



SPORTS MARKETING & DESIGN

Our Services

July 2020

We provide professional level marketing services
to semi-professional league clubs.

To become your dedicated marketing team.

SF.

Our commitment

We don't judge our success on clicks or likes.

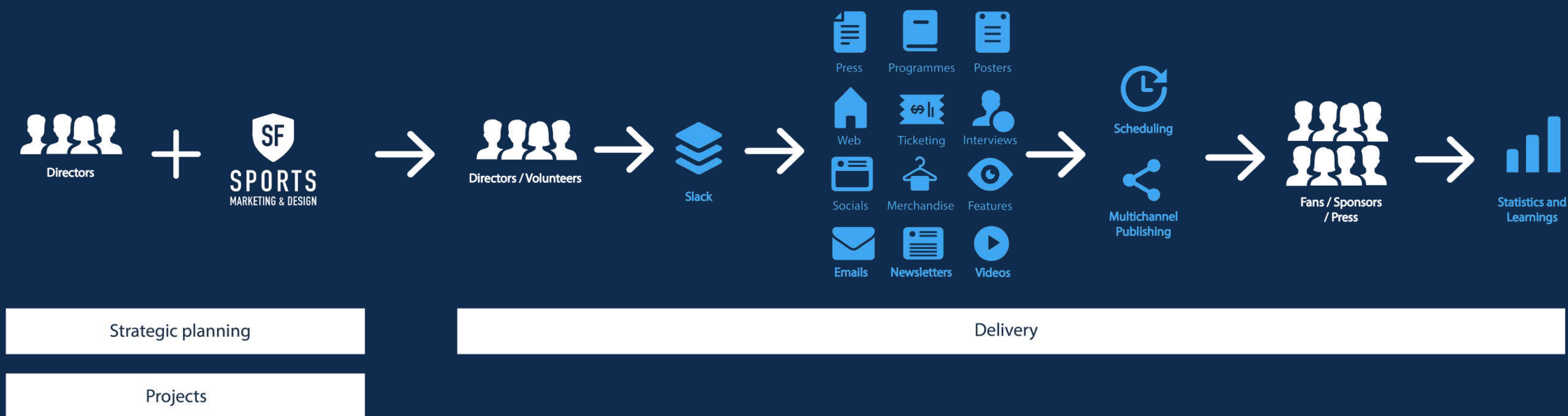
We judge ourselves on tickets sold, bums on seats, memberships sold, takings at the bar and other results that create real change for your club.

SF.

Typical club structure



How we help your club: The big picture



How we help your club: Planning and projects



Directors



Strategic planning

Projects

How we help your club:

Through scoped projects we can help with many different areas of promoting your club. Such as...

- Brand identity creation
- Mobile first website creation
- Programmes (digital and printed)
- Season campaign and social graphics
- Commercial guides and brochure wear
- Posters and leaflets
- Merchandising and promotional items
- Photography
- Crowdfunding appeal management

How we help your club:

We also offer planning and strategic sessions through areas such as

- Facilitating Board level planning sessions
- Fan surveys and research
- Sponsor interviews and feedback
- Marketing plan creation
- Merchandising strategies
- Crowdfunding strategies

Brand Identity creation:

If you choose to rebrand the overall club we have over 18 years of brand identity management, creation and design.

At Frome Town we conducted a full brand review involving the fans and stakeholders to develop a look and feel they could be proud of...launching the start of their 'We are #BA11' campaign. Additionally creating their vision and values internal communications through a 'Positivity' campaign that runs through the whole club.



**WE ARE
#BA11**





VE

OUR VALUES

#JOEOLOUGHLINSIGNS #BA11

O'MY GOSH



THANK YOU

WWW.CROWDFUNDER.CO.UK/FROMETOWNFC



HELLO ROBINS

END OF SEASON REVIEW
& AWARDS



YOUR NAME CAN SAVE OUR #BA11

WWW.CROWDFUNDER.CO.UK/FROMETOWNFC



£12,000 RAISED SO FAR

WWW.CROWDFUNDER.CO.UK/FROMETOWNFC



GOOOOAL!

