



Sponsorship Opportunities

with Scotland's number one club



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 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

The last few seasons have been outstanding ones for our adult team. We won the National Division One Championship in 2011. And in 2012, 2013 and 2014 we won our conference championship title and made the playoffs for the British National Championships. Although we fell at the semi-final point last year, we still finished as one of the top four ranked teams in the UK!

Our club also includes two youth teams for 14-16 year olds, and a junior team for 16-19 year olds. Our East Kilbride Pirates youth team were Youth BritBowl participants in 2014, playing against some of the highest ranked youth teams in the UK.

Highlights from last year include welcoming former NFL player and Sky Sports pundit Cecil Martin for a coaching session, having one of our coaches selected as a bearer for the Commonwealth Games Queen's Baton Relay, sharing our views on top tier American Football at the Houses of Parliament and helping Clyde 1 DJs Knoxy and Cassie promote the Great Scottish Run.

In 2015 we're set to celebrate our 30th anniversary, and in addition to our planned celebrations, we'll be welcoming NCAA Div 3 team Hanover Panthers over from Indiana for a friendly fixture with us in May.



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, 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.

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 a few 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, 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 around 2,500 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 or on courses 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 leading American football club. The club is amateur, and is run on a voluntary basis.

Our senior team is currently the highest ranked of the seven Scottish teams who play in the British American Football Association's National Leagues, and the only Scottish team to play in the Northern Football Conference Premier Division. We've been Northern conference champions for six consecutive years, and are amongst the top four ranked teams in Britain. Our senior team has a roster of nearly 80. And our youth and junior teams add over 75 more.



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”*. For the last four years in a row, the East Kilbride Sports Council recognised the Pirates as Senior Team of the Year at their annual awards.

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. And in 2012 we followed that up with securing a second Awards for All grant and set up a second youth team – the Hamilton Buccaneers. In 2013, we added a junior team who've also been awarded start up funding from Awards for All. 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

In our last full year of media coverage we've had over 100 separate pieces of coverage about the Pirates 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
- Double Coverage – American Football website and live web streaming



East Kilbride News



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 and Frankie & Benny's as well as donations to the team from individuals, product sponsorship, supermarket bag packs and money awarded through Lottery Funding.

Our community work

We're also active within our local community, and last year we helped out at the Scottish Spina Bifida Association's Ladies Lunch, helped Frankie and Benny's raise money for a local charity 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 nearly 2,500 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!



We're also on Twitter with over 1,000 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 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, S1Play. 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

Or by joining our Facebook page:

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!