

Organised by



# PARTNERSHIP BROCHURE

In aid of





**CHARITY**



**COLLABORATION**



**COMPETITION**



**COMMUNITY**

The background is a dark blue color with a repeating pattern of soccer balls. In the top-left and bottom-right corners, there is a decorative pattern of white dots of varying sizes, arranged in a grid-like fashion that tapers off towards the corners.

**World Cup-on-Sea is an annual charity football event where 32 prominent businesses compete in a 7-a-side tournament.**

Held at the iconic Roots Hall Stadium every May, we have raised important funds for several leading charities over the last five years, including Great Ormond Street Hospital and Southend YMCA.

# **ABOUT THE BRITISH HEART FOUNDATION**

**British Heart Foundation is the biggest independent funder of research into cardiovascular disease in the UK. We want to power the next breakthroughs in diagnosing, treating, and preventing the world's biggest killer. Our vision is a world where everyone has a healthier heart for longer.**

**From 3D-printed hearts to regenerative medicine, BHF funded research is behind many of the advances that keep hearts beating. We fund over £100 million of lifesaving research into heart and circulatory diseases each year so that we can support you when you need us most.**

Proud to support



# FUNDRAISING HISTORY

Over 5 years, we have raised more than £170,000 for various charities



# WHAT DOES THE MEDIA SAY?

Click on a headline to find out...

London Southend  
Airport revealed as  
main sponsor for  
World Cup-on-Sea

London Southend Airport

World Cup-on-Sea  
2025 raises funds  
for Southend YMCA

Evening Echo

World Cup-on-Sea  
raises whopping  
£27K for homeless  
charity

Southend United FC

Ray Winstone to  
support Southend's  
World Cup-on-Sea

Evening Echo

# CHARITY PARTNERS' FEEDBACK

Southend



Lisa Walton

Senior Fundraising Lead  
Southend YMCA

2025 marks the 30th anniversary of Newlands, our supported housing for young people, so we're thrilled to have been chosen as the charity for WCOS. Every penny raised will go directly towards supporting the young people we work with.

At Southend YMCA, we believe that everyone deserves a fair chance to discover who they are and realise their full potential. Your support makes a real difference – thank you.



IN AID OF  
GREAT  
ORMOND  
STREET  
HOSPITAL  
CHARITY

Jen McGrattan

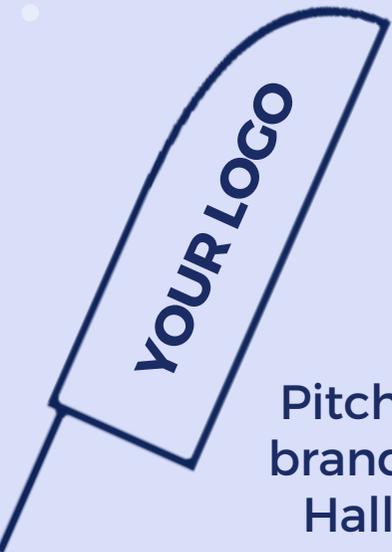
Community Fundraising  
Great Ormond St Hospital

I am absolutely delighted that AJ Chambers are supporting GOSH with World Cup-on-Sea. We are really looking forward to seeing the event come together.

Our team are so grateful for all of the efforts in raising money to help seriously ill children from across the UK who are treated at GOSH.



# SOME OF THE BENEFITS FOR PARTNERING WITH US



Pitchside banner branding at Roots Hall on the day



Exposure to professional individuals and businesses



Co-branded tournament with prominent social media presence



Headline brand profile on all marketing material and programme



Your team entry into the 7-a-side event is included in the cost



Coverage in local press, before and after the event

# MANY OF THE UK'S LEADING BUSINESSES TAKE PART

LAYTONS 

C2C

LBH Insurance

RPGCC 

HASLERS  
intentionally different

 scruttonbland

 UHY

 birketts

 G | R  
GILBERT  
& ROSE

 RickardLuckin

SIMKINS  
—

 COUNO®

 London  
Southend  
Airport

jmw

SEGRAVE  
& PARTNERS LLP

 sg Simmons Gainsford Group

 MOORE

 affinity  
group

 Miller

 CLAY  
RATNAGE  
& CO

 Ipeco

 REGIS

 ECOVIS®

 TC GROUP CITROEN  
WELLS

BARRETTS

Organised by



AJ  
Chambers®

In aid of



British Heart  
Foundation



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