



ROYAL ROVERS FOOTBALL CLUB

# SPONSORSHIP PROSPECTUS

Building Talent · Character · Opportunity

HARTBEESPORT · SOUTH AFRICA  
2026 · 2027 Season



WELCOME

# More Than a Club

Royal Rovers FC is a youth-focused football club in Hartbeespoort, built to develop young men through discipline, structured coaching, competitive exposure and a platform that gives talent a fair chance to be seen.

We are a community asset first, a football club second. Every squad we field, every training session we run, and every match we play has a dual purpose: to make better footballers, and to build better people.

## CLUB VISION

*"To develop confident, intelligent, and technically skilled players who can adapt to any game situation — building excellence technically, tactically, physically, mentally, and socially."*

## THE OPPORTUNITY FOR SPONSORS

### Why Back Royal Rovers?

Hartbeespoort has talent. What it lacks is structured pathways, equipment, transport and competitive exposure. That is the gap Royal Rovers FC exists to close — and the gap your sponsorship helps us close faster.

When you back Royal Rovers, you back **football, community, and future opportunity** in one of South Africa's fastest-growing regions.



## THE CLUB AT A GLANCE

# Structured. Serious. Scaling.

6

Age-group squads (U9 to Senior)

8

Defined club roles &amp; coaching staff

5

Development pillars applied across every squad

3

Phases of the player development pathway

1

Community. One club. One standard.

## OUR PLAYERS

## Who We Develop

Boys aged 8 to 18 from Hartbeespoort and surrounding communities — including Kosmos, Ifafi, Mooinooi and Brits — with senior representation building for local competitive football.

Our players come from a mix of backgrounds. Some will go on to academies. Some will play senior football. All will leave the club better developed, more disciplined, and with a foundation that serves them far beyond the pitch.

## OUR CATCHMENT

## Where We Operate

Hartbeespoort sits in the North West Province within the greater Madibeng Municipality — home to a population of over 477,000 residents (Stats SA). The area spans established family suburbs, growing townships, and commuter communities tied to Pretoria and Johannesburg. Football reach here is direct, family-oriented, and brand-loyal.

THE FRAMEWORK

# 5 Pillars of Player Development

Every session, every match, every age group — guided by five non-negotiable pillars that define the Royal Rovers Way.

## 01 TECHNICAL

Ball control, passing, receiving, finishing. The foundation every player must master.

## 02 TACTICAL

Decision-making, positioning, team shape. Playing with intelligence, not instruction.

## 03 PHYSICAL

Speed, strength, stamina, coordination. Age-appropriate conditioning built into every session.

## 04 MENTAL

Confidence, discipline, focus, resilience. The edge that separates good players from great ones.

## 05 SOCIAL

Teamwork, communication, respect, leadership. Football as a tool for character.



THE JOURNEY

# Player Development Pathway

Three phases. One progression. Every player developed in age-appropriate stages.

PHASE 1	FOUNDATION	U10 – U11	Ball mastery · 1v1 skills · Teamwork · Spatial awareness
PHASE 2	REFINEMENT	U12 – U13	Passing & movement · Attacking/defensive principles · Position specialis
PHASE 3	PERFORMANCE	U15 – U17	Tactical systems · Strength & conditioning · Game management · Pathw

CLUB STRUCTURE

## A Properly Structured Football Club

Eight defined roles. Every standard owned by someone. This is how we scale quality without losing character.

- Club Director / Head Coach
- Technical Director
- Youth Development Coordinator
- Team Coaches (U10 – U17)
- Goalkeeper Coach
- Fitness & Conditioning Coach
- Team Managers / Admins
- Medical & Welfare Officer

PLAYING MODEL

## Possession-Based. Creative. Attacking.

**In Possession:** Create width with full-backs and wingers · midfield rotations for space · encourage through balls and third-man runs.

**Out of Possession:** High pressing when possible · compact team shape · quick defensive recovery and communication.

**Transitions:** Attack quickly after regaining possession · regain shape immediately after losing the ball.



THE CASE FOR SPONSORSHIP

# Where Your Investment Goes

Every rand sponsored is accountable. Every partnership delivers outcomes both for our players and for your brand. Here is what your backing directly funds:

<b>Kit &amp; Equipment</b>	Home and away kits, training gear, match balls, goalkeeper equipment.
<b>Transport &amp; Fixtures</b>	Getting squads to away matches, tournaments and exposure fixtures.
<b>Coaching Standards</b>	Investing in qualified coaching, continued education, development tools.
<b>Medical &amp; Welfare</b>	First-aid provision, physio access, safety standards, safeguarding.
<b>Tournament Entry</b>	Getting our players in front of scouts, academies and regional audiences.
<b>Facilities &amp; Training</b>	Pitch time, conditioning equipment, video analysis infrastructure.

WHAT SPONSORS RECEIVE

## Brand Exposure & Community Value

**Brand visibility:** logo placement on kits, training gear, matchday banners and digital channels.

**Digital reach:** featured on all 10 website pages, social media mentions, news posts.

**Community connection:** brand association with youth development, family audiences, and local pride.

**Event access:** recognition at matchdays, club events, prize-giving and community activations.

**CSR reporting:** measurable community impact data for your stakeholder and BBBEE reporting.



PARTNERSHIP TIERS

# Sponsorship Packages

Four tiers designed to match partners of every scale — from local businesses to principal brands seeking deep community alignment. All tiers are open to discussion; we welcome bespoke partnerships.

TIER	PARTNERSHIP	INVESTMENT	KEY BENEFITS
01	Community Partner	On application	Logo on website · social media mentions · event recognition
02	Team Sponsor	On application	Kit sleeve / short branding · matchday recognition · digital mentions
03	Development Sponsor	On application	Front-of-kit placement · training gear · matchday banners · named p
04	Principal Club Sponsor	On application	Primary kit partner · naming rights discussion · full club integration ·

*Investment ranges available on request. Contact us for a tailored proposal, customised to your brand objectives and CSR priorities.*

BESPOKE ARRANGEMENTS

## Custom Partnerships

We welcome conversations beyond standard tiers — equipment sponsorship, transport partnerships, tournament underwriting, single-team packages, or community-event title sponsorship. If your brand has a specific objective, we will build a partnership around it.

## NEXT STEPS

# Partner With Royal Rovers FC

If you are ready to explore sponsorship — or simply want a conversation about what partnership could look like for your brand — we would be glad to meet.

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*"Skill. Intelligence. Character."*

We play with passion, purpose, and pride.

Royal Rovers Football Club · Coaching Philosophy

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