorship Options

If a business wants to support the club but doesn't have the budget for full shirt sponsorship, there are still plenty of ways to get involved including Ball sponsorship, Website or Pitch sponsorship. Full details can be found in the sponsors pack here www.niddunited.co.uk/sponsors

These options are more affordable and still make a valuable difference to the club.

Sponsor Liaison

All sponsored teams must nominate a Sponsor Representative to act as the main point of contact between the club, the team, and the sponsor. This person will be responsible for keeping the sponsor updated throughout the season — for example, by sharing occasional team news, match



highlights, or photos (where appropriate). Maintaining this relationship helps us show appreciation for the sponsor's support and encourages future involvement.

Get Involved

Sponsorship plays a vital role in helping us manage rising running costs and minimise the impact on membership fees. As expenses grow each year, sponsorship helps us keep football affordable for families, ease financial pressure on parents, and secure the club's future. Every sponsor makes a difference to the whole club. If you know a local business that might be interested in supporting a team, please direct them to: www.niddunited.co.uk/sponsors