

# THE FA CLUB & LEAGUE FOOTBALL FORUM

**FREE WEBINAR**



The presentation will commence just after 8pm.

Please mute your microphones and turn off any cameras whilst we are waiting.

Thank you for your co-operation.

THE FA CLUB & LEAGUE  
FOOTBALL FORUM



FREE WEBINAR

# HOW MARKETING CAN HELP GENERATE INCOME

Wednesday 27<sup>th</sup> May 2020



# WELCOME



Danielle Warnes  
National Clubs Services Manager  
The Football Association

Any questions you may have post this webinar please don't hesitate to get in touch with your local county FA or drop us an email on

[Clubsprogramme@thefa.com](mailto:Clubsprogramme@thefa.com)

# FORMAT & HOUSEKEEPING

- To help with recording quality, please mute sound until the discussion
- The webinar will be recorded and available to view again
- Slides will be emailed to all participants who signed up
- Any questions you have through the presentation jot them down on a piece of paper or in the chat and we will open up the floor for discussions at the end.

# WEBINAR RECAP

1. What do we stand for – Values and Vision
2. How do we know we've made it – Defining Success
3. Business Continuity Planning
4. How to use marketing to build for the future – Marketing & Communications
5. How to use social media effectively - Marketing & Communications
6. How marketing can support growth and sustain participation

# WHAT WE'LL COVER TODAY

- Marketing methods to help you generate income
- Different methods of generating income
- How these methods can be maximised by marketing
- Questions

# INTRODUCTION



**Charlotte Richardson**



**Darren Perrin**

**Melksham Town Football Club**



# **HOW MARKETING CAN HELP GENERATE INCOME**



**C**OMMERCIALISATION  
**A**DVERTISING  
**L**EAD GENERATION  
**I**NNOVATING  
**F**UNDRAISING

# COMMERCIALISATION

£

# YOUR GROUND



# YOUR KIT



# YOUR WEBSITE

#InThisTogether

## Welcome

**Destination: Margate FC**

**Hospitality**

## Club partners & sponsors

# Bayliss

EXECUTIVE TRAVEL LTD.

### Bayliss Executive Travel

Bayliss Executive Travel are one of the leading specialists in the South East of England for coach hire and corporate travel. Established in 2004, customer service has been the focus of their business, building a professional reputation and client base which can only be described as impressive! Their drivers will take the strain whilst you relax and enjoy the journey.

Website: [www.baylissexecutivetravel.co.uk](http://www.baylissexecutivetravel.co.uk)

Telephone: 01304 363600

# FUJIFILM

## Fujifilm

FUJIFILM Speciality Ink Systems develops inkjet systems for [www.fujifilm.com](http://www.fujifilm.com), for

# KYL

KENT YOUTH LEAGUE  
EST. 1991

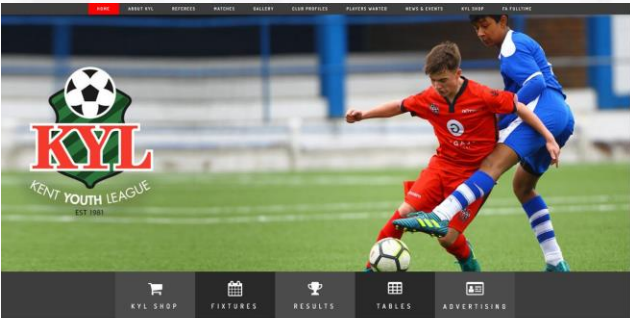
KYL SHOP    FIXTURES    RESULTS    TABLES    ADVERTISING

Go to The O2  
on Stagecoach Express

NIKE PARTNER LEAGUE  
OFFICIAL BALL SUPPLIER  
[discountfootballkits.com](http://discountfootballkits.com)  
The UK's leading football kit specialist



# NAMING RIGHTS



YOUR AD HERE  
(1058 + 342)

YOUR AD HERE  
(1058 + 342)



# YOUR MATCH DAY MAGAZINE



# YOUR MARKETING CHANNELS

**Faversham Strike Force Football Club**  
Published by Hootsuite (?) · 30 April at 19:01

- Own a business & want to get your product or service out there?
- We may hold the key...sponsoring a team or the club does have its benefits!
- Promotion on Social Media
- Engage with customers
- Increase sales
- Potential tax benefits

