



**Details of opportunity: Title sponsorship of Isle of Man FA Cowell Cup**

**Duration: Three years minimum**

**Price on application – please contact [Kevan.Maitland@isleofmanfa.com](mailto:Kevan.Maitland@isleofmanfa.com)**

Sponsorship of the IOMFA Cowell Cup competition is now available. The Cowell Cup was presented to the IOMFA by long-serving treasurer, Tom Cowell, as a way of encouraging under 18s to play more football in the mid-1930s. The rules have changed slightly, as now it's open to players aged under 21, and all our affiliated clubs.



Photo: Last year's Cowell Cup Winners, Rushen United.

This year it was run on a knockout basis in the latter stages of the playing season.

More generally, football is the largest participation sport in the island. During the last season, we had more than 4,000 registered senior players playing across our four senior men's leagues.

Local football clubs are at the heart of our island community. Our sport is afforded extensive weekly coverage by both Manx Radio and Isle of Man Newspapers, as well other media outlets such as Energy FM, Gef the Mongoose and Upfront Footy.



The Isle of Man FA has strong relationships with journalists and contributors who work on these platforms. Our President, Tony Mepham, has worked for Manx Radio for decades and is considered the 'voice of football' in the island, and our FA staff member – Kate McDowell - is a former journalist and PR professional who has well established connections within these outlets.

In addition, the Isle of Man FA has built an engaged community online and currently has almost 5,500 followers on Facebook – in the last 28 days our post engagement has hit 59,051 and our post reach is 105,029. We are also active on Twitter, Instagram and LinkedIn and we have recently joined TikTok. The majority of our followers live in the Isle of Man; they are mainly in the 25-44 age range, with a 65/35% split between men and women.

**The title sponsor of Isle of Man FA Cowell Cup would directly benefit from the following:**

- Competition naming rights, i.e. 'Business Name' Cowell Cup
- Press release and coverage of sponsorship announcement, including photoshoot with Isle of Man FA and the Cowell Cup trophy
- Invitation to join the Isle of Man FA at its headquarters overlooking The Bowl pitch on Cowell Cup Final Day.
- Representative/s from sponsor will be introduced to teams before the match and asked to present the silverware on conclusion of the match
- Name checks during sports programmes/news bulletins on Manx Radio, on Fridays evenings, Saturday lunchtime and Saturday evening
- Coverage of matches in Isle of Man Newspapers' titles, including Examiner and Independent of fixtures and results
- Weekly fixtures post on IOMFA Facebook and Twitter, with links to sponsor's social accounts where possible
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- Photo opportunities as required by sponsor
- Invitation to attend the Isle of Man FA end of season awards evening in June
- Sponsor logo on Isle of Man FA website.