

# Sponsorship Packages

Ayrshire Tigers Powerchair Football Club

Season 2023/2024



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# About our club

Ayrshire Tigers PFC was established in January 2015 by South Ayrshire Council (SAC) and South Ayrshire Access to Sport (SAAS) working in partnership in order to offer powerchair football opportunities to people outside of Glasgow. However, SAAS is now no longer in existence and therefore the club no longer has financial security.

The club has grown rapidly over the last few years and now has 12 full-time members. The majority of players are from the Ayr area with our youngest player being just 10 years old. The team trains once a week on Tuesdays at the Citadel in Ayr between 7pm and 10pm.

Currently, our club has 1 team competing in the Scottish Powerchair Football League Championship and National Cup Competitions.



Aside from results and trophies, our club particularly values the inclusive and welcoming culture that has been fostered within the club environment. Lead by a committed and passionate committee, player development, participation and love of the game are the key aims of the club. This is reflected in the attitudes and behaviour of all those that represent Ayrshire Tigers Powerchair Football Club.

## Why do we run this club?

Ayrshire Tigers aim to achieve the following:

- improve the health, skills and wellbeing of people with disabilities who live in Ayrshire.
- to offer training and personal development opportunities.
- improved social inclusion for players, carers and families.
- build confidence and provide fun in a relaxed environment.
- give players the chance to experience competitive sport at a local and national level.

### KEY FACTS

- 12 Club Members
- Members have a range of physical and learning disabilities
- Children and Adults
- Team competes in the Scottish Powerchair Football League
- Club Website
- Facebook and Twitter presence

# Why Sponsor Ayrshire Tigers?

The Club began life in 2015 and we have worked very hard over the past few years to expand and improve. We have now been competing in the Scottish National League for 9 seasons and we are still looking to better ourselves and the opportunities we can provide. We finished the 2015-2016 season (our first season) bottom of the Scottish Premiership. In the 2017/2018 season we finished runners up in the Premiership, only losing out on the title on the last day of the season. Last season we won the Scottish Championship which was our first trophy.

The cost of buying the club's powerchairs has been very expensive. Fortunately, we were able to secure funding last year in order to be able to purchase 4 specialist chairs. Each powerchair is a high-tech, piece of engineering and, consequently, they are extremely expensive. Most of the powerchairs in use in the league are made by either Power Soccer (in the USA), Equaliser or Bullet (both in the UK). These chairs cost between £4,500 and £9,000. The final cost depends on the type of chair and the requirements of the individual. In addition to this initial outlay, each chair needs regular maintenance and occasional repairs. The cost of the maintenance and repairs of our club's chairs last season was approximately £1000 and therefore is a considerable annual outlay.



Unfortunately, every year we struggle financially to continue to be able to compete in the league. The total cost of running the club each season is in the region of £15,000 (based on the average expenditure over the last 2 seasons). These costs are likely to increase every year with the rising costs of fuel etc. The money raised each year is used to pay for the following:

- *League registration*
- *Van hire, insurance and fuel*
- *Charity insurance*
- *Hall hire*
- *Paying coaches on match days*
- *Chair maintenance and Repair*
- *New strips*

Sponsoring us is an opportunity to associate your organisation with a well-respected and growing local community club which recently won a SFA Regional Award for the "best para football project 2018."

We provide a unique medium to increase the brand recognition of your company. The branding will be connected intimately with the local community whilst at the same time providing invaluable assistance to a local community group. In this sense, our sponsorship proposal is a truly exciting prospect for both parties.

Whether through advertising on our website, shirt sponsorship or advertising at our event nights or on match days, Ayrshire Tigers can offer your organisation a huge amount of opportunities to advance your business. These opportunities are described in more detail in the next section. In summary the benefits for your company would include:

- Increased media exposure.
- Increased local and national awareness of your brand.
- Your company would be demonstrating community awareness.
- International web-based brand awareness.

# Sponsorship Packages

## Main Team Sponsor Package (**currently taken by Irwin Mitchell Solicitors**)

### Key Features

#### 1. Platinum match day tracksuit and main shirt sponsor

An excellent opportunity to promote your business and increase exposure. Naming rights promotes brand awareness and recognition through increased exposure to the public, and through media. You will have exclusive rights to print your company name/logo on the front of the team's football shirts and tracksuits/hoodies for match day advertising. This obviously raises the opportunity for your logo/name to be in the background of any photos that are taken and your logo/name to be visible to the public at each venue. During match days there is a significant amount of traffic at The Peak sports centre in Stirling. You will also have exclusive naming rights to print on the coaches polo shirts.

#### 2. Advertising at training base

We have permission from South Ayrshire Council to display a sponsor's signage at our training base in Ayr. All members and supporters will also be encouraged by the club to support the sponsors. It is an excellent opportunity to promote your business to members and visitors. The signage will be visible to the public when the facilities at Coylton Activity Centre are in use.

#### 3. Online Advertising

Your logo/name would be featured prominently on our website. We would also promote your business with an editorial/blog about your company on the club website.

### In summary, the benefits of team sponsorship are as follows:

- 🕒 Naming rights on front of players football shirts and training tops.
- 🕒 Naming rights on coaches polo shirts and training tops
- 🕒 Advertising at training base.
- 🕒 Advertising on website and short blog of business will appear on the club sponsors page.
- 🕒 Facebook and Twitter endorsements.
- 🕒 Invited to present the team awards at the annual end-of-season dinner.
- 🕒 Your logo will appear on any promotional flyer, emails and headed letters etc.
- 🕒 You will also be given a photograph with the team with your banner/signage for your own advertising purposes.
- 🕒 Sponsor mentioned in any press coverage.

**Cost of the Team Sponsorship package is £1000 for 1 year. We offer a 10% discount if sponsorship deal is for 2 years and 15% discount if sponsorship deal is for 3 years.**

# Alternative Sponsorship Packages

## 1. Principal training wear sponsor

Your business name/ logo will be displayed on the front of the players training tops.

Business logo on website, emails, and letterheads etc.

**£600 for 1 year.**

## 2. Platinum shirt sleeve sponsor

Your business name/ logo will be displayed on the shirt sleeves of the match day shirts.

Business logo on website, emails, and letterheads etc.

**£400 for 1 year.**

## 3. Training shirt sleeve sponsor

Your business name/ logo will be displayed on the shirt sleeves of the training tops.

Business logo on website, emails, and letterheads etc.

**£300 for 1 year.**

## 4. Tigers 150 Club

As part of making a donation of £150 your company logo will be displayed on the Tiger's website with a hyperlink to your site on the Tiger's 150 Club member's page.

**£150 for 1 year**