Info@favershamstrikeforce.co.uk

<b>441</b> REGISTERED MEMBERS	<b>25 TEAMS</b> We will donate from under 17 through to 3 senior teams and girls, giving football sessions, girls' football sessions and 3 FA's Leagues Sessions.	<b>91</b> VOLUNTEERS Training, coaching & officiating. We're all here!
<b>830+</b> Instagram	<b>1300+</b> Facebook	<b>1480+</b> Twitter
<b>PROUD</b> FA Charter Standard	<b>FA Charter Standard Community Club</b>	<b>NIKE PARTNER CLUB</b>
<b>DEVELOPING A PARTNERSHIP</b>		
<b>INCREASED SALES</b>	<b>JOINT VENTURES</b>	<b>CUSTOMER ENGAGEMENT</b>
<b>TAX BENEFIT</b>	<b>SOCIAL MEDIA PROMOTION</b>	

**Faversham Strike Force FC**  
@StrikeForce\_FC

🏠 Moving or selling your house?

- Be sure to checkout Invicta Estate Agents and earn the club a referral fee!
- Simply mention 'Strike Force' and after the deal is completed the club will then a fee!

01795 591080  
info@invictas.co.uk

#FeelTheForce

**Faversham Strike Force Football Club**  
Published by Hootsuite (?) · 15 May at 20:11

Thank you for all those who entered our 'V Turn' challenge!  
The winner of the sweet parcel drawn at random from all the brilliant videos was.....

...Archie BI  
Congratulations to Archie and huge thank you to Pretty Sweet Parcels for providing the prize!

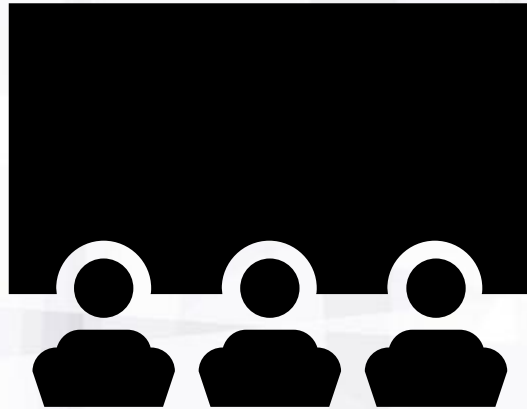
#FeelTheForce

**favershamstrikeforce** Did you that our Sponsor, SEC Signworks supply & install sponsor graphics like this Massenet Gran Turismo R1 last Wednesday?

#FeelTheForce

21 likes

# ADVERTISING



# SOCIAL MEDIA EXAMPLES

 **Margate FC** @margate... · 23/12/2019

It was a real pleasure to have the guys from Pentins Financial Planners in our Sponsors Lounge on Saturday afternoon 😊

They selected centre-back Dan Johnson as their Player of the Match following his accomplished display in The Gate's defence 🏆

#TimeForHeroes





   7 

 **Cray Wanderers FC** @OfficialWands

A Huge thank you to - S and F Elec LTD - for their sponsorship! Welcome to The Wands!



 **margate\_fc**








If you know someone who's feeling the pressure, help them get in touch.

**0800 107 0160**  
**releasethepressure.uk**

Free support about farm transfer accidents for anyone having the problem

**View Insights** **Promote**

 Liked by hangthedj66 and 55 others

**margate\_fc** Today is #WorldSuicidePreventionDay we are proud to announce plans to work with @kcc\_kent.

We will be supporting the #ReleaseThePressure campaign during the 2019/20 season.



