



CHESHIRE FA

# CLUB MARKETING PACKAGE

HELPING YOU TO PROMOTE YOUR CLUB



## Overview

At Cheshire FA we are acutely aware of the hard work and dedication shown by the volunteers who run our teams, clubs and leagues. It is they who truly make a massive difference in developing football in Cheshire.

Our job is to support you in **'Changing Lives through Football'** and in creating those lifelong connections and memories that make this the 'Beautiful Game'.

To help you do this we have developed a marketing package in order to support your club in its day to day promotion.

We want to make promoting your club easier than ever!

**CLUB ID  
BADGES**

**SOCIAL  
MEDIA  
TEMPLATES**

**WEBSITE**

**CLUB  
NEWSLETTER**

Cheshire FA



**CLUB MARKETING PACKAGE**

# WHAT IS IN IT FOR ME

**REGISTER INTEREST NOW**



## Website

We will design a website for your club that includes your club colours and branding which will be exclusive to Cheshire FA clubs only.



## 1 to 1 Marketing Meetings

These meetings will be to advise and support you. Email [Press@CheshireFA.com](mailto:Press@CheshireFA.com) to book.



## Social Media Templates

We will create templates for social media for you to edit.

These templates will include:

Starting Lineup, Goal updates, Match updates, Man of the Match, Events, and Generic adverts.



## Brand Guidelines

We will create a set of guidelines to show you how to use the templates that we create on Social Media & on your website.



## Club Newsletter

We will create an electronic template Newsletter for you to edit to send information to members of your club.



## Training Guides

You will receive training guides for website use and social media use.



## Media Officer Role Profile

We will create a Media Officer job spec & role profile for you to use to advertise for officers.

This will also include photographer & videographer roles.

We will help with advertisement of this position.



## Yearly Updates

We will update and refresh the social media templates, the newsletter and provide website updates each year.

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# THE WEBSITE

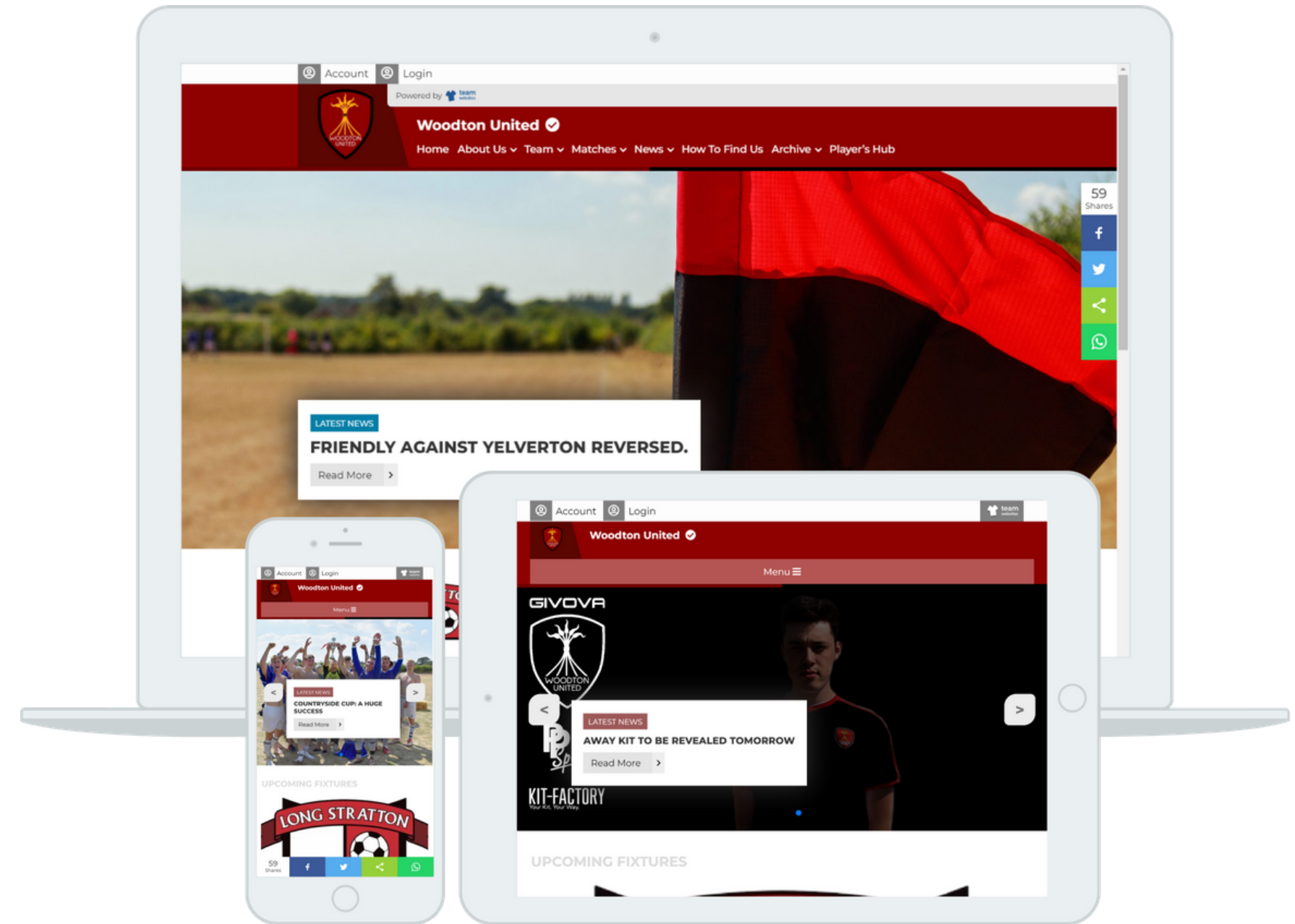
The website will feature your club brand colours, logo and imagery.  
Simply provide us with your club details and we will do the rest for you.  
Choose a package below.

