

SPONSORSHIP



SALTDEAN UNITED WOMEN FC



Paving the Path to Success
with Saltdean United Women FC



PAVING THE PATH TO SUCCESS WITH SALTDEAN UNITED WOMEN FC

At Prosure360, our core ethos revolves around the power of people, as well as technological innovation. While our organisation operates within the digital realm, our fundamental purpose is to empower individuals by crafting solutions that streamline complex processes and alleviate unnecessary burdens.

That's why last year, we were thrilled to announce our sponsorship of the first team and the Development Squad (DS) for Saltdean United Women FC.

This incredible club have gone from strength to strength over the past season and we're delighted to be part of such an inspiring and heartwarming journey.

“ It's lovely to have Prosure360 on our team shirts, showing us support and being part of our journey at Saltdean. ”

Joe McTiffen,
Director of Football, Saltdean United



HOW HAVE THE DEVELOPMENT SQUAD PERFORMED THIS SEASON?

Out of the twenty games they've played, the DS team have won nineteen, having only lost one league game across the entire season. Not only did the team achieve their initial goal when they reached the League Cup Semi-Final, but they also went onto win the league by at least 9 points.

“ The commitment of the players this season has been exceptional, whether this be training, a game or even a social event. This just shows the ethos we have created across the two teams at the club, we really are like a family! ”

Joe McTiffen,
Director of Football, Saltdean United

After improving week on week, the DS squad have reached their second final of the season where they will face Horsham FC in the League Cup Final. The team also became champions of the County Cup in early March this year. So, they've won the league and the cup double this season, which is an incredible achievement for the players, could they go on to win the treble?

Next year, it is looking like the DS team will hit their target of going into the tier above, tier 6. If they achieve this objective, they will be playing only one tier below the women's first team, who are in tier 5.

These victories truly demonstrate the sheer level of talent at Saltdean United Women FC, both in the first team, and the DS squad.

With high expectations and motivational leaders, the DS team give their all to every game— and from the results they've seen this season, their hard work has clearly paid off.

Because of how well the DS squad are performing, they have had growing interest from new players wanting to join the team. A number of the players who are currently playing for the first team have come through the DS ranks, showing the clear progression path from the college academy, into the development squad, and then into the first team.



WHAT ARE THE SEASON HIGHLIGHTS FOR THE FIRST TEAM?

Given how well the DS squad are performing, you can only imagine what a brilliant season the first team have had. The first team are currently one tier below the National League, meaning they are in tier 5 of the women's football pyramid. With the high calibre of players in the team, they have been playing against big teams such as Millwall, Dartford, and Dulwich.

There is a lot of talent amongst the first team, and they have been incredibly successful this past season, reaching two cup finals and creating history by reaching the 1st Round proper of the Women's FA Cup, narrowly being defeated on penalties by higher tier, AFC Wimbledon. In February, the team reached their County Cup Final, where they'll be playing Newhaven in mid-April before then competing against Dartford in the League Cup Final.

The short term aim for the first team is to progress into the Women's National League at tier 4 which would be a huge step for the team and the club. Maybe in a few years, they'll even be able to go after the FA cup! Both the first team and DS have had a fantastic season, and out of the five finals, Saltdean United Women FC are in four of them. It might be time to purchase a new trophy cabinet!

“ One of the biggest things, as a manager, and as a teacher, is that you've got to enjoy what you're doing. When they aren't training, the DS squad and the First team will be out at social events together—the club atmosphere is just great. ”

Joe McTiffen,

Director of Football, Saltdean United



WHAT ARE THE PLANS FOR SALTDEAN'S NEW FACILITIES?

As the teams get better each season, it seems only fitting to have the best facilities. The club is currently building a multi million pound new stadium with the works due to be finished August 2025.

The development of a new club house will be built on the same patch of land, overlooking the stunning South Downs Way. With these stunning views, they have even had opposition fans quote Saltdean FC as the most picturesque football club in the whole country!

Aside from the scenic setting, these new facilities have been built to give the teams and community exactly what they need. The two-storey clubhouse will allow the club to host many events and functions, as it will include:

- A state of the art two storey clubhouse.
- A bar area with a private lounge.
- A balcony overlooking the pitch.
- Two large changing rooms.
- Medical / Physio Room.
- Managers office.

Along with these improvements, there will also be a new three hundred seated stand, in addition to a 3G pitch. The 3G pitch will allow all senior and youth teams to train and play at the club, whilst also giving opportunities to local schools and community groups to play on such a brilliant surface.

Saltdean is a club that wants their teams to have the best of everything which is why they want to give them the best facilities, in addition to offering video analysis, tech vests, physio appointments, and more. All of this support and investment helps the teams to feel part of a good professional set up.

“ This new stadium is going to be a fantastic facility for everyone to use, including the local community. ”

Joe McTiffen,
Director of Football, Saltdean United

“ We honestly want to continue this great partnership with Prosure360 because it's been really fantastic for us as a club. ”

Joe McTiffen,
Director of Football, Saltdean United

At Prosure360, we are so honoured to be involved in Saltdean FC's journey and we can't wait to see what they have in store in their upcoming games.

Get in touch to find out how Prosure360 could help your business

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