



ABERDEEN OILCATS FLAG AMERICAN FOOTBALL CLUB

SPONSORSHIP OPPORTUNITIES

2019 / 2020



INTRODUCTION

Thank you for taking the time to read about our sponsorship opportunities. This pack contains everything you need to know about the benefits of supporting our club through sponsorship and how you can get involved.

ABOUT US

We are a locally run club that was founded in 2003 as a means of reintroducing the sport to the city. We have two teams within the club – the Oilcats and Silvercats – both of whom compete in the BAFA National Flag Football League, along with various international tournaments.

We have enjoyed a vast amount of success in recent years, regularly qualifying for the finals of the BAFA league, with a best finish of 3rd overall in the UK (in 2014 and 2016). We also recently won our first ever International Tournament, defeating a host of overseas teams on our way to claiming the crown.

We have also had a number of players chosen to represent Great Britain at international level.



WHAT IS FLAG FOOTBALL?

Flag Football is an inclusive, mixed sport, open to male and female players of all ages and abilities, primarily played in a five-a-side format.

The sport is both a great way to introduce people to the sport - where they can learn the basic techniques without having to invest in lots of expensive equipment - whilst it also provides an alternative for those who do not wish to risk injury by plying the full contact version.

WHAT DO WE WANT TO ACHIEVE?

On top of on field success, we want to ensure that the sport prevails in Aberdeen for many years to come.

This includes expanding our reach into different disciplines, including Youth, Women's and Walking Flag, so that there are opportunities for all to be involved.

We also want to ensure that there are no financial barriers to people enjoying the sport. Our view is that nobody should ever be "priced out" of playing a sport and this is why sponsorship is so vital for us.



WHY SHOULD YOU SPONSOR US?



IT'S YOUR TARGET DEMOGRAPHIC

Virtually every company in the world is heavily invested in accessing the crucial 18-35 age demographic. It's a critical age when people begin developing brand loyalties that they'll carry with them for the rest of their lives. American football has a distinct advantage in accessing this demographic. Thanks to the sport's recent growth, American Football advocates are on average younger than those of more entrenched team sports such as soccer, rugby, or basketball. Additionally, video games like Madden NFL have built a very youthful, avid fan base throughout Europe.



IT'S A NICHE MARKET, AND A RAVENOUS ONE AT THAT

Enthusiasts in Europe are very committed to the growth and development of their sport. Players, fans, coaches, etc. proudly display their involvement with the game and word travels quickly through the American Football community. Sponsors that can identify with this community become widely recognised and appreciated by all those involved with the sport.



AMERICAN FOOTBALL IS GROWING RAPIDLY

20 years ago there were less than 400 Senior-level (18+) teams in Europe. Today there are over 1,500 teams spread across 35 European countries, not to mention over 200 women's teams and an additional 700+ Junior (15-18) or Cadet-level (12-15) teams. Flag Football is at the heart of this growth and the British League is no different, with more than 50 teams set to enter this year.



YOUR MESSAGE IS AMPLIFIED

With American Football, you have a monopoly on the audience's attention. Every top-tier football (soccer) team has hundreds of sponsors, meaning that your message gets drowned out. As an American Football team sponsor, there is less competition for attention and therefore you're able to better attract the audience to your company's message.



WHY SHOULD YOU SPONSOR US? (CONTINUED...)



AMERICAN FOOTBALL IS AN EXCITING SPORT

The game is played at full speed and with the highest intensity. It's also an incredibly strategic game, often compared to chess. Associating with an exciting sport will in turn help people to get excited about your brand.



ASSOCIATE YOUR BRAND WITH POSITIVE VALUES

American Football has long been appreciated for the values it instills in young adults. Toughness, teamwork, commitment, strategy, unity and strength are all core principles of the sport. Innovative companies understand that associating themselves with well-defined principles such as these can go a long way towards developing engaged consumers and positive brand awareness.



YOUR MONEY GOES A LOT FURTHER

Spending the same amount on American football vs. other sports provides much more value. For example, giving £2,000 to a team like Manchester United will get you the equivalent of a pat on the back. It means virtually nothing to a team of that stature. However, a £2,000 sponsorship of an American Football team gives you a massive role in the brand image of the team as well as "red carpet" treatment that you're unlikely to get elsewhere. Teams build a marketing campaign around your brand, utilise your logo and signage at every opportunity and promote you on their website and social media.













