



# **Sponsorship Opportunities**

**with Scotland's Number One team**



## **Sponsoring the East Kilbride Pirates**

American Football doesn't just require individual talent, it requires great team work. That's why we need you.

We'd like you to become part of Scotland's Number One American Football team by giving us your support.

It takes time and money in order to run the team and develop our players, and The East Kilbride Pirates rely solely on money from fundraising, grants and sponsorship. All our coaches and staff donate their time and commitment on a voluntary basis, and our players give us their enthusiasm and skill.

We hope you'll recognise the benefits of joining the Pirates family, and want help us by sponsoring the team for the season ahead. In return, we'll work hard to make sure you're proud to be associated with us and get the most out of your investment in the team.

## **British Division One Champions**

2011 has been an outstanding year for the Pirates. We earned the Division One North championship title as the overall winners in our conference, and then we went on to win the National Division One final at BritBowl in London on 24 September – the UK equivalent of the SuperBowl.



This made us the first Scottish team to earn the British Division One Champions title, and we won with the highest score in 22 years of the competition's history too!

This victory has earned us a promotion to the sport's Premier League – which under the current structure, will make East Kilbride the only premier team in Scotland, and the only premier team in England north of Coventry.

## What's in it for you?

For a start, you'll get great opportunities for press coverage. The team get extensive local media support, and we seek to maximise exposure for our sponsors too – giving you an opportunity to raise brand awareness without having to pay for advertising. Our recent coverage has included regional and local newspapers, radio, television, online television and news sites, and dedicated American Football web pages.

You'll also get the chance to enhance your image by supporting a local organisation. The Pirates already have strong links within the local community, and are seeking to build new relationships with local schools and businesses.

We'll make you feel part of the Pirates' family by keeping you up to date with what's happening with the team throughout the year. Plus, we'll invite you to all our home games, social events and celebrations.



## Why do we need your sponsorship?

The Pirates are a non-profit organisation. We fund each season from player subscriptions, Game Day activities, fundraisers, and sponsorship.

Although we try and keep the cost of playing as low as we can, so it's not a barrier to entry, American Football can be an expensive sport to participate in due to the nature of the equipment needed. We work extremely hard to raise funds to supply this for new players so that people from all financial backgrounds can take part.

Finding new funding is a constant challenge and your sponsorship would play a vital role in ensuring we continue to keep costs for new players down, while maintaining the professional image we're so proud of.

## How much will it cost?

There are lots of different ways of working with the Pirates to promote your brand. Costs can vary from small amounts, to more substantial agreements, depending on the type of sponsorship you're interested in, and the level of commitment you feel you can offer.

We can discuss this in more detail with you, and agree the approach and cost that's right for your organisation.

For example, as well as general sponsorship for the whole team, you could choose to sponsor an individual player, event or even our game balls.



As part of your sponsorship, we could also agree the following:

- Press releases promoting your relationship with the team, which would be sent out to our extensive network of media contacts.
- Your logo and a link to your company on our website, and in all our Game Day programmes.
- Opportunities for promotional activities at Game Days and other events, including banners.
- Promotion of your brand via our social networking sites. You could reach over 1,200 people with promotional advertising on our Facebook page. For example, we could feature sales / other promotional adverts to our audiences throughout the year.
- Access to fully kitted players to promote your brand at events or for photo opportunities

## What will we do with your money?

**We'll agree how we spend the money with you upfront**

The majority of our sponsorship money goes on providing kit and equipment to help us develop our infrastructure, and we also use funding to send our coaches to the British American Football Coaches Convention to sharpen their skills.



**Then we'll try to double it!**

Any sponsorship we receive from organisations such as yours can be met in value by Sportsmatch (operated by Sports Scotland), for purchases of playing equipment, to assist grassroots participation. This makes contributions from our partner organisations all the more valuable, and can lead to additional media opportunities.

# More about The East Kilbride Pirates

Formed in 1985, the East Kilbride Pirates are Scotland's Number One American football team. We're currently the highest ranked of the seven Scottish teams who play in the British American Football Association's National Leagues (BAFANL). We're also currently the reigning British Division One Champions.



We have a roster of players, coaches and staff of nearly 70. The team is amateur, and is run on a voluntary basis.

Our victory and achievements for sport in Scotland in 2011 were recognised by a personal letter of congratulations from First Minister Alex Salmond, and a motion congratulating the team was raised in the Scottish Parliament by Linda Fabiani MSP for East Kilbride in October, praising us for our



*“Perseverance and commitment to sporting excellence”*. Linda also separately commended the Pirates for being *“a perfect example of the kind of positive thing that the Town of East Kilbride can produce”*.

In March, the EK Sports Council also recognised the Pirates as Senior Team of the Year.

In September 2010, we were also delighted to launch our first Youth team since the 90s, thanks to money from Awards for All – a lottery grant scheme. The Pirates youth team competed at a national level for the first time in 2011, becoming the only new youth team in the country to win their first tournament, and finishing third overall in their conference against other well established teams – a tremendous achievement.



The creation of a youth team has allowed us to strengthen our ties with the local community even further, and use a non-traditional sport to encourage under 17s who may not have been physically active to take up a sport.

# Our media and marketing approach

## We understand the value of good press coverage for ourselves, and for our sponsors

We have a strong network of press contacts, and we regularly submit news stories, articles and game reports to the media and look for opportunities to get additional coverage through special offers and interviews.

## Our coverage

To date, since January 2011, there have been over 105 separate pieces of coverage about the Pirates in 14 media outlets such as local papers, radio and TV, including:

- STV
- STV Sports
- STV East Kilbride
- Real Radio
- The Glasgow Evening Times
- The East Kilbride News
- The South Side Press
- The Falkirk Herald
- The Hamilton Advertiser
- Fourth Down – The Mirror's online football blog

## East Kilbride News



In September 2011, the Pirates appeared live on STV's Charity Appeal show with Michelle McManus, to hand over funds the team raised. Michelle also made a guest appearance at our quarter final game to sing and promote the appeal.

Local community television channel South Lanarkshire TV have also featured several news stories on the Pirates, as well as making a film on our youth team.

## We look to secure coverage for our sponsors, as well as the team

Our press coverage over the last year has included stories promoting our partnerships with Hamilton Rugby Club, Frankie & Benny's and Campus Sports Bar, as well as donations to the team from individuals and money awarded through Lottery Funding.



A detailed breakdown of our media coverage to date is available on request.

# Our online presence

We're constantly looking for new ways to build The East Kilbride Pirates as a brand, and reach new audiences.

In 2009, we set up a dedicated supporters' page for the team on Facebook, which now has over 1,200 members that we can directly target with news, special offers, event invites and information about the team. This is the most popular social media hub for any team in the British American Football league!



In 2010 the Pirates launched on Twitter, giving us a new way to expand our audience and let us update fans on events, news and game scores as they happen.



**We understand the importance of a strong web presence.**

The Pirates' website is regularly updated and as the 'shop front' for the team allows us to feature information on our sponsors, and link directly to their websites.

The site will be redesigned and re-launched during 2011 to allow us to promote the team, and our sponsors, more effectively.

**We undertake extensive local promotion**

As well as relying on media coverage, team members regularly flyer and put posters up in the local area to promote home games.

We make sure all our games and events are listed and promoted on key Scottish events websites, including The List, Clyde One, and S1Play.

## Find out more about us



You can find out more about the team by visiting our website:

[www.piratesfootball.co.uk](http://www.piratesfootball.co.uk)

Or by joining our Facebook page:

[www.facebook.com/piratesfootball](http://www.facebook.com/piratesfootball)