WE ARE
#BA11

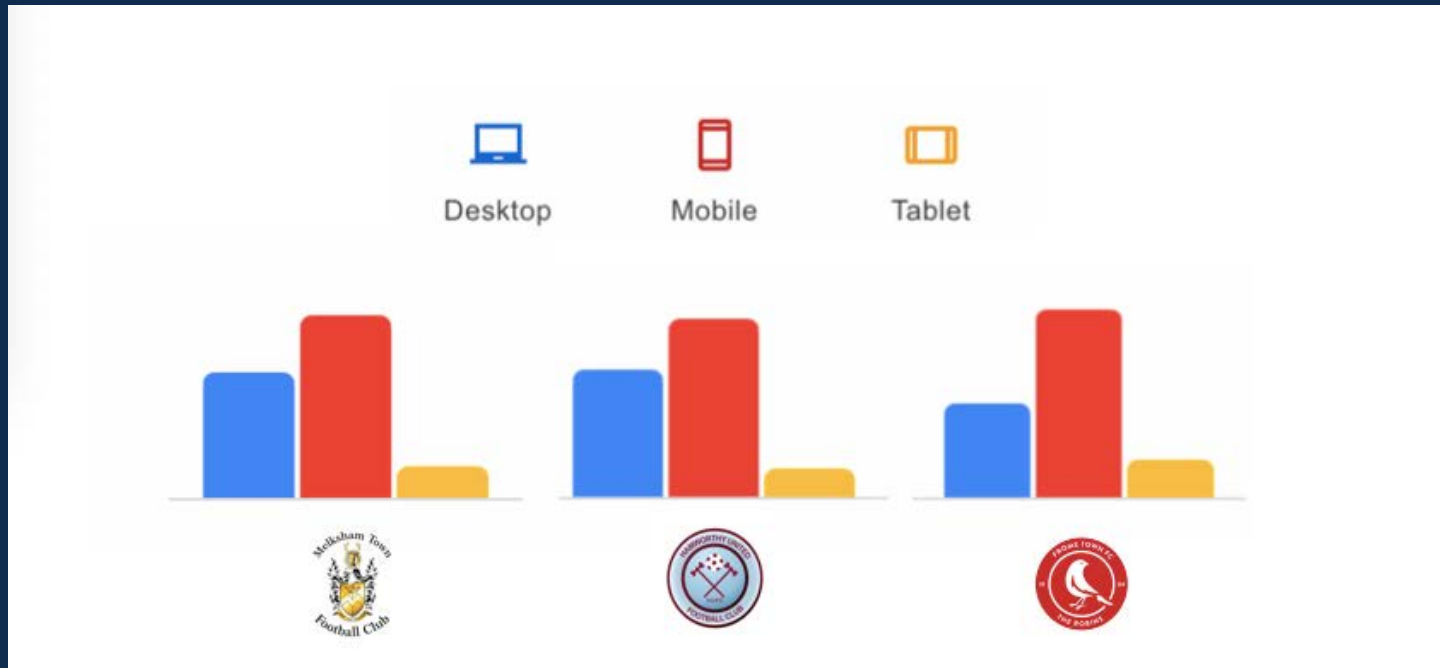


SPORTS
MARKETING & DESIGN

Website creation

We build and maintain websites that work to promote your club, your players & your sponsors. Websites that work 100% of the time, are easy to update and owned by you.

We believe in a mobile first approach, to ensure that fans can find out information easily on the go.



Website creation

We believe in being guided by statistics alongside harnessing the power of your knowledge of your club and the impact on the club fans.



Average: 1,700 new visitors per month

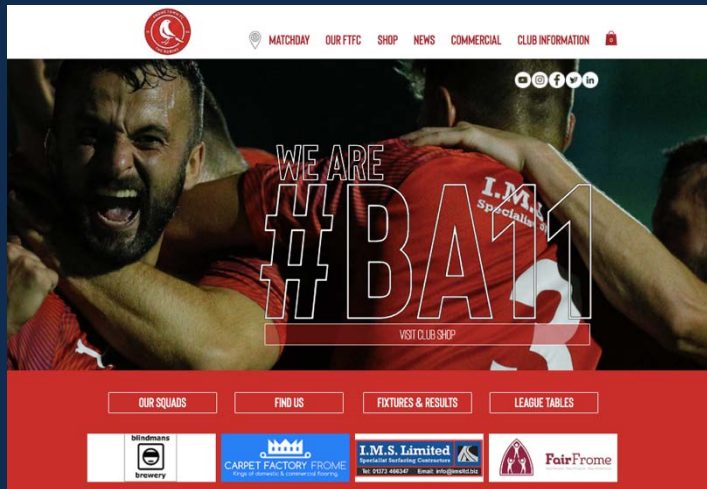
City	Users	% Users
1. Bristol	10,765	20.41%
2. London	7,324	13.89%
3. (not set)	4,606	8.73%
4. Frome	4,172	7.91%
5. Trowbridge	2,594	4.92%
6. Bath	1,333	2.53%



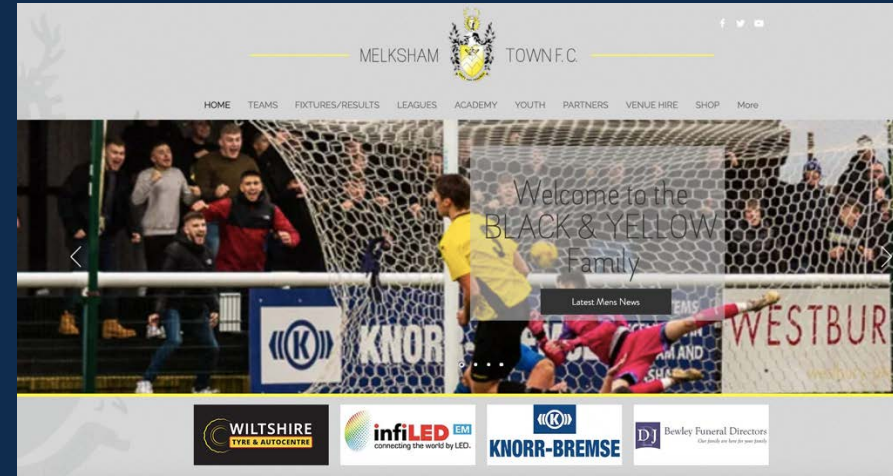
Attracting local and commutable interest (Proportional)

Frome population: 30,000 (14%)

