



Send United Kit & Sponsorship Policy

Growing the club. Reusing where we can. Supporting our sponsors.

As Send United continues to grow, we are fortunate to have an increasing number of local businesses and organisations wanting to support the club through team sponsorship.

At the same time, we want to make sure we use our club funds responsibly and avoid replacing perfectly good football kit unnecessarily.

For this reason, Send United FC operates a **kit recycling and reuse policy**.

Our approach to kit

Wherever possible, existing Send United playing kit will continue to be used and passed on to younger age groups when players grow out of it.

This means that, over time, you may see players wearing shirts featuring **different Send United sponsors**, even though the playing kit itself is the same design.

For example, a player may have a shirt featuring our 2025/26 sponsor, while a new player joining the team may receive a new shirt featuring our 2026/27 sponsor.

This is intentional and is part of how we manage our kit sustainably.

Why do we do this?

There are several benefits:

-  **We reduce unnecessary waste** by continuing to use good-quality kit.
-  **We keep costs down** by not replacing complete sets of kit every time a sponsorship changes.
-  **We make better use of existing club kit** by passing shirts down through the age groups.
-  **We can support more local businesses** by offering sponsorship opportunities as the club continues to grow.
-  **More money can be invested back into football**, including coaching, equipment, facilities and player development.

What this means for players

When new kit is required, the shirt supplied will normally feature the **current sponsor for that team or age group**.

Existing shirts that are still in good condition will continue to be used.

As a result, players within the same team may occasionally have shirts featuring different sponsors.

The shirt design, club badge, colours and overall playing kit will remain consistent. The difference will simply be the sponsor logo on the front or back of the shirt.

We ask parents and players to understand that this is a deliberate part of our club's approach to sustainability and responsible kit management.

Kit recycling

When a player grows out of their Send United playing shirt, we encourage the shirt to be returned to the club wherever possible.

The club can then assess the shirt and, if it is still in good condition, make it available to another player.

This means a shirt purchased today could potentially be worn by several Send United players over a number of seasons.

A club-wide approach

As Send United FC continues to develop multiple teams across different age groups, we want our kit to be viewed as a club **kit rather than individual player kit**.

Shirt numbers may therefore be reused across different teams and age groups, and sponsors may differ between shirts depending on when the shirt was originally supplied.

This gives us the flexibility to continue growing the club without creating unnecessary kit costs.

Supporting our sponsors

Our sponsors play an important role in helping Send United FC provide opportunities for local children to enjoy football.

We are extremely grateful to every business that chooses to support the club.

Sponsorship allows us to invest in the development of our players, coaches, teams, equipment and facilities.

By continuing to use existing sponsored kit rather than replacing it unnecessarily, we can also ensure that previous sponsors continue to receive visibility from the shirts they have supported.

Our commitment

Send United FC is a growing grassroots community football club.

We want to build a club that is **ambitious on the pitch, responsible off it, and accessible to as many children as possible.**

Our kit recycling and sponsorship approach helps us achieve that.

Different sponsor logos do not mean different standards of kit or different levels of support.

Every player wearing the Send United FC badge represents the same club.

Thank you

A huge **thank you to all of our parents, players, coaches, volunteers and sponsors** for your continued support of Send United.

Our club continues to grow because of the time, effort and support that so many people put into it. We really appreciate your understanding of our approach to kit and sponsorship, and your support in helping us build a sustainable club for the current generation of players and those who follow.

The Send United Youth FC Club Committee

