Kent County Schools' FA – Raising Funds through the County Team

In short, each Kent County player is asked to raise £75 in sponsorship for their strip.

In theory, this is a business, an individual or sponsor paying £25 to be the shirt sponsor, another pays £25 for shorts and then another for the socks. This brings in £75 per player, for kit which costs around £45 to acquire. Surplus goes towards the cost of travel, training and further costs as well as supporting the wider delivery of the Kent Schools FA.

As an extra incentive to do this, each player has their name printed onto their kit, which they own and are able to keep after the season ends. As a by-product, this gives the team more of a 'club' atmosphere and the groups often feel more of a unit.

There are challenges as some children struggle to raise the funds, but this is mitigated by linking in with or identifying further opportunities for sponsorship, such as local newsagents and other places that the player may not have considered.

The success of this idea over previous seasons has supported Kent County Schools' FA both financially and in the development of the game.