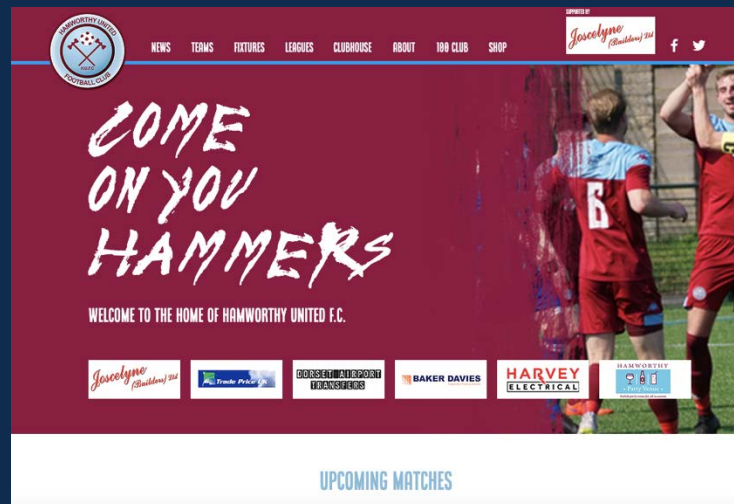
Website examples



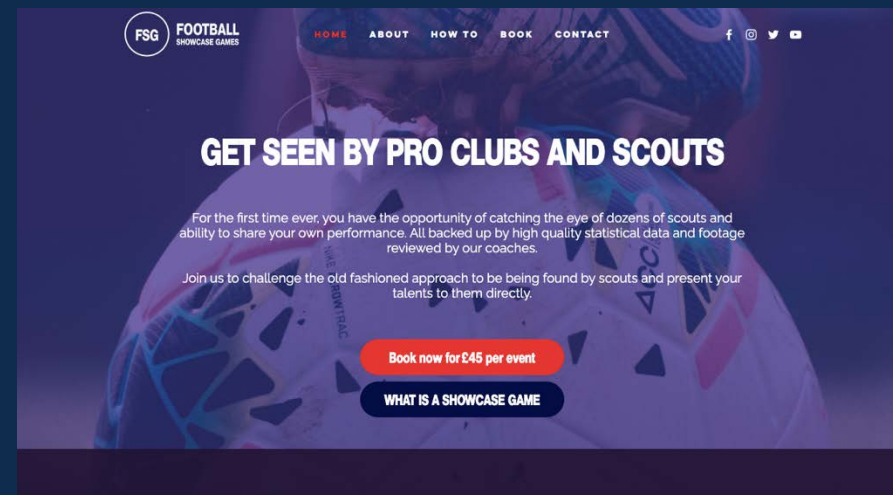
Frome Town FC



Melksham Town FC



Hamworthy Utd FC



Football Showcase Games – launching Sep

Programme development

We work with clubs to find the right solution for them whether printed or digital.
To meet your specifications whilst creating a worthwhile reading experience.

Frome Town F.C. - Average readership per programme



Guides and brochureware:

We can produce and copy write any required brochures or club documents.



Sponsor development

We can create innovative new areas for sponsorship, documentation, statistical information or even manage sponsor communications. Using tools such as targeted emails or automation to assist your commercial team, creating a more professional appeal.



FROME TOWN FC
THE ROBINS

**PARTNERSHIPS
OVERVIEW**

19/20

Matchday

Home attendances - Frome Town F.C. 1st Team	5,417 (Av. 216)	4,967* (Av. 280)	8,000 (Av. 350)
Male vs Female ratio	85 : 15	80 : 20	75 : 25
Programmes views - Digital and Physical	1,686	3,819	4,500
Other matches - Frome Town Sports, Frome Town Ladies, Frome Town Robins U18s	20	22	30

Website

Page views (unique visitors)	87,542	104,994	120,000
Male vs Female ratio	89 : 11	78 : 22	75 : 25

Facebook

Facebook Followers (2018: 1,148)	1,510	1,861	2,500
Facebook average post reach	1,052	2,460	3,000
Facebook Male vs Female ratio (2018: 85% 12%)	83 : 14	71 : 28	75 : 25

Twitter

Twitter Followers	6,848	7,447	8,500
Average monthly impressions	350,000	461,00	500,000
Twitter Male vs Female ratio (2018: 85% 15%)	85 : 15	85 : 15	80 : 15

Instagram

Instagram Followers	n/a	671	2,000
Male vs Female ratio	n/a	76:24	75:25

For more information, please contact
Gary Collinson (Football & Operations Director)
at gary@frometownfc.co.uk or on 07595 650414

