



# Sponsorship Opportunities

with Scotland's number one  
American Football club



# Sponsoring us

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 club by giving us your support.

It takes time and money in order to run the club 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.



## One of the best clubs in Britain

We're widely regarded as one of the top programmes in British American Football. Comprised of two youth teams for 14-16 year olds, a junior team for 16-19 year olds, a women's team and an adult team, we have just over 200 members and we practice and play primarily in Hamilton and East Kilbride.

Our adult team play at the highest level in the sport in the country, consistently finishing in the top half of the Premier Division North table and until very recently were the only premier division team north of Lancashire.



Our youth and junior teams took their divisions by storm in 2016. Our junior team were Scottish Champions, Northern Champions and British Championship runners up. And our East Kilbride Pirates youth team went one step further and finished as Scottish Champions and then won the u17 British Championship title at youth Britbowl.



Over the last few years we've welcomed former NFL player and Sky Sports pundit Cecil Martin for a coaching session, had one of our coaches selected as a bearer for the Commonwealth Games Queen's Baton Relay, shared our views on top tier American Football at the Houses of Parliament, helped Clyde 1 DJs Knoxy and Cassie promote the Great Scottish Run and appeared

on BBC Sport Scotland alongside NFL players and the SuperBowl trophy.



Our women's team is our newest, formed in 2015 with money from the Big Lottery, but is going from strength to strength. As well as competing in the Opal flag and Sapphire kitted tournament last year, two players were selected to represent their country in the Great Britain Lions women's team against Spain last September.

We've an exciting season ahead for all our teams. On top of 32 regular fixtures across the different levels of the club, for the third year running we'll welcome an NCAA Div 3 college team from the US for a friendly with our adult team. And for the first time, we'll also welcome a visiting high school team from Canada for a friendly with our juniors too!



## 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 coverage over the last few seasons 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, including local schools and community sports hubs. 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.

## 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 and travel needed.

Our travel costs in are extremely high, and we're always looking for help to towards them. All our teams regularly travel to play games in England - even our youngest players in our youth teams regularly travel to locations such as Inverness, Sheffield, Manchester and Burnley.

We work extremely hard to raise funds to make sure 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 sponsorship cost?

That's up to you. There are lots of different ways of working with the Pirates to promote your brand. Costs can vary from several hundred pounds, 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, an away game bus, an 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 our college game programme.
- Opportunities for promotional activities at game days and other events, including banners, announcements and flyers.
- Promotion of your brand via our social networking sites. You could reach around 3,500 people with promotional advertising on our Facebook page. For example, we could feature special offers 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?

Your money would go towards funding team travel and providing kit and equipment to help us develop our infrastructure. We also use funding to send our coaches to the British American Football Coaches Convention or on courses to sharpen their skills or coaching qualifications to help get new coaches involved.

# More about The East Kilbride Pirates

Formed in 1985, the East Kilbride Pirates are Scotland's leading American football club. The club is amateur, and is run on a voluntary basis.

Our adult team is currently the highest ranked of the eight adult Scottish teams who play in the British American Football Association's National Leagues. We've been Northern conference champions for seven consecutive years, and are amongst the top ten ranked teams in Britain.



Our victory and achievements for sport in Scotland over the last few years have been recognised by a personal letter of congratulations from then First Minister Alex Salmond, and a motion congratulating the team was raised in the Scottish Parliament by Linda Fabiani MSP for East Kilbride, 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 September 2010, we were also delighted to launch our first youth team for 14-16 year olds since the 90s, and in 2012 we followed that up with a second youth team – the Hamilton Buccaneers. In 2013, we added a junior team for players aged 16-19 and most recently added a women's only team in 2015, to take advantage of the growing interest in women's only flag and tackle football. All of our teams got start up funding from the Big Lottery's Awards for All small grants scheme. The creation of a strong u19s programme has allowed us to strengthen our ties with the local community even further, and use a non-traditional sport to encourage under 19s to be more active and 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

The Pirates have featured across a range of media outlets such as national and local papers in print and online, radio and TV, including:

- The Daily Record
- The Scottish Sun
- The East Kilbride News
- The Rutherglen Reformer
- The Hamilton Advertiser
- STV Glasgow
- BBC Sport Scotland
- Rocksport Radio
- Double Coverage – American Football website and live web streaming

The logo for the Daily Record, featuring the words "Daily Record" in white on a red background with a white lion rampant on the right.The logo for The Scottish Sun, featuring the word "Sun" in large white letters on a red background with "THE SCOTTISH" in smaller white letters above it.The logo for East Kilbride News, featuring the words "East Kilbride News" in white and red text.The logo for the Hamilton Advertiser, featuring the word "Advertiser" in large black letters on a white background with "HAMILTON" in red above it and "EST. 1856" in a red circle to the left.The logo for Double Coverage, featuring the words "DOUBLE COVERAGE" in white on a black background with a shield icon to the left.

### Our community work

We're also active within our local community. Over the last few years we've raised money in aid of the Scottish Spina Bifida Association, PURA syndrome and McMillan Cancer Support, Kilbride Hospice and visited Malcolm Sargent House in Prestwick to contribute to a series of holiday activities for children and their families during and after treatment for cancer.



**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.**

We have a dedicated supporters' page for the team on Facebook, which now has over 3,500 members that we can directly target with news, special offers, event invites and information about the team. This is one of the most popular social media hubs for any team in adult British American Football! Our post reach for popular stories can exceed over 10,000 users.



We're also on Twitter with nearly 2,000 followers, giving us a great way of quickly updating 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 attractive and regularly updated and as the 'shop front' for the team allows us to feature information on our sponsors, and link directly to their websites.



**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. We also regularly promote the club on the BBC's Activity Maker site.

## 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)

### Photography

Thanks to Duncan Gray of Duncolm Photography, Ben Birchall for Glasgow 2014 and Warren Media for making us look great throughout this pack!