IT'S A GREAT WAY TO ACCESS THE EX-PAT COMMUNITY

Many companies have targeted ex-pats due to the incredible opportunities they present. When people move to a new country, they are often unfamiliar with local companies. From the moment they arrive, they are developing new brand affinities and loyalties. Virtually every American football team in Europe has at least a few players who are ex-pats, whether they're from the United States, Africa, the Middle East, or elsewhere in Europe. This is a great chance for you to develop a bond with this community, both with players and fans.



SPONSORSHIP PACKAGES

We have a range of sponsorship packages available to suit a variety of budgets. Below is a summary of the packages that we currently have to offer, along with the features and benefits of each. Packages can be tailored to suit your requirements, so please feel free to contact us to discuss your sponsorship further.

| Package | CLOTHING / MERCHANDISE | | GAME SHORTS | | FLAGS | | AWARDS | | GAME BALL | PLATINUM |
|---|---|--|---|---|---|--|---|---|---|--|
| | Gold | Silver | Gold | Silver | Gold | Silver | Gold | Silver | Gold | |
| Example |  |  |  |  |  |  |  |  |  |  |
| Summary | Your company name / logo on front of all club merchandise and off-field teamwear. | Your company name / logo on the sleeve or side of all club merchandise and off-field teamwear. | Your company name / logo across the back of our game shorts. | Your company name / logo above the player number on the front of our game shorts. | Your company name / logo along the body of our flags. | Your company name / logo on our flags. | 5 x End of season awards named after your company. | 1 x End of season award named after your company. | Your company name / logo printed on 3 Game Balls that will be used throughout the season. | |
| What's Included... | | | | | | | | | | |
| Your company name / logo and a link to your website on our web and social media pages | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | What You Get All of the benefits of the gold packages for Clothing, Game Shorts, Flag, Awards and Game Ball Sponsorship, plus a free team building session for your company. |
| "Shout-outs" and product endorsement on social media* | Monthly (min. 1 per month) | Every 2 months (6 per year) | Monthly (min. 1 per month) | Quarterly (4 per year) | Monthly (min. 1 per month) | Quarterly (4 per year) | 1 x Post per award announcing winner | 1 x Post announcing the winner | "Game Ball" photo with each game day MVP | |
| Pitch side banner advertising | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | |
| Game MVP (Most Valuable Player) awards for each game named after your company | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | |
| End of season awards named after your company | 2 | 1 | 1 | 1 | 1 | 1 | 5 | 1 | 1 | |
| Invitation to present end of season awards | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | |
| Standard term** | 2 Years | 2 Years | 2 Years | 2 Years | 2 Years | 2 Years | 1 Year | 1 Year | 1 Year | |
| Cost | £1,000.00 | £500 | £500 | £250 | £650 | £325 | £100 | £25 | £150 | |
| | | | | | | | | | | |
| | | | | | | | | | | |

Note: The examples shown are intended as a guide and may not reflect the exact size and location of the finished advert. Upon confirmation of your sponsorship, our artwork team will collaborate with you to ensure your logo is placed in a suitable location to help maximise visibility whilst ensuring that it is in keeping with the overall design.

*On average, based on the full sponsorship term.

**Length of deal is negotiable - please contact us to discuss.



EVENT SPONSORSHIP

This year will see the return of the Granite City Quaich. This is a tournament hosted in the city that will include up to 16 teams from around the globe.

We are looking for sponsors for this event.

As a title sponsor, your company logo will feature on the tournament logo and all event branding, including t-shirts that will be handed out to all participants. There will also be the opportunity to display any banners or promotional material that you wish to pitch side.

Lastly, you will also receive a personal invite to present the winners with their trophy at the end of the tournament.

Named sponsors will have their logos featured on advertisements and promotional material associated with the event.