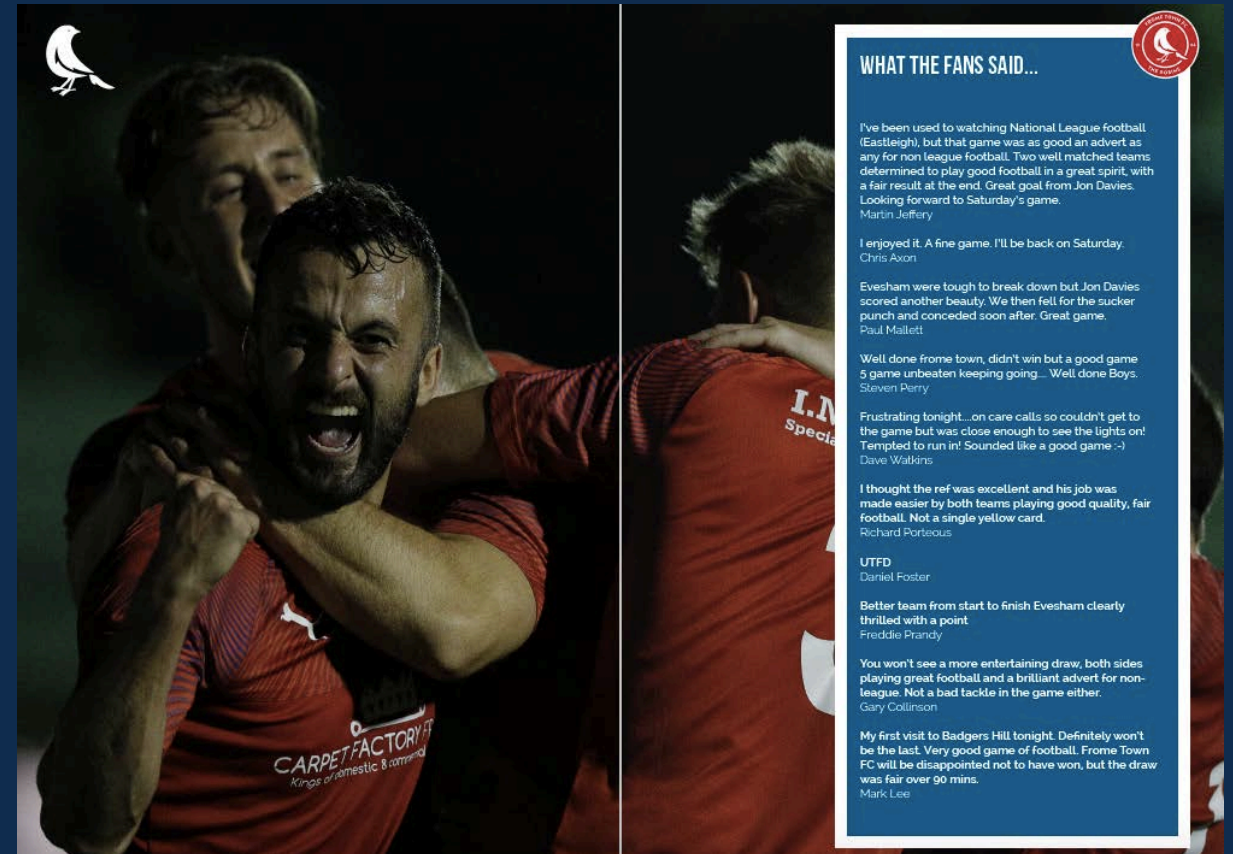
Merchandising

We can design and provide artwork for all potential merchandise options or promotional items. Some requests will fall into the monthly marketing packages.

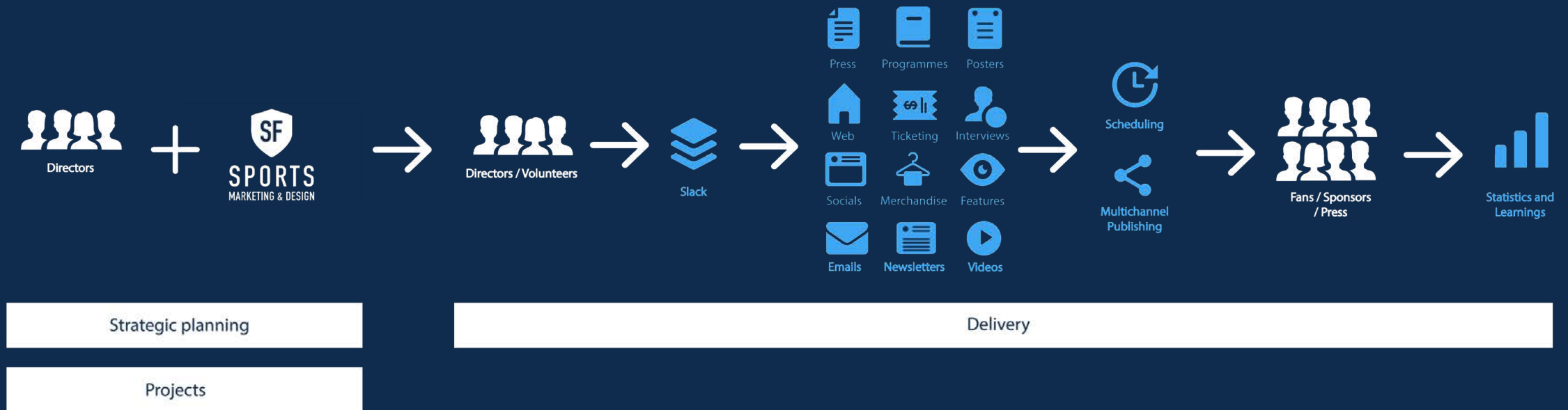


Photography

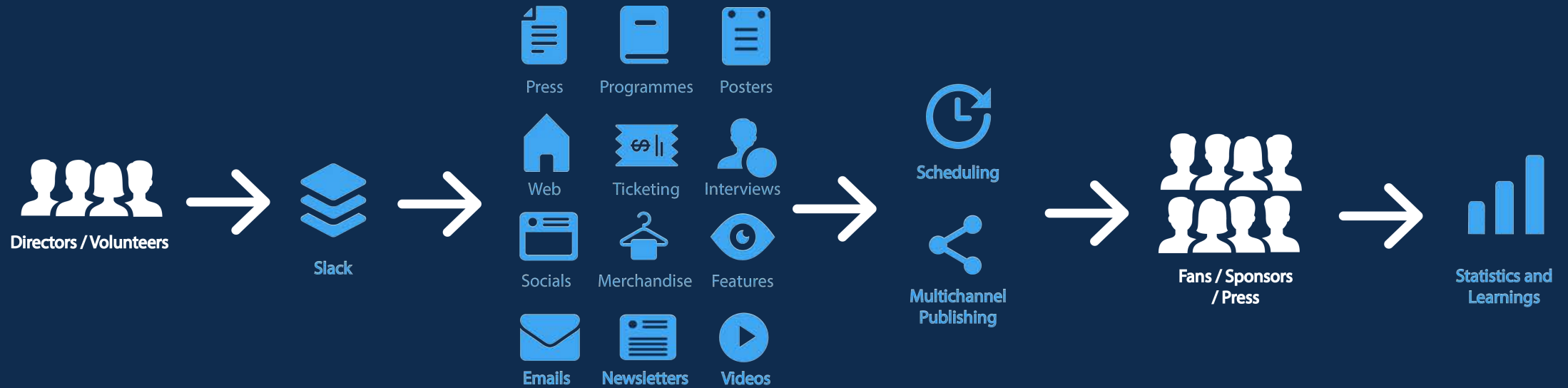
We can help capture photography that will allow you to create engaging content pieces.