## Basic Website

- Custom Domain Name
- Social Media Integration
- Online Control Panel
- Technical Support
- Unlimited Pages
- 4 User Accounts

## Pro Website

- Custom Domain Name
- Social Media Integration
- Online Control Panel
- Technical Support
- Unlimited Pages
- 7 User Accounts
- Online Club Shop
- Payments
- Website Stats



Cheshire FA



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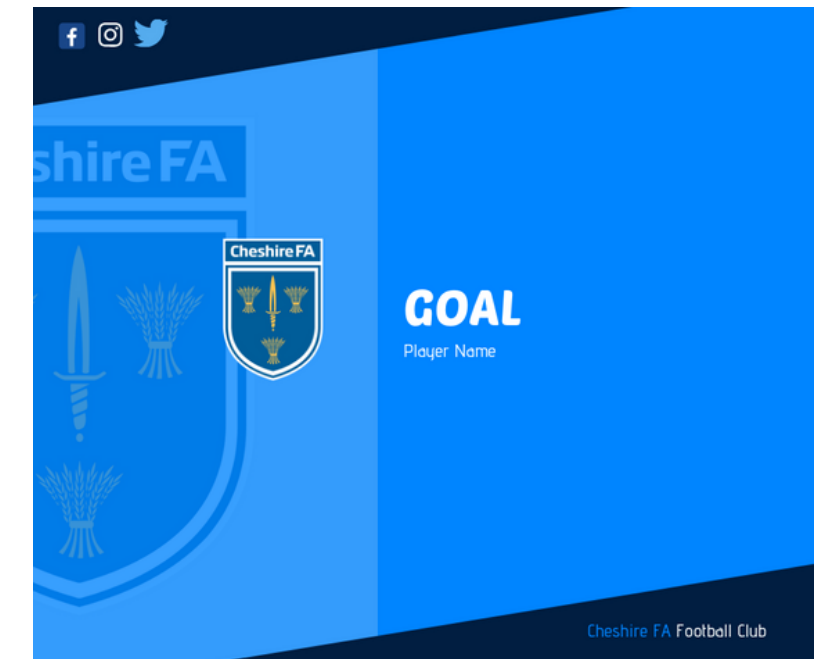


# SOCIAL MEDIA TEMPLATES

We will create a set of templates for you to use & edit across Social Media. They will feature your club colours, badge and imagery. Each year we will update and refresh these templates. For each template you will have one with an image and one without for those clubs that do not have club photographers.



