

**UNITED
LONDON FC.**

SPONSORSHIP

2016/2017 SEASON

GRASS ROOTS FOOTBALL

The number of people playing football in England is on the rise with nearly one in five adults (8.2 million people) participating in the national game in some form.

The majority of these play grass roots football.

A partnership with United London FC offers a fantastic engagement platform into a unique sports property.



WHAT IS UNITED LONDON FOOTBALL CLUB?

United London FC is a football project that aims to give young/released players a new way of showcasing their skills whilst also raising the profile of grass roots football. Also, by making use of online technology and social media we are able to bring fans closer to the action than ever before.

United London FC is the first football club to choose not to have a manager. Instead we put the power of team selection into the hands of the supporters using a simple squad selection system on our website. From here, fans can log in, analyse the squad and select a starting eleven. The players with the most votes taking the field each week.

Supporters will have a direct impact on what the players and club achieves.



WHAT IS UNITED LONDON FOOTBALL CLUB?

Each player will have a dedicated page on the website that lists all their statistics (position, key strengths, games played, goals scored, etc.) as well as have photos, videos and a variety of social media links that will raise their profile and allow people to find out more about them.

How they train, play and interact with fans will have a direct impact on the amount of votes they achieve each week.

United London is affiliated with the London FA and will enter the 12th tier of English football, starting in the Essex Alliance Premier League, playing at the home of grassroots football on Hackney Marshes.



WHEN WILL UNITED LONDON FOOTBALL CLUB LAUNCH?

- 18th June 2016: Open trials to select 60 finalists
- 2nd July 2016: Final trials and squad announcement
- 30th July 2016: Pre-season starts
- 3rd September 2016: Season kicks off



ENGAGEMENT

This is a unique sports platform for a brand to be associated with. This is Connected entertainment – accessible 365 days a year, 24 hours a day. Always on.

Connected entertainment develops deeper and longer engagement with customers through the passions of football and social media.

Commercial rights across our inventory offering your brand consistent exposure to and engagement with fans and players of United London FC.



WHERE WILL PEOPLE BE ENGAGED?

Online – On our club Website and App (partnership with ClubApp)

Broadcast – Across TV, Radio and traditional Press

Match day – At every game the club play (approx. 40 with cups)

Community – Across the clubs, players and fans social media

WHERE WILL PEOPLE BE ENGAGED?

Online – On our club website and App

Website is being built at the moment (completion in May)

Matches and training will be filmed with highlights available each week. Detailed, real-time match updates posted via Twitter

Multiple video content will be filmed and streamed via Periscope

Weekly interviews and blogs from the players and staff

Featured column on Football Fan Cast, 10 times a month, plus shares across Snack Media's 270+ fan websites (20m+ reach).



WHERE WILL PEOPLE BE ENGAGED?

Broadcast – Across TV, Radio and traditional press

This PR campaign will start at the end of March and will be maintained until the season starts in September.



WHERE WILL PEOPLE BE ENGAGED?

Match day

Training kit, playing kit and club merchandise.

High quality filming via SportsCam (used by West Ham United, Watford FC and London Irish Rugby Club)

Social media interaction with fans will be live with video via periscope and through Twitter and Facebook accounts.



WHERE WILL PEOPLE BE ENGAGED?

Community – Across the clubs, players and fans social media

We have partnered with Snack Media



SNACK MEDIA

Snack Media is a leading independent sports digital media company with over 20m sports fans.

Snack specialise in multi-channel content creation, distributed at scale.

Through data driven engagement strategies Snack Media creates authentic connections between brands & fans.