How we help your club: The big picture

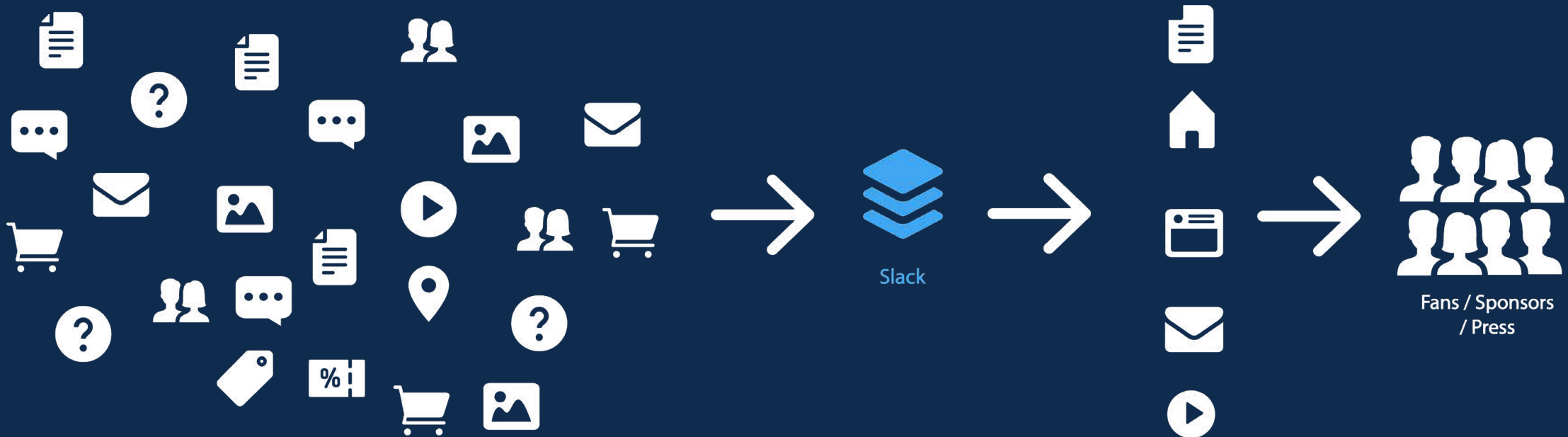


How we help your club: Delivery and production



Managing all your comms

We use the free app called Slack, which allows you to put all your requests and information into one place. We will use all this data to create great marketing and engagement pieces to publish out.



How we help your club daily

Always available:

- Through Slack a member of the SF SPORTS team will always be on hand to answer any questions or requests on the same day (Typically within 2-3 hours max).

Social media:

- Scheduled events / posts / social media calendar a month in advance
- Reactive posts - within 24 hours
- All graphics and imagery created (inc. banners and match information)

Website:

- All updates made with 48 hours.

Newsletters:

- Weekly on a set day. All information required 24 hours prior to send outs.

Press releases or announcements

- All written for approval within 48 hours.

We look to build your website, social media channels and email lists with real followers (no cheap tricks). Reaching people who are local and likely to be encouraged to attend matches or use facilities.

[Nominate a FTFC Director](#)

Hootsuite

Hamworthy United Football Club.
Published by Hootsuite [?] · 3 March ·

Tonight's Team news...

Come on you #Hammers

VS
CHRISTCHURCH

TOM REES
TOM COOPER
DECLAN RANDALL
ADAM COSTELLO
JAMIE GLEESON
CONNOR COCKLIN
JAMES KING
TONY ROLLS
LEE FRANCIS (C)
CAM MUNN
JAMIE BEASLEY

CHRIS CLARKE
JAMIE FILKINS
PAWZI SARADI
TIM SILLS

#HAMMERS



Hamworthy United Football Club.
 Published by Hootsuite [?] · 2 March · 🌐

LEGEND: Peter Gallop

Next up in our fantastic legend series is Peter Gallop, take a read about Peter and the part he's played in helping the #Hammers to get to where they are today.

