

Hype Train FC: Club Sponsorship



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Club Contact Details

- Email: contact@thehypetrain.co.uk
- Website: HypeTrainFC.com
- Socials: @HypeTrainFC
- Socials (Hype Football):
@HypeTrainFootball
- Secretary, Robert Austin:
07584258718



Message from Rob Austin (Manager/Secretary)

“If this is your introduction to Hype Train, I offer you the warmest welcome to a unique insight of the club. Since 2019 the club and I have been inseparable, and the passion I have growing the club year-on-year only deepens as we enter our 8th season.

Being involved at this football club is a privilege that is never lost on me. I’ve made friends for life, honed my skills in graphic design, have improved practical skills as a coach, and through telling the story of the club across our social media and YouTube, the showcase of Hype Train tells my own story of growth and development in football and as a person.

There is a growing group of players and good people and volunteers at this club. We’ve just launched an ambitious content project called Hype Football. Modernised our club logos and crest. Have grown the club to two adult teams for the 2026/27 season and are set to overhaul our look on the pitch.

We’re setting the stage for future growth. Dreaming of promotion as a Step 7 club on the football pyramid.

That’s why Hype Train are looking for new partners and sponsors. We have the passion and drive to take the club to a stronger position each year, and through the backing of a local team, you’re partnering with a team full of passion for our football community, growing our football brand, and aligning with an owner in myself who will do anything for those fighting in the corner of Hype Train.”



Hype Train FC: History Overview

The Hype Train brand was formed in March 2015, with brothers Robert and Sam Austin writing football opinion pieces, alongside Fantasy Football (FPL) content. On two separate occasions, Hype Train was a shortlisted finalists in the Football Content Awards (FCAs) for 'Best Fantasy Football Blog' (2016 & 2019).

In 2019, Hype Train expanded to form Hype Train FC, the first fantasy football website to go from fantasy to the field.

Based in Reading, England, since our inception in June 2019 the team has been competing in grassroots football across Saturday & Sunday League. We are a content focused team, with every game recorded and published across YouTube and social media channels.

The club have won two trophies in our first seven years, winning the East Berkshire Football League's Presidents Cup on two occasions; the first in 2022 (pictured), and then again in 2025.

Ahead of the 2026/27 season, Hype Train FC has undergone a major upgrade with the club identity and branding as we have launched Hype Football, the new content wing of Hype Train. The club has partnered with several local grassroots football clubs to showcase the best of our partner clubs.



Hype Train FC: 2026/27 Season

The 26/27 season is our 8th as a grassroots football team and sees the squad expand with addition of a new Sunday League outfit, bringing our player base close to 100 players.

It's been a season of change for the club, with a new club crest, the addition of a Sunday team, the launch of our Hype Football channel, and a new kit supplier in Admiral.

There is no better time to jump aboard our journey.

Current Competitions:

Saturday: Thames Valley Premier League (Division 1)

Sunday: Reading & District Sunday League (Division 4)

Long term ambitions:

The Saturday team are aiming to secure promotion to the TVPL Premier Division within a 3-year period, which is a recognized Step 7 league on the football league pyramid.

Growth on Saturday's will allow the development of a Reserve outfit, a Veteran squad, and the potential for a Women's team.



What sets Hype Train FC apart from the rest?

The club has always valued the hard work that goes into creating a welcoming and modern grassroots football club. We have experienced management on and off the field to craft a comprehensive football experience for our players, volunteers, and visitors across social media.

What do we do at Hype Train?:

- Regular Matchday Photography
- All games recorded on VEO
- Modern and regularly updated website
- YouTube channel with regular uploads and daily shorts
- Hype Football coverage of best clips, historical moments, worst misses, and more, from Hype Train and its partners
- Match reports and a detailed club history
- Summer and winter socials
- Qualified weekly training
- We film 'showcase' cup finals across the County FA



Sponsor Retention: 2026/27 Season

From 2019 to 2025, the club was self-financed by Robert Austin, but for the 2025/26 season, the club secured our first sponsorships.

We are thrilled to announce that both of our club sponsors, All Seasons Scaffolding, and J.F. Kelly Electrical, have renewed their sponsorship with the club for the 2026/27 season and beyond.

Their contributions and support have helped secure the club new apparel and a high-quality 3G playing surface for the club. These foundations will allow the club to focus on building the club's partners.

Why we're looking for additional sponsors:

Hype Train is growing rapidly on and off the pitch and running a grassroots football team is an increasing financial challenge.

Support from additional sponsors will aid in the development of existing and new squads, and to help with on-going club projects and expansion.



J.F. Kelly Electrical Ltd.

New Kit Supplier: Admiral Sports

From 2019-2026 Hype Train used Kitlocker, but from 2026/27 the club have levelled up and have partnered with English heritage sports brand, Admiral, to produce a full range of match wear and training apparel.

