



Details of opportunity: Title sponsorship of Isle of Man FA Railway Cup

Duration: Three years minimum

Price on application – please contact Kevan.Maitland@isleofmanfa.com

Sponsorship of one of the Isle of Man's most prestigious cup competitions is now available. Established in 1905, the Railway Cup is nearly 120 years old, and its prize is one of the largest trophies in world football.



Photo: Last year's Railway Cup winners, Corinthians.

The final of the competition is traditionally played on Boxing Day, a fixture which draws large crowds to The Bowl, which is all-weather and provides cover on one-side. The final is preceded by semi-finals, which are drawn from the teams who've finished in the top four of the highest division – the Canada Life Premier League – at the halfway point in the season, when all teams have played each other once.

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 Mephram, 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 vast 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 Railway Cup would directly benefit from the following:

- Competition naming rights, i.e. 'Business Name' Railway Cup
- Press release and coverage of sponsorship announcement, including photoshoot with Isle of Man FA and the Railway Cup trophy
- Invitation to join the Isle of Man FA at its headquarters overlooking The Bowl pitch on Railway 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.