



THE VALLEY OF DREAMS

An aspirational partnership between business and football
to change lives for the better in South London and beyond

VERSION 11.0



THE VALLEY OF DREAMS PARTNERSHIP IS ALREADY LIFTING PEOPLE OUT OF POVERTY, CHANGING LIVES AND TRANSFORMING LONDON. YOU CAN BE PART OF IT.



WHAT IS 'THE VALLEY OF DREAMS'?

The Valley of Dreams is a ground-breaking partnership which brings together girls' football, the academy and the Charlton Athletic Community Trust (CACT) under one banner, ring-fenced from the professional game, to deliver societal transformation in South London and Kent.

Valley of Dreams membership gives companies of all sizes the opportunity to:

- Participate in existing community and Equality, Diversity and Inclusion (EDI) programmes which deliver credit towards Environmental, Social and Corporate Governance (ESG) rankings
- Deliver value and engagement for all key stakeholders at your organisation, from staff and customers, to the board and investors
- Enjoy excellent branding opportunities
- Grow your business and generate revenue
- Directly associate your brand with specific programmes which closely match your company's vision and values



LONDON AND THE SOUTH EAST

Despite being within sight of the shining towers of Canary Wharf; the area around Charlton Athletic Football Club includes some of the most deprived areas in the country.



THE LARGEST AND MOST RESPECTED COMMUNITY PROGRAMME IN UK FOOTBALL

£49.6m
Social Value



1,800
participants in
EDI workshops
across 10
schools

£9.52 in social value
for every £1
spent

Over 38,000
hours of social action and
enterprise participation

3,649
young people
participating in
youth services

25,000
participants

£6.7 million
committed spend in
support of the community

Over 10,000
hours of volunteering
including from 232
young people

46% of participants in early intervention programme
showed reduction in anti-social behaviour

OVER 65 PROGRAMMES

- Including:
- Industry leading Equality Diversity Inclusion (EDI) Programme
 - FA Cup winning Women's team
 - LGBTQIA+ football team CACT Invicta
 - Down's Syndrome football team and "Upbeats" programme
 - National Citizenship Service
 - 4 Youth Hubs open 6 days a week
 - "Ability Counts" pan-disability football team
 - ...and many more

TALENT PATHWAY

- 39% of current First Team squad are Academy Graduates
- 42 Academy Graduates have made their Charlton debut in the last 5 years and 70 players over the last 10 years
- Charlton's Academy is ranked 3rd out of 72 EFL Clubs
- First professional girls football academy in South East London and Kent



HEALTH

We are commissioned to run the Royal Borough of Greenwich's LiveWell Service, a social prescribing service supporting our local community. A component of this service is a CACT employee in every GP practice across the borough. Hundreds of local people gain the opportunity of developing skills for a career in the health service.



EDUCATION

Our traineeship scheme provides young people who are not in education, employment, or training with the skills and experience to transform their lives and prepare them for the opportunities for a brighter future.



ARTS AND MEDIA

Autumn Sharif attended our Woolwich Common Youth Club throughout her teenage years, winning the CACT Singing Competition 'Perform' in 2014. This led to her taking part in The Voice in 2015, reaching the quarter-finals. Autumn is now a successful singer-songwriter and is a CACT Ambassador.



GRASSROOTS TO EXCELLENCE

Charlton Athletic Football Club has a strong history of engaging with the local community, developing young people from South East London and Kent, and providing them with the opportunities to flourish in their lives.



Not every person we interact with can go on to be an international football star. The Valley of Dreams Partnership delivers pathways for people of all backgrounds and abilities to make the very most of their talent, wherever it may take them.

SPORT

Alessia Russo is now a European Championship winner, England international and acclaimed WSL forward with Arsenal, but she started on the Charlton Challenge football courses and worked her way through the Charlton Centre of Excellence. Alessia is just one example of the many female players who have utilised this pathway into professional careers.



BUSINESS

We are at the heart of the South London business community and offer young people from the local community work experience opportunities and apprenticeships to equip them for their future careers in the business world.



CONSTRUCTION

CACT partner with several construction companies to offer young people pathways into the sector through work experience opportunities, on the job training, and vital qualifications.



CRIME PREVENTION AND REHABILITATION

The Valley of Dreams programmes engage young people who are at risk of becoming involved or are already involved in the criminal justice system. Since then, CACT has gone on to develop a wide-reaching programme that offers support to young people at risk.

What we do:

- Diversionary work – delivered in estate-based settings and crime hotspots.
- Outreach work – mobile units deployed where serious crime or exploitation has taken place.
- Enrichment programmes – providing young people with positive activities as an alternative to negative behaviours.
- Residential trips – for young people from risk and violence reduction programmes.
- School-based support – for young people who have become disengaged with education settings.
- Group workshops – delivered around specific themes such as county lines and exploitation training.

- Targeted support – interventions for young people referred by partner agencies such as social services.
- One-to-one mentoring – for young people who are at an advanced stage of negative behaviours such as gang affiliation or known weapon carrying.
- Trauma Training – educating both staff and young people in being equipped to deal with the consequences of serious youth violence.
- Rehabilitation - working in partnership with prisons to provide opportunities and support for ex-offenders as they attempt to rebuild their lives within the community.

With our increased work across risk and violence reduction we have recognised the importance of employing those with lived experience within our strong delivery team. Their unique insight places them best to positively affect young people. The Valley of Dreams Partnerships will change the lives of young people at risk and the communities in which they live.



GOVERNED AND LED BY INDUSTRY LEADERS



Chair: Paul Elliott CBE, a founder of 'Kick It Out'. A former top flight footballer, Paul grew up close to The Valley, representing the club before going onto to play for clubs including, Celtic, Bari and Chelsea. Paul is the Football Association's lead adviser on diversity and a former adviser to UEFA on the same subject.