Admiral's customer service is top tier and their passion and work behind the scenes to incorporate Hype Train as an Admiral client was nothing short of an emerging industry leader for club team wear.

- The club has a fully stocked Admiral club store
- The club's primary colours are navy blue and gold
- For potential sponsors, the club can add new product ranges and make amendments to existing products



Hype Football: Club Partners & Socials

Hype Football launched in August 2026 and is the reimagined content wing of Hype Train FC. The club has a history of written football content, but over time our focus and priority has become showcasing grassroots football and our football team.

Hype Football is the next step for the Hype Train brand and a long-planned project to create a community of clubs under the Hype umbrella, with the team partnering and sponsoring a trio of local football clubs.

The Hype Football channel will showcase the best of Hype Train and its partner clubs across our social channels (next page), with the best moments from our VEO cameras clipped and shared online.

All video content will be filtered through to Hype Train FC's YouTube channel as we grow the channel, whilst the Hype Football channel on Instagram and TikTok will act as a sister channel for our partner clubs.

Whilst Hype Train will focus on content, our partner teams can develop and grow on the field through the power of VEO cameras.



Hype Football: Club Partners & Socials

Ahead of the 26/27 season, Hype Train is partnering with a trio of local grassroots clubs in the Berks & Bucks FA county region to launch Hype Football.

Current Partner Clubs:

1. Hype Train FC (Sat & Sun)
2. Harchester Hawks FC
3. Sandhurst Men Reds
4. Berks United FC (Royals & Women)

Current Social Media:

- Instagram: <https://www.instagram.com/hypetrainfootball/>
- YouTube: <https://www.youtube.com/@hypetrainfc>



Available Sponsorship: Player of the Match/Month

Annual Package Cost: £800

Expected Sponsorship Duration: 2+ years

The club will use this sponsorship money to purchase our Player of the Match and Month awards, alongside our End of Season Awards (see image, right).

Company logos will appear on all bought awards.

Hype Train use Awards FC to craft bespoke awards, which is perfect to incorporate the club and a sponsors' needs.

If your company sells a product, we will welcome a partnership where the Player of the Month recipient receives a voucher for a product, or the club can arrange for them to receive a prize.

What is included in our POTM Package?:

- Weekly Player of the Match images across web and socials for both our Saturday & Sunday squads
- The club plays on average 8 matches a month (4x Sat, 4x Sun) and will post 2x Player of the Month graphics. The expectation is 10x social media posts
- Feature as a Club Partner on our club website



Available Sponsorship: Web Sponsor

Annual Package Cost: £250

Expected Sponsorship Duration: 1 year

The club will use this sponsorship money to invest in the club's development projects, such as improving the team's photography and filming capacity, paying for excess pitch and match costs, and buying in new club equipment such as footballs and training equipment.

This package is ideal for a business looking to make a small donation to the football club.

What is included in our Web Package?:

- Monthly promotional post across social media channels
- Feature as a Club Partner on our club website
- Feature on the club's website footer



Available Sponsorship: Matchday Sponsor

Annual Package Cost: £1200

Expected Sponsorship Duration: 1+ years

The club will use this sponsorship money to help with the week-to-week costs of running the club, from excess pitch fees, referee fees, and costs of training pitches. This sponsorship money is vital in ensuring we can afford affordable football sessions at top class facilities on a weekly basis.

The value of this sponsorship equates to £100 per month through the calendar year.

The club can arrange featured and collaborative posts that incorporates Hype Train and your business.

What is included in our Matchday Package?:

- Weekly promotional posts on Instagram stories/posts, Twitter, Facebook, and the club's website
- Tags in all matchday and weekend promotional posts
- Feature as a Club Partner on our club website
- The club can arrange sponsorship signs at home matches
- Appear in 'spots' such as 'replay sponsored by' clips on YouTube, and for 'Highlight of the Week' clips



Available Sponsorship: Media Sponsor

Annual Package Cost: £3500

Expected Sponsorship Duration: 3+ years

The club will use this sponsorship money overhaul and improve the current photography equipment. We currently use a Canon 80D and have used the same camera since 2019. Our ambition is to invest in a mid-level Canon, Nikon, or Sony camera and a specific lens dedicated to capturing sports.

The above costings are rough estimate costings based on the market value of select cameras and lenses, and we would love to have a discussion with interested companies about our photography plans.

This level of investment for the club would allow us to start a dedicated online photography store, so we can sell the photos from all Hype Train matches, and other showcase games we are able to attend. This will allow us to generate income and fundraising for the team for the long term.

What is included in our Media Package?:

- Weekly promotional posts on Instagram stories/posts, Twitter, Facebook, and the club's website
- Tags in all photography related posts
- Feature as a Club Partner on our club website
- Feature on new Admiral apparel



Available Sponsorship: Hype Football Sponsor

Annual Package Cost: £1000

Expected Sponsorship Duration: 2+ year

The club will use this sponsorship money to increase the number of VEO cameras we have, which are automated cameras that film our football matches. The annual cost would cover the cost of the following to help power Hype Football; VEO 3 camera, tripod, winter hard case, and an annual subscription to VEO.