**REGISTER INTEREST NOW**





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## OTHER PARTS TO THE PACKAGE

You will have access to an online Newsletter that you can edit to send to members of your club for updates and to share important information. This is a great way to keep everyone at your club informed.

We have created role adverts and job descriptions for you to use to advertise for the following positions:

- Media Officer
- Club Photographer
- Club Videographer

We have created brand guidelines to show you how to use your brand in the most effective way. We have also made training guides for all parts of this package.


A match day programme has been designed for you to edit each week, whilst we have also made ID badges for your club members to use.

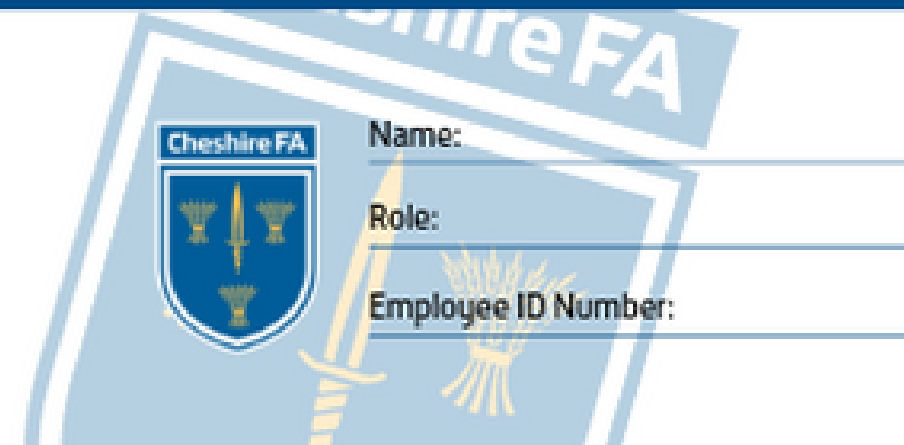
Consent forms have also been made for you to use at your club for photo and video consent of U18's.



A Community Club For All

 [Cheshirefa.com/](mailto:Cheshirefa.com/)

 [@cheshire\\_fa](https://twitter.com/cheshire_fa)



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## PACKAGE BREAKDOWN

### Full Package

**If you choose this package you will be provided with the following:**

- A new website
- Social Media Templates
- An Electronic Newsletter Template
- Media Officer Role Profiles and Job Adverts

**You will also receive the following benefits:**

- Brand Guidelines
- Training Guides
- 1 to 1 Marketing Support
- Match Day Programme Template
- Club ID Badge Templates
- Press Release Template
- Photography & Videography Consent Form Templates

### Individual Packages

If you do not wish to purchase the full marketing package, you can purchase an individual package from the list below.

#### Website Package

This package includes:

- A new website ready for use
- Training Guide for editing the website

#### Social Media Package

This package includes:

- Editable Social media templates.
- Training Guide for editing templates

#### Club Newsletter

This package includes:

- An editable electronic Newsletter template.
- Training Guide for editing template

#### Role Profiles

This package includes:

- A Media Officer job spec & role profile
- A photographer & videographer job spec & role profile



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## OPTIONAL EXTRAS

As well as the marketing package you can also gain access to other marketing support through Cheshire FA.



### Marketing Workshop

Receive training from Cheshire FA's Marketing & Communications Officer

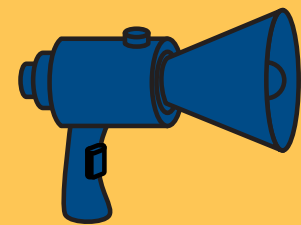


### Logo Adaptation

We will create a new logo for you or update your current logo. Prices will vary depending on what is required.



### Indoor & Outdoor Banners



### Additional Marketing

We will create adverts / posters for one off events and launches.



## REGISTER NOW

If you are interested in the entire marketing package or any of the individual packages you will need to complete our online registration form that can be accessed below.

The registration form is only an expression of interest in the package/s.

We will contact you after you have submitted your interest to discuss further details.

[CLICK HERE TO COMPLETE ONLINE REGISTRATION FORM](#)

For more information contact our team:



[Press@CheshireFA.com](mailto:Press@CheshireFA.com)



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