Snack Media will be managing the social platforms for United London



Experience

9 YEARS SINCE WE
STARTED IN 2007 AS A
SINGLE PODCAST



Reach

TODAY WE REACH 20M
SPORTS FANS



Scale

250 OWNED & EXCLUSIVE
SPORTS SITES



Targeted

DATA TARGETED
DISPLAY & NATIVE
CAMPAIGNS



Content

MARKET LEADING
CONTENT & SOCIAL



Success

AWARD WINNING
ACTIVATION CAMPAIGNS

FOOTBALL FANCAST

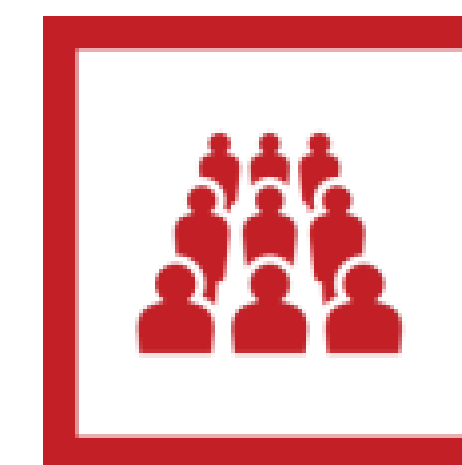


The screenshot shows the Football FanCast website interface. At the top, there's a navigation bar with 'NEWS', 'OPINIONS', 'STATS', 'LIVE', 'TEAMS & LEAGUES', and 'WORLD CUP 2014'. Below this, there's a 'WORLD CUP BRAZIL 2014' section with 'RESULTS' and 'FIXTURES' tables. A featured player section highlights Neymar with statistics: 8 SHOTS ON GOAL, 3 GOALS, 6 ON TARGET, and 2 OFF TARGET. There's also a 'GROUP TABLES' section and a 'CAPITAL ONE ON FACEBOOK' widget. The bottom part of the page features 'WORLD CUP NEWS' with several article thumbnails and a 'MORE CAPITAL ONE CUP NEWS' link.

UNITED LONDON WILL HAVE ACCESS TO PUBLISHING ON FOOTBALLFANCAST.COM

- WINNER OF '2015 BEST ESTABLISHED FOOTBALL BLOG' AWARD
- BREAKING NEWS, FAN OPINION AND LIVE MATCH UPDATE
- LIVE MATCH DAY CENTRE WITH GAME UPDATES, SCORES AND MATCH REPORTS FROM EVERY ENGLISH FOOTBALL GAME
- INTERACTIVE FAN PLATFORMS INCLUDING:
- MATCH DAY LIVE BLOGS
- QUIZZES
- FANTASY FOOTBALL
- OPINION POLLS
- THE SWEEPER (CURATED TWITTER CONTENT)
- PROMOTED ON ENGLISH PREMIER LEAGUE PERIMETER BOARDS

UNITED LONDON FC



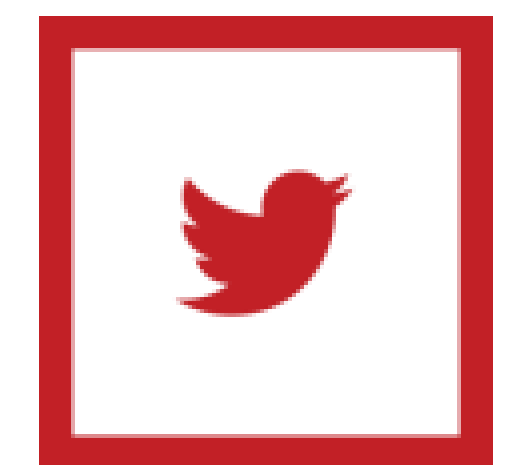
2.5M

UNIQUES / MONTH



7M

PAGE VIEWS / MONTH



250K

SOCIAL REACH

WHY THIS IS RIGHT FOR YOUR BRAND?

Engaged community of 18-40 year old males

Football fans and players fully engaged with a passion point

Association with grass roots football in the UK

Association with a unique sports platform

Genuine connected entertainment 365 days a year – Always on

Over £200k worth of advertising and marketing value in year one

Authentic partnerships with emerging football talent, celebrity coaches and a unique football club

WHY WILL YOUR BRAND BENEFIT?

Brand exposure across all Assets

- PR via press and social media
- Association with a unique sporting event
- Association with the best young football talent in the UK
- Value of advertising equal to tens of thousand per week
- Value of PR equal to £25,000 per week
- Reach online to tens of thousands of people per week

WHY WILL YOUR BRAND BENEFIT?

- This proposal has been designed to provide you with a low cost entry to the exciting and innovative world of **United London FC**. This is an integrated proposal which, through a suite of commercial assets (on-line, Broadcast, Match Day and Community) we will offer you opportunities for consistent and high quality **BRAND EXPOSURE AND ENGAGEMENT WITH A KEY DEMOGRAPHIC AUDIENCE**.
- This proposal focuses on Year 1.

PACKAGES AVAILABLE

Headline Sponsors (2 of these)

Logo rights and category exclusivity, broadcast, bumper, banners, backdrops, marketing and event branding, access to community and databases, acknowledgement on all PR, advertising on all kit, advertising on players and club social media.

Club Partners (4 of these)

Logo rights and category exclusivity

Advertising on players and club social media.



CHARITY

The Clubs Headline Sponsors will nominate the Clubs charity(s)

We will promote this via our Community, setting up a link to a Just Giving page and working with your charity to discuss fund raising events.



SUMMARY

This is a fantastic opportunity for your brand because:

Positive impact to London and grass roots football

Event activation and content creation & engagement around consumer passion

Tens of thousands of weekly engagements with your brand

Employee engagement

Charitable support from United London FC to your chosen Charity