# LEAD GENERATION





# DRAGONS' DEN

# INNOVATING



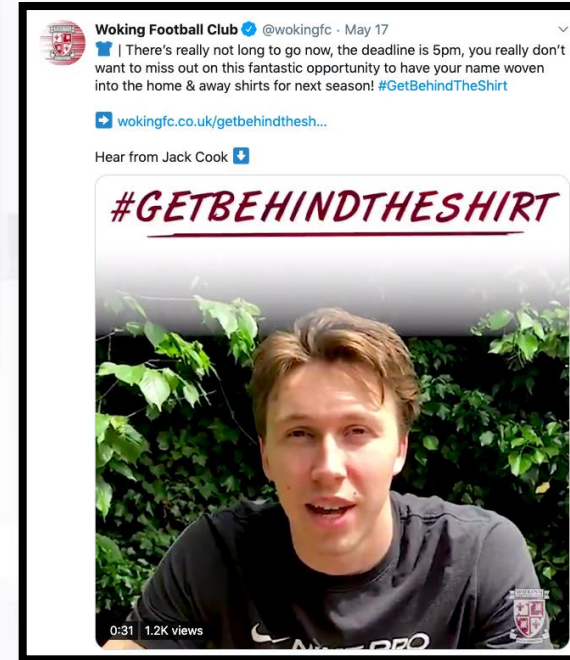
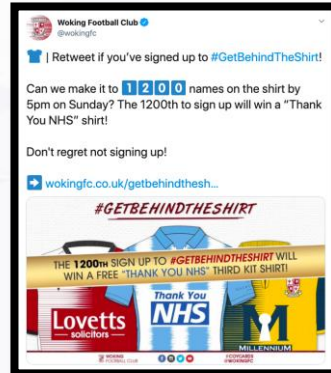


## #GETBEHINDTHESHIRT



### Cardinal Red Packages

- **£25** - Name woven into the shirt and name appears in our 'Cardinal Red' double-page programme feature
- **£50** - Name woven into the shirt, name appears in our 'Cardinal Red' double-page programme feature and a Cardinals pack is sent out (pen, keyring etc)
- **£100** - Name woven into the shirt, name appears in our 'Cardinal Red' double-page programme feature and a free home shirt
- **£250** - Name woven into the shirt, name appears in our 'Cardinal Red' double-page programme feature, a free home shirt, one ticket to VIP Hospitality, a signed home shirt by the squad and management to be presented by the first team manager at your chosen hospitality game
- **£500** - Name woven into the shirt, name appears in our 'Cardinal Red' double-page programme feature, a free home shirt, a free away shirt, 4 VIP Hospitality tickets for a game of your choice include 2 car parking spaces, a signed home shirt by the squad and management presented by the first team manager at your chosen hospitality game
- **£1,000** - Name woven into the shirt, name appears in our 'Cardinal Red' double-page programme feature, a free home shirt, a free away shirt, 10 VIP Hospitality tickets for a game of your choice to include 3 car parking spaces, a tour of the changing rooms and boardroom, a child's mascot experience (up to 15 years of age and to be taken on the same day as the VIP hospitality) and a signed home shirt by the squad and management presented by the first team manager at your chosen hospitality game

