



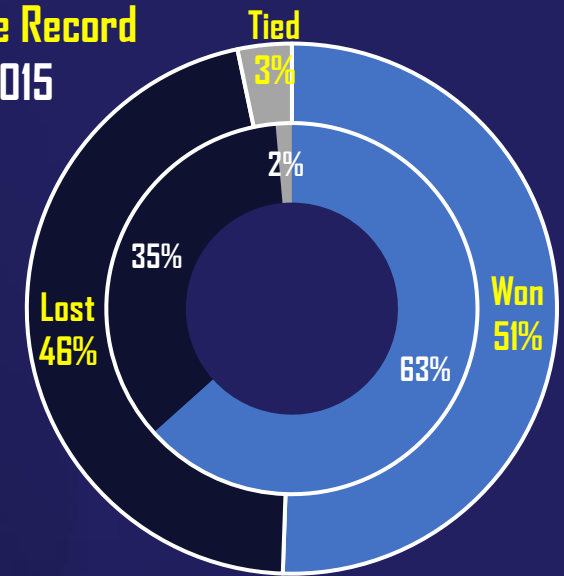
2024 SPONSORSHIP PACK

30 years of American Football in Stoke-on-Trent | EST. 1994

WHO WE ARE

- 🦾 Not-for-profit, member-led American Football team
- 🦾 Compete in BAFA Division 2, Adult Contact
- 🦾 We have a **'player first' culture** whereby the wellbeing and happiness of our players comes before all else.
- 🦾 Proud to be able to introduce new players, of **all size, ability, and age** to American Football, every year.
- 🦾 Some of our present and past players and coaches have: **represented team GB, won premierships, coached in the NFL in America** (Buffalo Bills), and become **pundits on Sky Sports** (Phoebe Schecter).

All-Time Record
Since 2015




















STOKE

WHAT WE CAN OFFER

- ⚡ Immediately reach a **diverse player-base**: Our team and following is **mix gendered** with ages ranging from 18-51, predominantly 25-45.
- ⚡ Support a grassroots sporting community that **champions mental and physical health** in an economically deprived area of the country.
- ⚡ Align yourself with a fresh, new brand in **one of the fastest growing sports in Europe**.
- ⚡ Expose your brand to a footfall of **200+ people on a gameday plus 4,000+ social media followers** across Facebook, Instagram and Twitter .
- ⚡ **Links with local Universities** (Keele, Staffordshire, and Edge Hill).
- ⚡ Benefit from being **associated with an ambitious and consistently successful club**.
- ⚡ **All donations to the club are tax deductible.**

WHAT WE CAN OFFER

Offering	Principal (£5,000+)	Team*	Player** (£350)
Logo featured on all promotional material			
Company logo featured on kit for a minimum of 1 year			
Bespoke cross-social media posts promoting your organisation			
Business promoted on every social media post			
Company Logo, synopsis, and link to your website/product displayed on club website			
Logo featured on match banners and interview board at every home game			
Access to uniformed players for promotional purposes (on request)			
Honorary Guests at Annual Awards Evening			
Your chosen player(s) membership/subs paid for in-full			

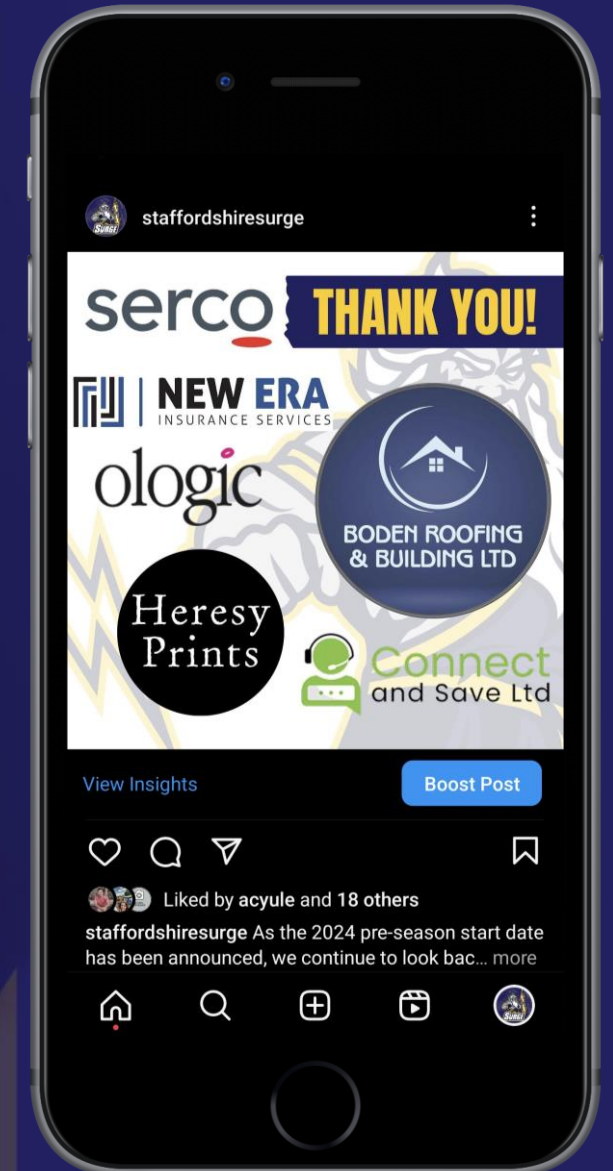
* A selection of the list based on the amount committed to the club.

** This can be flexible arrangement between yourself and the player so long as the total is £350 (e.g. Sponsor pays 75% and Player pays 25%).

Note: This list is not exhaustive. If you would like to discuss any additions/substitutions to those shown above then we would be more than happy to discuss and accommodate for those. If you would be interested in providing a service/product rather than capital then this is also something we would be interested in hearing about.

OUR AMBITION IN 2024

- 🔑 Promotion to Division 1 & win the Championship
- 🔑 Host an end-of-season, family friendly event that brings together local businesses, artists, musicians and other unique sports/clubs in the area to bond and network over locally sourced food and drink,
- 🔑 Purchase new gameday and training kits
- 🔑 Procure athleisure for players and coaches to wear on gamedays to represent the organised outfit we are.
- 🔑 Purchase replacement equipment (helmets, pads, training equipment).
- 🔑 Improve supporter gameday experience with soundboards & music.



SUMMARY

- ⚡ Whilst we have used the word sponsorship, we see the value in interacting and viewing a potential relationship as a partnership between our organisations. We have approached you as we feel there is a **mutual benefit to be gained from both parties working together.**
- ⚡ We hope you will join us in this journey and **help us grow the sport & club even further,** and increase the access to grassroots sport to people of all backgrounds in your local area.

CONTACT



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