Title Sponsor Package: £500

Named Sponsor Package: £100



OTHER / NON-MONETARY CONTRIBUTIONS

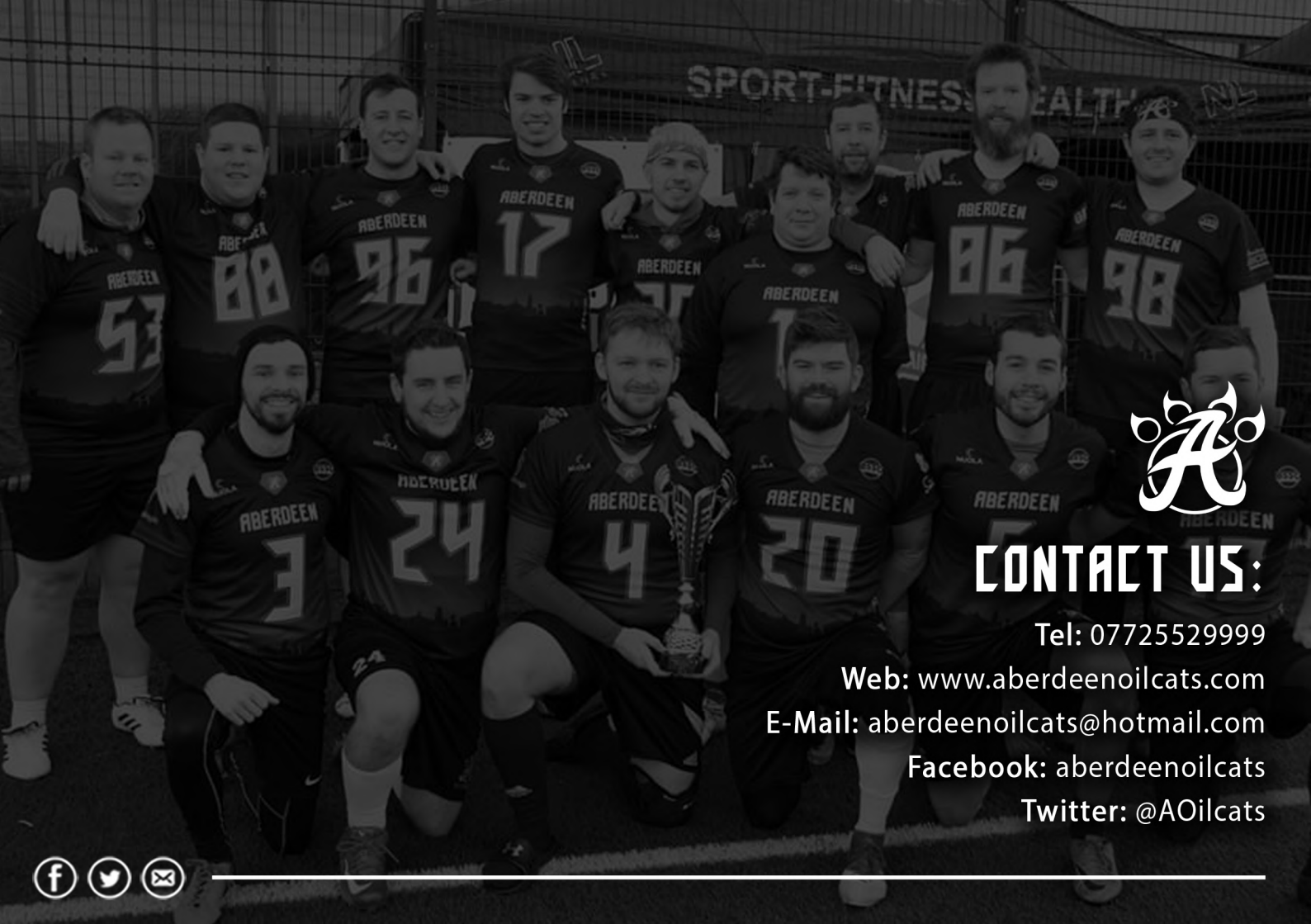
The sponsorship packages outlined in this document are just a few examples of what we can offer, but we would be happy to tailor a package to suit the level of contribution you feel you can give.

In addition, your contribution doesn't necessarily have to be of monetary value.

Perhaps you have a facility that you can give us free / reduced cost use of for an hour or two each week, or perhaps you can provide free samples of your product or special member discounts in return for product endorsement?

Please contact us to discuss.





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