www.hamworthyunitedfc.com/post/club-legend-peter-gallop... See more



DFC.COM

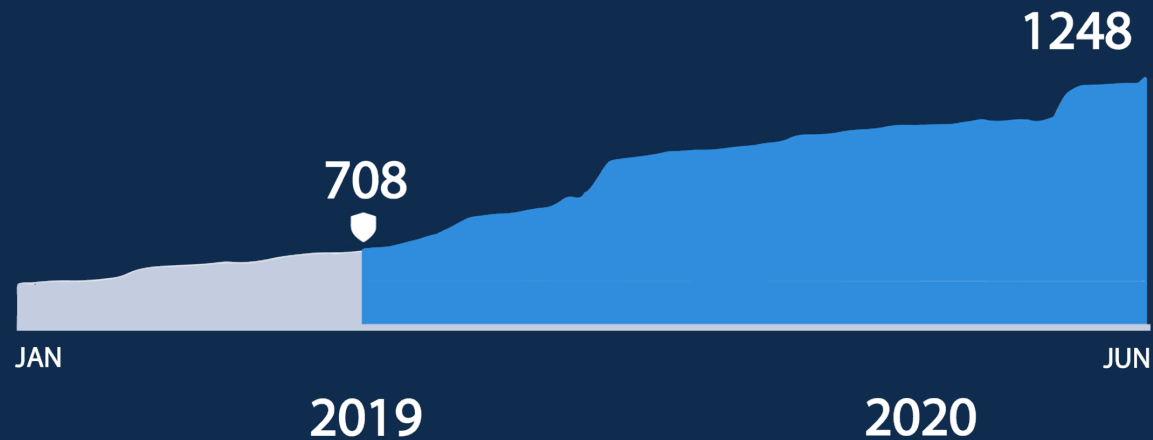
Peter Gallop

born in Poole Hospital, and has lived in the town all of...

Social media development

We are proud to see the effect we have had on driving organic followers to the social pages of our teams.

Facebook progress at Hamworthy United after 18 months (Current attendances circa 100)

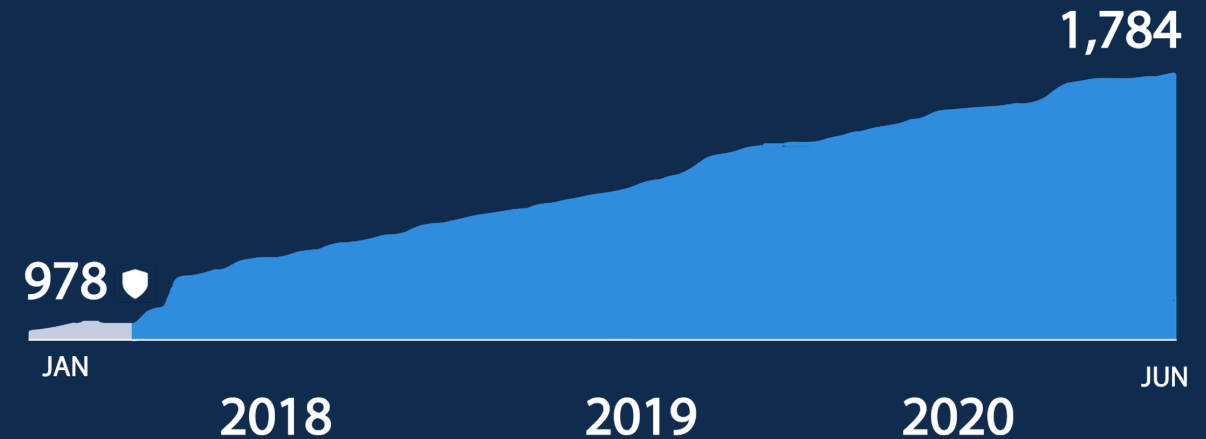


2nd largest growth in the league - season 19/20



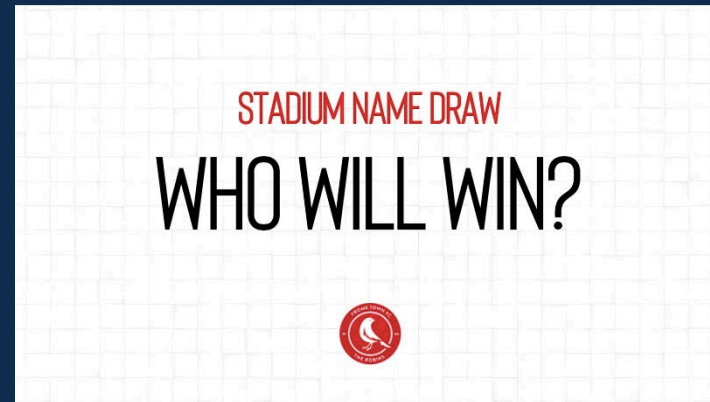
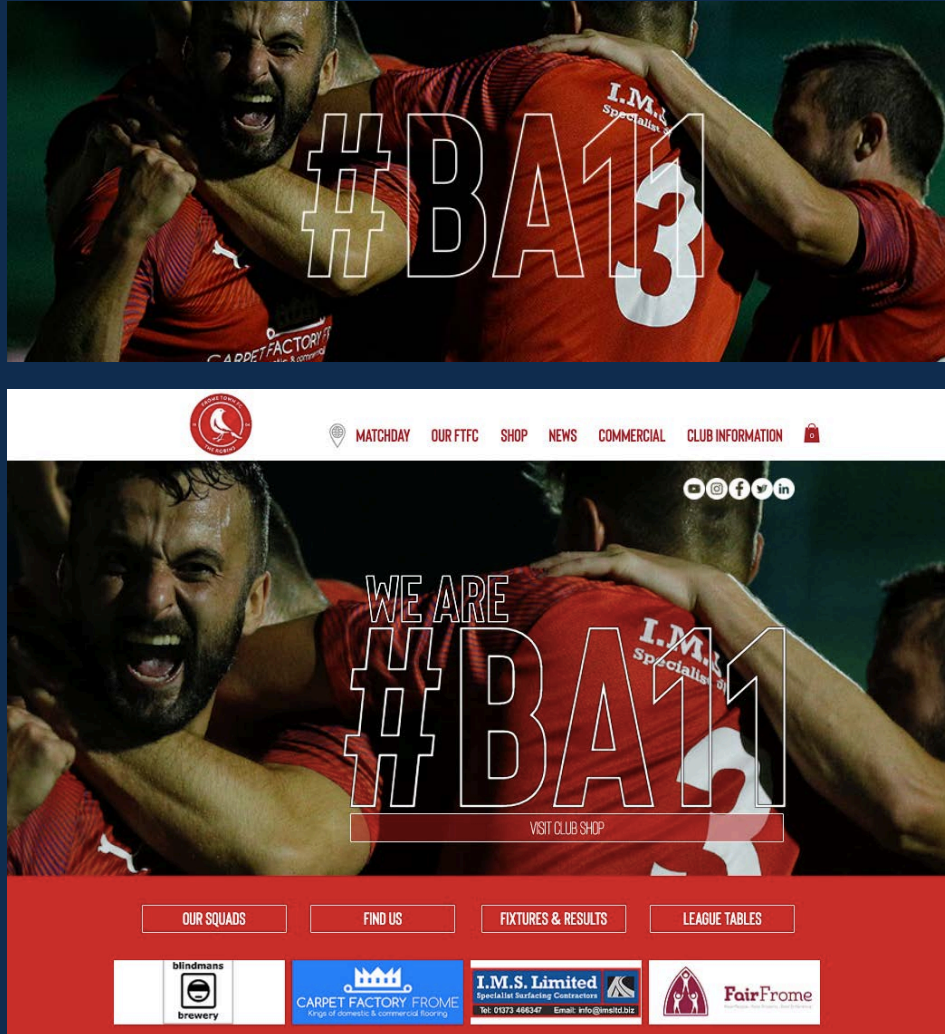
Average attendance: 18/19:	65
Average attendance: 19/20:	83