This investment would allow us to add a new partner club. If a company would like to sponsor this package, we would like an opportunity to discuss the Hype Football project, and the shortlist of clubs that we would like to partner with.

What is included in our Hype Football Package?:

- A 'Powered by' company logo featured on video content
- Tagged and collaborative posts across Hype Train FC and Hype Football channels
- Feature as a Club Partner on our club website



Available Sponsorship: Training Sponsor

Annual Package Cost: £2000

Expected Sponsorship Duration: 2+ years

The club will use this sponsorship money to produce new training wear apparel with our kit supplier, Admiral.

With any interested sponsor, we will display your logo on our apparel for a minimum of two years.

Players wear training shirts at the gym, at home, at training, and some travel with them. This is a very good practical investment to get your company seen at more than just the football pitch on gamedays.

What is included in our Training Package?:

- A company logo featured on the club's training shirt (see right, logo would be printed in place of our website address)
- Company logo featured on quarter zip apparel
- Feature as a Club Partner on our club website
- Regular matchday photography with training tops featured



Available Sponsorship: Additional Kit Sponsor

Annual Package Cost: £1000+ (depending on the range)

Expected Sponsorship Duration: 2+ years

The club will use this sponsorship money to produce additional matchday wear for our multiple squads – giving businesses a chance to display their logos on future kits alongside our current sponsors.

Admiral specialize not only in team wear, but also in retro football jerseys, so we would love to collaborate with a business to create a Retro shirt that can be used as a change strip, and for small-sided football (5-a-side).

With any interested sponsor, we will display your logo on our apparel for a minimum of two years.

What is included in our Training Package?:

- A company logo featured on future club apparel
- Feature as a Club Partner on our club website
- Regular matchday photography with all apparel



Available Sponsorship: Product Sponsors

Annual Package Cost: £500+

Expected Sponsorship Duration: 2+ year

This partnership agreement would be great for companies who would like to outreach to grassroots clubs with discounts, vouchers for products, and who would like to spend a minimal amount on a marketing budget via a local team.

One instance of sponsorship that would interest us is to have a recurring discount for matchday essentials (medical equipment, energy gels, water), and to buy in bulk gift box products (or food/drink vouchers) to hand out to Player of the Month winners

The club will use this sponsorship money to grow the club's equipment, and to sell products to players for a small product. This could be energy drinks, gels, grip socks, tape for socks and fingers, and other apparel relevant to football players.

What is included in our Product Package?:

- Sponsored product posts featuring Hype Football or Hype Train FC players
- Ability to sell product ranges to Hype Football and Hype Train players
- Feature as a Club Partner on our club website



Available Sponsorship: Development Sponsors

Annual Package Cost: £NEG

Expected Sponsorship Duration: 3+ years

Hype Train would like to invest in the future of the club, and part of that process is to partner with companies and individuals who would invest into a development fund for future growth and projects at the club.

The club's capacity to grow depends on personal and outside investment.

From securing future home grounds, developing in Step 6/7 football, to developing women's, Veteran and younger age group teams, alongside training courses for club individuals surrounding first aid, expanding volunteer structure, supporting media interns, coaching, safeguarding, and more.

Hype Train has good foundational rails in place, our next step alongside you is enriching the club's long-term future.

What does the club envision for investors;

- For investment stakeholders to have input on how future funds be divulged into the club
- For stakeholders to be sent an annual summary of club finances and investment levels
- For business and local community members to help fuel the club's roots in Reading and the surrounding areas



How to partner with Hype Train FC

Sponsorship to grassroots football teams such as Hype Train has never been easier. Instead of paying tax, companies and sole traders can do tax write-offs to community clubs at any time of the year. Companies can also invest into clubs on a monthly payroll or provide tax free donations to a charity or football club.

Our sponsorship overview has broken down many areas of the club that we would like to advance, but what equally matters is the voice of those we are partnering. From history, some prefer to be silent partners, whilst some would like updates on club developments and general chats and check-ins. Everyone is different, and we are here to work *with* you.

We hope that this overview has provided any business with a keen sense of our ambitions and intent to grow the club, with club volunteers on hand to advance the reputation of the club and all of its partners.

It's an exciting time to be involved with Hype Train, with our door always open to speak with all manners of businesses about the present and future of Hype Train FC.

Next Steps:

- Express your interest with Hype Train via email or phone
- Club Management and Owner, Robert Austin, would love to speak about any proposal, so we can get to understand your needs as part of any partnership opportunity
- The club can provide a full invoice to the company
- Once an agreement is in place, Hype Train will work to onboard you into our family



Club Bank Details

- PayPal: contact@thehypetrain.co.uk
- Name: Hype Train Football Club
- Sort Code: 20-65-20
- Acc Number: 33042049