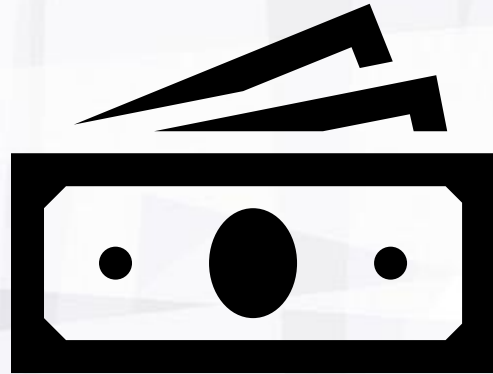


FOR ALL



FOR ALL

# FUNDRAISING



# EVENTS



# FUNDRAISING PLATFORMS



Raise **free funds**  
every time you  
**shop online**

amazon.co.uk



ebay

John Lewis



DEBENHAMS

Booking.com

M&S

next

Sainsbury's

moonpig

Boden

ASOS  
discover fashion online

JUST EAT

Viking

SCREWFIX

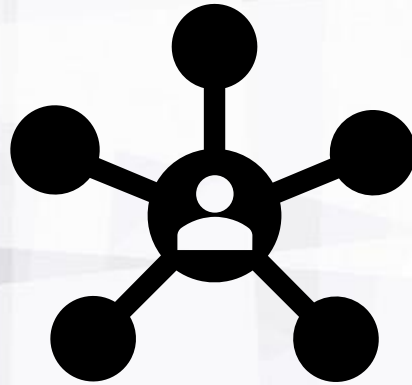
# FUNDRAISING PLATFORMS



# GRANT FUNDING



# LOCAL CAUSES





**HOW GOOD MARKETING  
ACTIVITY CAN HELP A  
FOOTBALL ORGANISATION  
GENERATE INCOME**

***Darren Perrin, Melksham Town***





**Melksham Town FC**  
**Chairman- Darren Perrin**



# The Conigre

# Achievements





# Development phase





# New facility

# 47 Melksham Town Teams

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# TOTAL QSR Ltd

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[www.totalqsr.co.uk](http://www.totalqsr.co.uk)



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**THE M.O.T CENTRE**  
01225 700441

**THE GARAGE ON THE HILL**  
01225 700441

MOT'S REPAIRS SERVICING EXHAUST  
BRAKES CLUTCHES DIAGNOSTICS

Advertisement for a business, partially obscured and difficult to read.



# Advertising Packages

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# Electronic Scoreboard



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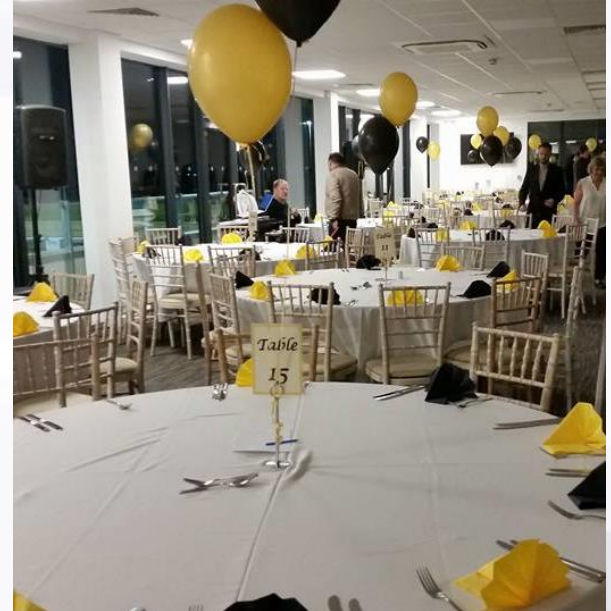
# Match Day Packages





# Extra Income

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SPOTLIGHT  
On...

**Mfey** CARPETS LTD

Thank you!  
FOR YOUR CONTINUED SUPPORT!

EYE 4 media



# Social Media



MELKSHAM TOWN F.C.

Welcome to the  
BLACK & YELLOW  
Family

Latest Mens News




The FA

FOR ALL

TMR CONTRACT SERVICES LTD

infiLED LED connecting the world by LED

KNORR-BREMSE



PIC-COLLAGE

BOBBLE HAT 05



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# Grants



**JustGiving™**





What has gone well?

BETVICTOR  
SOUTHERN LEAGUE



# What has not gone well?

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# TOP TIPS

1. Make sure commercial opportunities are promoted on your homepage, not hidden somewhere on your website.
2. Use your communication channels to advertise ways people can support you financially; no matter how big or small.  
Every penny counts!
3. Truly focus on your unique selling point as that could lead to a really special idea
4. Generate as much cash flow as you can through your website
5. Look after what you have and more will follow!



Charlotte Richardson [charlottecrichardson@gmail.com](mailto:charlottecrichardson@gmail.com)

Twitter @Charlotte\_R22 [https://twitter.com/CharlotteR\\_22](https://twitter.com/CharlotteR_22)

LinkedIn: <https://www.linkedin.com/in/charlotte-richardson-639a6659/>



Darren Perrin [darrencperrin@icloud.com](mailto:darrencperrin@icloud.com)



## The FA Club and League Football Forums

FREE WEBINARS

# JUNE 2020 'COMMUNITY ENGAGEMENT'

Join us throughout June for our  
FREE football forum webinar series on  
'Community Engagement'.



THE FA CLUB  
FOOTBALL FORUM

FREE WEBINAR



THANK YOU