Facebook progress at Frome Town after 24 months (Current attendances circa 300)



Average attendance: 17/18:	205
Average attendance: 18/19:	225
Average attendance: 19/20:	280

Design examples: Frome 20/21 season branding



Design examples: Hamworthy Utd Season 19/20 branding



Fixtures

THE 2019/2020 GUIDE TO ALL THE FIXTURES FOR HAMWORTHY UNITED FC.

AUGUST	NOVEMBER	FEBRUARY
3rd - Solent University (a) 6th - Bournemouth (h) 17th - Hamble Club (a) 27th - Romsey Town (a) Sydenhams League Cup 1st Round	2nd - Amesbury Town (a) 9th - Cowes Sports (h) 16th - Baffins Milton Rovers (a) 19th - AFC Stoneham (h) 23rd - AFC Portchester (a) 30th - Fleet Town (a)	1st - AFC Stoneham (a) 8th - Hamble Club (h) 16th - Bournemouth (a) 22nd - Cowes Sports (a) 29th - Shaftesbury (h)
SEPTEMBER	DECEMBER	MARCH
7th - Fareham Town (h) 21st - Alresford Town (a) 28th - Horndean (h)	7th - Christchurch (h) 14th - Fareham Town (a) 21st - Solent University (h) 28th - Portland United (a)	7th - Baffins Milton Rovers (h) 14th - Bournemouth (a) 21st - Alresford Town (h) 28th - Bashley (a)
OCTOBER	JANUARY	APRIL
1st - Bashley (h) 5th - Tadley Calveia (a) 12th - Shaftesbury (a) 19th - Brockenhurst (h) 26th - Lynton Town (a) 29th - Portland United (h)	4th - Tadley Calveia (h) 11th - Horndean (a) 18th - Fleet Town (h) 25th - Amesbury Town (h)	4th - Lynton Town (h) 11th - AFC Portchester (h) 18th - Christchurch (a)

All fixtures subject to change at short notice. Please follow the club's facebook page to keep up to date.

