



COMMERCIAL

Strategy 2024-28



**MIDDLESEX
FOOTBALL**

OUR PURPOSE AND VALUES

We want to ignite positive change through the power of football. The purpose of everything we do is to unite communities, tackle inequalities, and promote health across our county. Our values are integral to everything we do. We are committed to making the grassroots game better. Through continuous connection with our local community, we will work creatively and collaboratively to enhance your experience.

We nurture the grassroots game, fostering a love for the sport that extends far beyond the pitch. By building strong relationships with our community, we will understand your needs and will develop solutions together, to ensure everyone has the chance to participate.

With unwavering dedication and a spirit of innovation, we are building a Middlesex where football flourishes, inspiring a brighter future for all.

INSPIRING A BRIGHTER FUTURE FOR ALL





OUR STRATEGY

Our strategic plan over the next four year is to forge both commercial and non-commercial partnerships with organisations that have a shared vision around delivering football to the Middlesex community in the most impactful way possible.

By leveraging partnerships with both larger businesses and smaller, local community-based parties, we aim to offer a higher quality of experience to a wider array of individuals and groups. We will do this by increasing revenue that can be reinvested in the best way possible for the good of the game and our stakeholders.

Within this four-year period, we will have a selection of hero partners that are helping deliver our own strategic goals alongside their own to inspire positive change through football.

COMMERCIAL AND NON COMMERCIAL PARTNERSHIPS

OUR PURPOSE

INSPIRING POSITIVE CHANGE THROUGH FOOTBALL

by uniting communities, tackling inequalities and improving the health of the Middlesex Football community

STRATEGIC PRIORITIES



**Forge strategic
partnerships**



**Increase diversified
revenue streams**

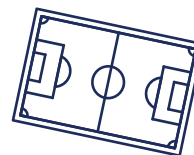


**Leverage collaborations
for the good of game**

STRATEGIC DRIVERS



**Attract and retain
commercial and non
commercial partnerships**



**Expand Rectory Park's
prominence as a revenue
driving asset**



**Connect with the local
area and community**

TO ACHIEVE OUR PRIORITIES

WE WILL



Forge strategic partnerships

Have a preferred partner in each key or channel.

Maximise financial value and brand exposure from each partner.

Recruit partners who have shared values.



Increase diversified revenue streams

Establish regular tournaments and events at Rectory Park that drive income.

Launch a Business Cup by 2025 to network with potential partners.

Widen the usage of Rectory Park to include additional services that add value to the local area.



Leverage collaborations for the good of game

Recruit and manage non commercial partners to help benefit the Middlesex community.

Partner with brands that have shared goals to promote positive action both on and off the pitch.

Re-invest additional funds back into clubs and participants both directly and through benevolent fund grants.

TO ENABLE OUR DRIVERS

WE WILL

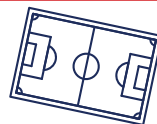


Attract and retain commercial and non commercial partnerships

Host and run community projects as part of our partner offer.

Ensure local businesses to Rectory Park have opportunities to partner with us.

Bring to life positive local stories both on and off the playing field on a monthly basis.



Expand Rectory Park's prominence as a revenue driving asset

Have a variety of offers for partners who align with our values.

Build a pipeline of potential new partners as part of a diverse partner portfolio.

Ensure existing partner activity is contractual and beneficial.



Connect with the local area and community

Ensure food and beverage offering is on trend and delivering necessary margin contributions.

Leverage supplier relationships to maximise revenue and public exposure.

Regularly check pricing structure is competitive and beneficial.

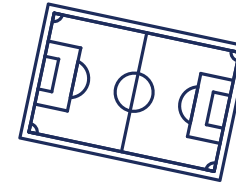
WHAT WILL OUR SUCCESS LOOK LIKE



**More strategic
partnerships.**

**Improved links between businesses
and the football community.**

**Improved retention rate of
existing partners.**



**A thriving annual local Business Cup
at Rectory Park.**

**Increased profitability at
Rectory Park.**

**30% of all funding by 2028 to be
from commercial sources**



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