

Sponsorship Packages



County Cup Final Sponsorship Packages

We are delivering 28 County Cup Finals in the 2019/20 season, involving over 700 teams from U12s to the professional clubs. We have a range of affordable sponsorship packages available which enable brands to align themselves with these prestigious competitions and engage with a targeted audience of players, parents and fans.

For 2019/20, these packages include a range of unique opportunities to feature on the Video Footage captured by our filming partner, FilmMyMatch.

2019/20 Filming Partner: FilmMyMatch

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MATCH



Background

FilmMyMatch captures the excitement and passion of live sporting events and showcases the talent that exists from grassroots to elite level. Established in 2012, they have worked with over 2,000 teams, schools and organisations across the UK to:

FILM: Their specialist camera mast systems enable filming at a height of up to 25ft above pitch level at any venue, providing the optimum view of any match.

BROADCAST: Using mobile broadcast technology, FilmMyMatch is able to stream games live from any venue without the need for an internet connection.

ENGAGE: Provision of high-quality video content provides London FA with exciting opportunities to engage with players, fans and sponsors in the UK and beyond.

Opportunities

FilmMyMatch will be capturing every minute of all 28 London FA Cup Finals in the 2019/20 season, providing unique opportunities for businesses to engage with a targeted audience of grassroots teams and their players, fans, families and friends in a way that has not previously been possible.

More detail about how your business can take advantage of these opportunities is provided below.

Sponsorship Packages

Basic Package - £150 per competition

Naming Rights: use of your company name on all communications regarding the competition including:

- London FA website
- The Football Association's Full Time website
- London FA social media channels
- All Video Footage (highlights, goal clips, Goal of the Finals competition)

Video Footage: distribution of a 5-minute Highlights Package of the game via the London FA website and social media channels. Footage will include your company logo on an intro slide as well on screen throughout, and the company name will also be mentioned throughout on the match commentary. The Highlights Package footage will also be provided to you for use on your own online channels.

Match Programme: full page advert in the Cup Final programme.

Social Media: a minimum of five posts per London FA social media channel promoting the competition, including Twitter (14k followers), Instagram (1200 followers) and Facebook, (500 likes).

Website: bespoke advert for your company or organisation on the London FA website <http://www.londonfa.com/>

Match Day Hospitality: up to five guests at the final including presenting the trophy and medals to the winners, runners up and match officials.

Advanced Package – £300 per competition

All of the above plus **one** of the following:

On-site advertising: provision of an A-board featuring your company name to be featured on all Video Footage and during team line-ups prior to game, trophy presentations, on half-way throughout the game.

Video advert: a video advert for your company to feature at the beginning/end of the Highlights Package.

Video interview: an interview with the company owner or staff member for use on your own online channels.

Goal of the Finals: naming rights of the 'Goal of the Finals' competition that will be promoted via all of London FA's online channels (i.e. website, Twitter, Facebook and Instagram).

Live stream: naming rights to the Live Broadcast of your final on Facebook, including promotion of your company throughout the game via live on-screen graphics and commentary.

Tickets: two tickets to one of the following games in 2019/20 – Community Shield, FA Cup Final, England men's or women's international fixture, Carabao Cup Final.

Bespoke Packages

We are happy to discuss a Bespoke Package of options if you are interested in accessing a combination of the Advanced Package options listed above.

We are also able to offer discounts for any organisations that would like to sponsor multiple competitions.

Contact

For more information please contact Jamaal Horne, Cups & Competitions Manager, via Jamaal.Horne@LondonFA.com or on 07951 508 971.