CACT's CEO Jason Morgan MBE, who has led CACT for over 30 years, pioneering the football industry's work in under-privileged communities.



Stuart Butler-Gallie, is Charlton's former lawyer and Company Secretary and CACT Trustee. A Corporate Lawyer by training.

This board will ensure that all money raised from Partners goes directly to fund the CACT, Charlton Athletic Women's Football Club and the Charlton Athletic Academy. Cornerstone Partners will have the opportunity to participate in annual advisory function events with the tVoD Board to receive feedback on, and engage with, ESG outcomes.



MEMBERSHIP BENEFITS

ENVIRONMENTAL, SOCIAL AND CORPORATE GOVERNANCE (ESG)

- The Valley of Dreams will allow your company to deliver positive social engagement and can be focused towards “passion points” which match your company CSR aims
- Ownership of key The Valley of Dreams properties
- Connection to over 60 different initiatives to benefit the local community
- EDI training and seminars delivered by Dr. Michael Seeraj and his team with the exciting backdrop of The Valley

- Build value towards the all-important ESG rankings
- Save money from your existing EDI budget by delivering our award-winning programme delivered by inspirational leaders in an exciting and engaging setting
- Options from exclusive company-wide programmes to one-off seminars



CONTENT

- Regular branded content focused on The Valley of Dreams initiatives
- Promoted through Charlton Athletic Football Club social channels going to over 620,000 social media followers
- Access to content to be distributed through your own channels
- Exclusive content series linking your company to one or all of the The Valley of Dreams initiatives

BRANDING

- Appear on LED pitchside advertising at first team games*
- Advertising backdrops
- Web listings (average of over 120,000 unique visitors to the club’s official website per month)
- Programme write ups
- Social media coverage

* Due to league and sponsorship agreements, LED may not be available to some industry sectors

EVENTS

- A series of events designed to educate, excite and help you to win business
- Memorable venues
- Personal introductions
- Senior decision makers
- Up to six events per year

EXTRA BENEFITS

- Hospitality or sponsorship at men’s first team games
- Discounts and inclusive access to selected men’s first team games
- Access a pathway of young people to your apprenticeship, internship or employment programmes.

Over 620k Followers on Social Media



120,000+ unique website visitors per month





MEMBERSHIP OPTIONS

The three levels of The Valley of Dreams Membership will allow the partners to forge a lasting, meaningful relationship with significant elements of The Valley of Dreams.

C

Cornerstone Partners

Take ownership of a major property such as Women's Team, Academy, Down's Syndrome Team and be intrinsically linked to the great work done on this area and enjoy branding and content opportunities throughout the year. Ideal for companies that place ESG initiatives at the core of their organisation.

P

Premium Members

Partner with a significant initiative and receive the additional benefits which come with The Valley of Dreams membership. Perfect for companies looking to make an impact, by supporting an initiative which closely matches their vision and values.

M

Members

Become part of a powerful group of companies and individuals supporting all initiatives. Enjoy mixing with like-minded individuals and seeing the impact The Valley of Dreams Partnership will make in your community. Excellent option for SMEs or large organisations wanting to build a local network.

Cornerstone Partners

£50k+

- Brand directly associated with specific parts of the work undertaken by The Valley of Dreams Partnership with the ability to upgrade to higher level rights - Academy naming rights; the Women's Team; the Down's Syndrome Team etc
- Representative on the The Valley of Dreams Partnership Advisory Group
- Bespoke EDI session at The Valley presented by CACT team
- Access to 6 business-to-business events per annum
- Monthly tailored media content series, usable on in-house channels
- 3 Cornerstone Partner first team matches per annum, where representatives will be invited to the CAFC Boardroom
- LED at Cornerstone matchdays
- Logo on backdrop for all The Valley of Dreams Partnership events
- Match Programme Sponsorship to enjoy matchday hospitality and a full page write up about the property supported and the link with their company
- 20 hospitality places to be used across the season
- Cornerstone listing on the The Valley of Dreams Partnership website
- Listing in match programme



Premium Members

£10k+

- Target your spend in the area which most closely matches your company's vision and values by supporting a specific initiative
- Access to 6 events per annum
- Shared EDI session at The Valley presented by the CACT team for up to 10 people
- Right to use VODP media material monthly
- One tailored piece of media per annum
- Composite LED exposure at VODP matchdays
- Discounts on club events, sponsorship and hospitality
- 10% discount on Associate Directors Lounge
- One Matchday sponsorship (Match, Ball, Programme) for Men's first team match
- Premium listing on the VODP website
- Listing in match programme



Members

£1k+

- Access to three networking events per year
- Access to annual EDI event
- Group ownership and prize draws to win significant rights
- Listing on the VODP website
- Right to use VODP content on company channels twice per year
- Discounts on club events, sponsorship and hospitality
- Listing in match programme



	Rights	C Cornerstone £1005,000	P Premium £10k+	M Member £1k+
Connection	Property	Major	Secondary	Group
ESG Value	EDI Training	Private, Full Day	12 places, Full Day	2 Places, Evening Seminar
Content	Digital	Series	One-Off	Shared Use
Branding	First Team LED	Exclusive, all matches	Composite, all matches	Composite, some matches
	VOD Event Backdrops	Yes	No	No
	Web Listing	Yes	Yes	Yes
	Launch	Full inc Players	Web	Shared
	Programme	Full Page Story and Listing	Write up and Listing	Listing
	Social	Regular	One-Off Tag	Joint Tag
Business Development	Events	6	6	3
Hospitality	Sponsorship	20 Places	6 Places	Discount and random draw
		£50k+	£10k+	£1k+



BOOK A MEETING TODAY
Become part of something amazing

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OF DREAMS