



## NEWS RELEASE

Wednesday 31 January 2018

# Nationwide supplier shows support for school football in Norfolk

Norfolk County Football Association are delighted to announce that nationwide sports equipment suppliers Phoenix Sporting Goods are set to become the official sponsor of the County's nine Norfolk Schools Cup Finals.

As Norfolk FA's official portable floodlight supplier, Phoenix Sporting Goods specialise in creating and distributing a range of strong, performance LED floodlight brands to the grassroots, sports education and professional markets, providing clubs in Norfolk with an alternative option when it comes to training.

The two-year partnership is an extension and expansion of previous workings between the supplier and Norfolk FA. The new agreement will see Phoenix Sporting Goods become the official sponsor of the nine Norfolk Schools' FA Cup competitions, which provides a competitive, cross-county platform for boys and girls ranging from U12 to U19.

Phoenix Sporting Goods' 'iLite' branding will be visible throughout dedicated promotion of the competitions; including round up articles, cup final previews and reports on the new Norfolk FA website and fixture coverage of the finals via the Association's social media channels.

As a result of the continued partnership, Norfolk clubs will be able to view the floodlights first hand through hosting or attending demonstration evenings that will take place across the county.

Michael Banham, Chairman of Norfolk FA, said: **"We've enjoyed a brilliant relationship with Phoenix Sporting Goods for the past two years and I'm delighted that not only is this partnership continuing, but expanding to offer additional support to the Norfolk Football landscape.**

**"It's particularly pleasing to further support an area of the game that has a very important influence on participants, yet is sometimes overlooked due to the focus on club football. We want to support participation and playing at all levels and this partnership will assist us in our aim of providing football For All."**

Lee Crocker, General Manager at Phoenix Sporting Goods said: **"We at Phoenix Sporting Goods are delighted to continue working with NCFA and are delighted that the association with the Schools Competition for iLites. In Sept 2018, we will see three NEW Floodlights being launched. If you have any questions please do not hesitate in contacting Lee on 01635 517560 or [lee@phoenixsportinggoods.com](mailto:lee@phoenixsportinggoods.com)."**

**To find out more about Phoenix Sporting Goods and the Norfolk Schools Cups, please get in touch with our Marketing Department via [Marketing@NorfolkFA.com](mailto:Marketing@NorfolkFA.com) or visit [NorfolkFA.com](http://NorfolkFA.com).**

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NOTES TO EDITORS:

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**About Norfolk County Football Association**

Norfolk County Football Association was founded in 1881 and has been administering football in the County, both at grassroots and professional level, for over 130 years.

Becoming a limited company in 1999, the Association acquired the leasehold of a purpose built football facility in Bowthorpe, Norwich ten years later. The Football Development Centre, or 'the FDC' is a hub of both regulated and recreational activity for the football community of Norwich and Norfolk.

In 2016 Norfolk FA opened the FDC@OpenAcademy and the FDC@Flegg in partnership with the school sites in which they are situated (Open Academy, Norwich and Flegg High School, Martham). Both Football Development Centre hubs feature a full size 3G pitch, changing facilities and education areas.

The work of the County Football Association is underpinned by an army of volunteers involved within Norfolk's member leagues and clubs, whom without their contribution, it would be impossible to organise and run football on the scale it is enjoyed in Norfolk today.

**About For All**

"For All" was launched to create greater awareness of The FA's role whilst demonstrating that football is open to everyone, regardless of gender, sexuality, ethnicity, ability, disability, faith or age.