



# Staffordshire Football Association ***PARTNERSHIP OPPORTUNITIES***

Staffordshire Football Association is the local governing body for grassroots football in Staffordshire.

As a not-for-profit organisation, we are developing a commercial strategy in order to develop impactful partnerships with key partners, which in turn can generate funds to reinvest back into improving grassroots football in Staffordshire.

***SUPPORT***  
***DEVELOP***  
***UNITE***



[www.StaffordshireFA.com](http://www.StaffordshireFA.com)

# STAFFORDSHIRE FOOTBALL



**31,692**

Registered Players



**28,105**

Male Players



**3,587**

Female Players



**2,132**

Affiliated Teams



**426**

Adult Male Teams



**57**

Adult Female Teams



**867**

Youth Male Teams



**110**

Youth Female Teams



**631**

Mini Soccer Teams



**41**

Disability Teams



**858**

Match Officials



**7,000+**

Volunteers

# EXAMPLE EXPOSURE & BENEFITS

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## **1. Regular Positive Exposure**

Staffordshire FA communicate with a large audience across the county on a regular basis via our various communication channels, providing us with a platform to regularly promote our partners and their support for grassroots football in Staffordshire.

## **2. Product Endorsement / ROI**

With a significant reach and influence across our network of members and followers, we can provide partners with 'Official Partner' status and exclusivity/ recommendation on products and services, with the aim of providing a strong return on investment with us.

## **3. Partner Networking**

Staffordshire FA are looking to develop a focused network of partners, who in addition to hopefully seeing a return on investment from their partnership with Staffordshire FA, can also potentially develop business opportunities with other Staffordshire FA Partners.

## **4. Attractive Benefits**

Whilst much of our partner focus will be on regular positive exposure and product endorsement, we are also able to provide some attractive benefits to our partners, reflective of their investment with us. Examples of those benefits could potentially include:

- FA Cup Final Tickets.
- England International Tickets.
- Hospitality at Local Professional Club Fixtures.
- Hospitality at Staffordshire FA Senior Cup Finals.
- Unique Access to St. George's Park.

# REACH & INFLUENCE



**10,000**

Twitter  
Followers



**5,000**

Facebook  
Followers



**2,000**

Instagram  
Followers

**36,000**

Monthly  
Website Views

**92%**

Positive Customer  
Feedback

**7,000**

Newsletter  
Subscribers

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