Design examples: Football Showcase Games – new identity



FSG

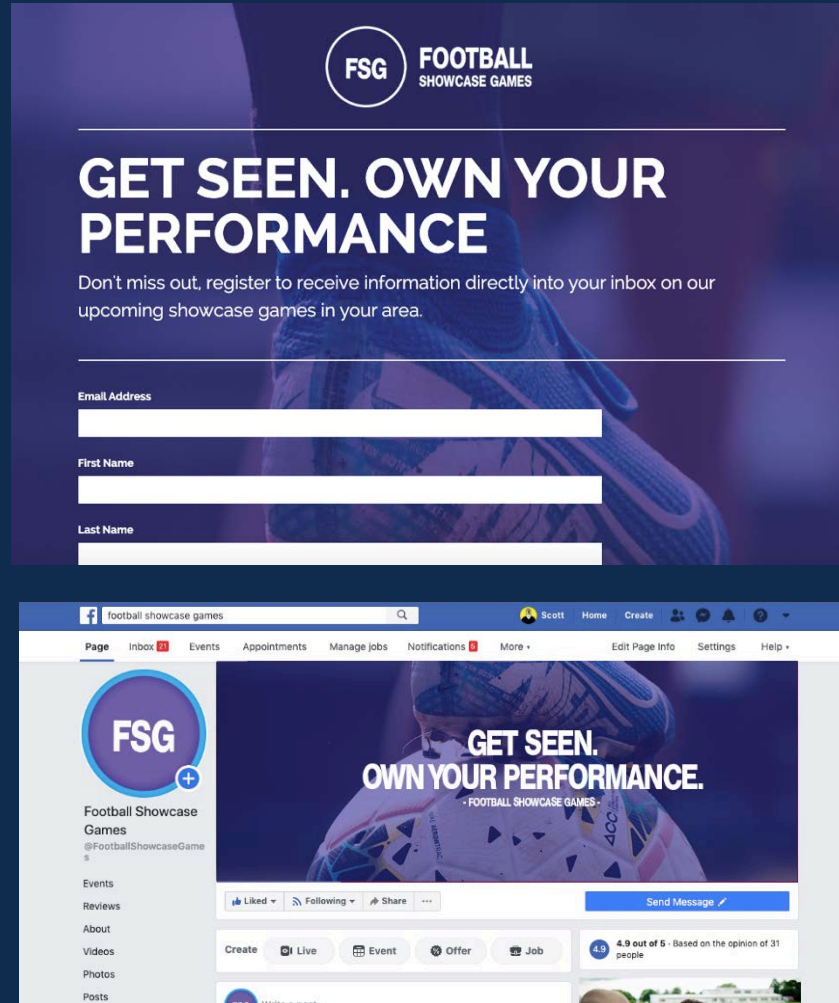
FOOTBALL SHOWCASE GAMES
BRISTOL
— 15/16TH APRIL 2020 —

**GET SEEN.
OWN YOUR PERFORMANCE.**

Book your place on a showcase game to get seen by
Pro clubs & Scouts.

Play in your position
All games filmed with player tracking technology
Video analysis of your performance
Statistically analysis of your performance
Shared with Pro Clubs
All shared with you to own.

**LIMITED PLACES
BOOK NOW TO AVOID
DISAPPOINTMENT**



FSG FOOTBALL SHOWCASE GAMES

GET SEEN. OWN YOUR PERFORMANCE

Don't miss out, register to receive information directly into your inbox on our upcoming showcase games in your area.

Email Address

First Name

Last Name

facebook football showcase games

Page Inbox Events Appointments Manage jobs Notifications More Edit Page Info Settings Help

FSG

Football Showcase Games
@FootballShowcaseGames

Events
Reviews
About
Videos
Photos
Posts

**GET SEEN.
OWN YOUR PERFORMANCE.**

FOOTBALL SHOWCASE GAMES

Liked Following Share

Create Live Event Offer Job

4.9 out of 5 - Based on the opinion of 31 people



FSG

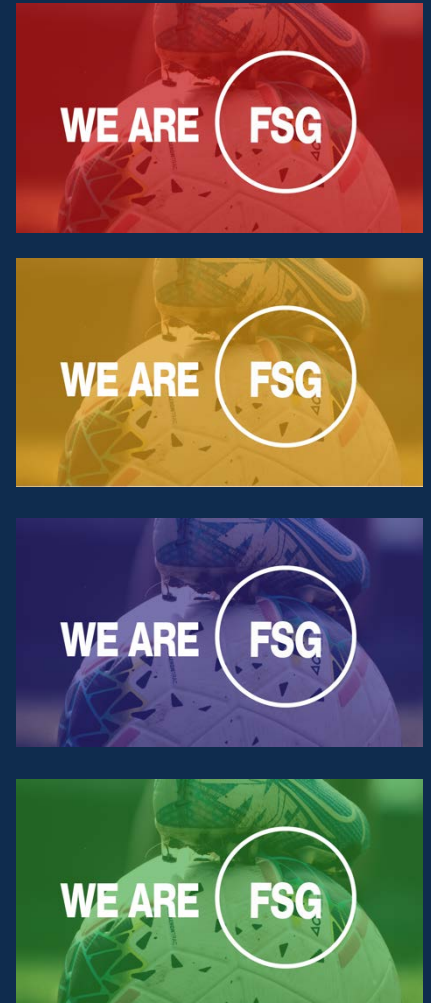
FOOTBALL SHOWCASE GAMES
PLYMOUTH
— TUESDAY 18TH APRIL —

FSG

FOOTBALL SHOWCASE GAMES
MANCHESTER
— TUESDAY 18TH APRIL —

FSG

FOOTBALL SHOWCASE GAMES
BRISTOL
— TUESDAY 18TH APRIL —



WE ARE FSG

WE ARE FSG

WE ARE FSG

WE ARE FSG

WE ARE FSG

Worth considering

We are confident that we can increase your engagement with attracting new fans or lapsed fans to the club.

Our fees are often covered by increasing attendances by just 20 people per match, something we believe we can achieve comfortably.

SF.

Our Team



Scott Fitzgibbon

Owner / Marketing

in



Rob Bird

Content Producer

in



James Burgoyne

Social Media Manager

in



Steve McCarthy

Sports Photography

in

Attracting new media volunteers

We will also reach out to your local community to see if we can attract more volunteers to help with creating content and ideas to help grow the club.

If these volunteers can take over the services we provide, we are fully supportive in helping train people up to use the tools we use.

We are aware that every penny counts in football and wanted to have the club's best interests at heart.



"...you're making a huge difference,
the buzz around the club is infectious"

Chairman - Hamworthy, Dorset

...the number of people visiting our site
has been incredible. #blackandyellowfamily

Melksham Town FC

Current clients



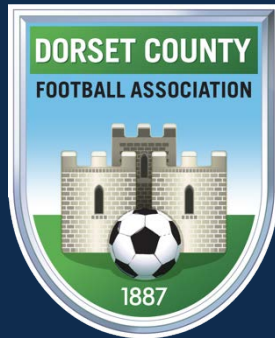
Frome Town FC - Somerset



Melksham Town FC - Wiltshire



Hamworthy Utd FC - Dorset



Dorset County FA - Dorset



Chippenham Town U23 - Wiltshire



FOOTBALL SHOWCASE GAMES

Football Showcase Games - South West



SPORTS MARKETING & DESIGN

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