

Birmingham County Football Association PR & Marketing Opportunities



The Birmingham County Football Association are actively seeking companies to work alongside us and support our organisation.

There are several ways that your company can partner up with the Birmingham County FA, highlighted in the following document.

Supporting the BCFA, you will be able to not only help the growth of Grassroots football within the region, but also allow your company to be exposed to over **2500 clubs, 4400 teams and 60,000 football players in the West Midlands, Black Country and Warwickshire** as well as BCFA associates, a fantastic way to tap into the football community

County Cup Sponsorship

The BCFA hold several prestigious County Cup Competitions for clubs affiliated to the BCFA.

Similar to the FA Cup the winners can boast that they are the champions across the county. Competitions are run throughout the season from September to May. The Cup Finals are big affairs which attract a lot of media coverage and are attended by special guests from the community. The BCFA Cup finals also pro-



vide us with a fantastic platform to launch special events and projects which in the past have included, launching CLIC Sargent in Birmingham. Cup Sponsorship rates start at **£300**. The benefits of sponsoring one of our Cup Competitions include of having naming rights for the Cup and VIP access to the cup finals.

County Handbook

The County FA Handbook is the essential guide for all the clubs, teams, officials, referees and business partners in the region which is produced annually every August. The Handbook contains all the rules and regulations that each member must abide by along with providing important contact details. The book is referred to throughout the year and remains a key source of information to all our associates.

Advertising rates start from **£110 to £400** for a premium position advert

Forward Magazine

FORWARD magazine is our Official magazine, distributed quarterly.

FORWARD contains the news and developments of the grassroots game to the Premiership, and is distributed to each of our clubs as well as to our members associates.

Regular features in the publication include

Safeguarding updates, the latest Development news, Referee news and Charter Standard announcements. To advertise in the publication, rates start from **£100 for a banner to £400 for a full page advertisement**



Mail Shots

Your company can also take advantage of placing mail shots, which will be sent as an insert within each issue of 'FORWARD' or alongside the BCFA Handbook. Taking advantage of our Mail Shot advertising facility will provide your company with the opportunity to provide a flyer type

advert to distribute to all contacts. Price of a **single mail out is £400**. Package deals are available should you require to take advantage of a multiple mail out option.

Website Advertising

The BCFA website is an essential resource point for all involved or have an interest within Grassroots football. On average **11, 670 web hits** are accumulated per month. www.birminghamfa.com is the main reference point that



contains the latest coaching and education course information, news of the Association, Football Development programmes, news and cup competition news and much more. The site is updated in house regularly and viewing figures are on the rise on a daily basis. A web-site link from the site start at **£600 per season**. This includes a hyperlink to your company website and the opportunity to place one advertorial per month outlining any news and developments of your company

Match Day Programme



The BCFA hold a number of matches in the season at our HQ which include cup finals and representative fixtures. Alongside each home match we compose a unique match programme which is an 8 page booklet. The BCFA are

now offering companies the opportunity to advertise within the match programmes with rates starting from as little as **£50** for a full page spread which will be in black and white. In total the BCFA produce 300 Match Programmes per game which are distributed to guests and fans for **FREE**.

For the 2010/11 Season we are seeking brand new sponsors of the match programmes. This will give your company the opportunity to feature full colour advertisements on each of our match programmes, cover, back and centre. Previous advertisers include Mark Harrod and The Listers Group Plc. Price **£500 for season**

Representative Squad Sponsorship

There are opportunities to sponsor the BCFA under 18's and under 16's Representative squads.

Our under 18's County Representative Squad compete nationally, and are current holders of TheFA County Youth Cup and also finished in the top spot of the Midlands Counties League table last season, and this season the representative squad are continuing their winning way. The under 16's competes mainly within the Midlands region in the Midlands Counties Youth Championship.

Sponsorship of the squads start at £1000, benefits include:

- Sponsors can attend as guests at home games of the Representative squads
- Weblink from the BCFA website
- Press launch of sponsorship agreement
- The BCFA will organise a launch event revealing new Sponsorship alongside a representative squad home fixture
- Full media coverage to local and national media contacts
- Full advert in each of our home rep team match programmes
- Your Company name/logo on Rep Team squad shirts
- Full page advertising in an issue of the BCFA FORWARD
- One mail out to all 3000 clubs and associates of the BCFA



Football Development E-Zine

Brand new for 2010 we have revamped our Development E-Zine which is circulated to over 3000 contacts within the realm of football development which includes educational establishments, coaches, volunteers and football squads across the West Midlands, Warwickshire and Black Country.

The E-Zine is distributed monthly. Costs for a advertisement within one issue of E-Zine is **£50** for a 12 months advertisement package is **£500**



In The Middle Referee Magazine

In The Middle is the BCFA's Official Referee magazine, which is distributed twice per season.

In The Middle contains the latest news and development updates for referees, assessors, instructors, mentors and referee associations. In The Middle has a distribution of 3000.

Rates start from **£100 for a banner to £400 for a full page advertisement**

There are also opportunities to sponsor the publication either per issue or for the entire season.

Further Opportunities

For further information please contact Sunny Sahota, PR and Marketing Officer the Birmingham Football Association on 0121 357 4278 (option 1) or e-mail sunny.sahota@birminghamfa.com Or visit the BCFA website www.birminghamfa.com



**Birmingham County
Football Association
PR & Marketing Opportunities**

