



**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 top 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 club.

## **One of the best clubs in Britain**

Formed in 1985, the East Kilbride Pirates are Scotland's oldest and most successful American Football club. We're also widely regarded as one of the top programmes in British American Football.

Our club is entirely amateur and is run exclusively by volunteers and has over 250 members across 7 teams for different ages and disciplines, offering American Football from ages 7+

We are funded from a combination of player fees, fundraising, donations, gameday ticket sales and grants.

## **More about our teams**

Our adult team currently play in Division One North. In the last ten years we've been Northern conference champions seven times, and until recently have been in the premier division. Last season we finished as Scottish Champions. Our home ground is GHA Rugby Club in Giffnock.



One of our major focuses is on developing players for the future and getting young people active through a non-traditional sport.



We offer two youth teams for 13-16-year olds – one based out of Duncanrig High School in East Kilbride and one based out of Hamilton Palace Sports Ground. We also have a junior team for 16-19 year olds who are based across both facilities. We also offer non-contact flag football for ages 7-13.

Our East Kilbride Youth team have been British U16 Champions in 2016 and 2018. Our junior team have been Scottish Champions from 2016-2019 and National Championship finalists in 2016, 2017 and 2019.

We offer women's only flag and contact teams too. Our women's flag team are currently reigning Northern Conference champions and ranked #3 in the UK.

We're fortunate to have players from our club representing their country at all levels of the sport.



## Building great relationships

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.



## 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.



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.

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, active schools coordinators, South Lanarkshire Leisure and community sports hubs. Our local MP Dr Lisa Cameron regularly attends club events and games.

## **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, especially for our junior team, 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, a specific team, 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 4,500 people (with an extended reach of around 10,000 for popular posts) 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.



# 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:

**East Kilbride News**

- The Daily Record
- The Scottish Sun
- The East Kilbride News
- The Rutherglen Reformer
- The Hamilton Advertiser
- STV Glasgow
- BBC Sport Scotland
- BBC The Social

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



## 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.



# 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 around 5,000 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 club in adult British American Football!

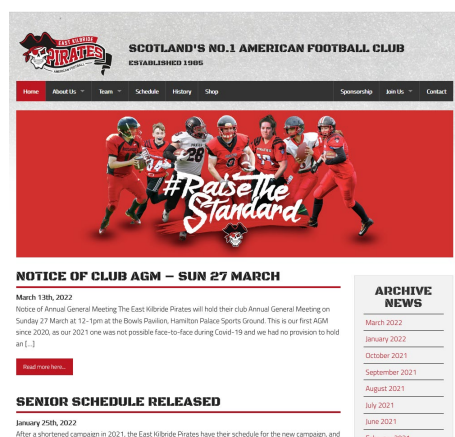
We're also on Twitter with over 2,500 followers, and Instagram with nearly 2,000 followers, giving us a great way of quickly updating our audience and let us update fans on events, news and game scores as they happen.

**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



# 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 for making us look great throughout this pack!



