



KENT EXILES

SPONSORSHIP BROCHURE

*Action
Not Words*





INTRODUCTION

This document sets out the exciting opportunity to link with the Kent Exiles American American Football Club in a sponsorship agreement that will provide benefits to both the club and you as our partner.

This partnership will enable the club to continue to offer awesome sports training and playing opportunities to its community.



BACKGROUND

- We are an equal opportunity, friendly, volunteer run British American Football Club which demonstrates the highest standards both on and off the football field.
- We aim to promote the sport of American Football in our community, developing players to their highest potential in a positive environment, while encouraging discipline, commitment, integrity, and respect both on and off the pitch.
- We have teams at Adult Contact, (18+); Adult Flag, (17+), Women's Contact, (16+); Under 19 Contact, (16-19); Under 16 Contact, (13-16); Under 11 Flag, (7-11); Under 14 Flag, (11-14) and Under 17 Flag (14-17). We have seen remarkable growth in all sections over the past few years.
- The club now has over 300 members across its different sections, plus 200 Alumni members.
- The club has a new playing base at Westcombe Park Rugby Football Club, based in Orpington, Kent.
- The club has an excellent reputation on and off the pitch, being well organised, competitive, and social.
- The club has representative members in the Great Britain Lions AF Team across the youth, men's and women's sections.

ACCOMPLISHMENTS

Our Academy teams play in the Premiership (top tier) and our Adult and Women's team play in Division 1. We have a number of coaches who are coaches with the Great Britain teams and a number of players who have been selected for GB too. A number of our Academy players go onto the NFL Academy or receive scholarships to play football in college in the USA.







OBJECTIVES

The Kent Exiles will provide a foundation and environment for coaches, players, volunteers and committee members to achieve personal and team excellence through our five Core Values:

RESPECT – INTEGRITY – DEVELOPMENT – COMMITMENT – ENJOYMENT

We aspire:

- To play as one Club, while fostering teamwork and a Kent Exiles culture among all Exiles Teams;
- To encourage each player to experience and enjoy the culture of American Football, and to have fun playing the sport.
- To foster an environment of teamwork, camaraderie, dedication, discipline and respect;
- To develop a framework for achieving excellence, for both our players and coaching staff;
- To aspire to the very highest standards of play;

SOCIAL MEDIA

The Exiles have an active social media footprint reaching over 6000 people across Facebook, Twitter, Instagram, TikTok and YouTube, along with our website which is easily accessible on desktop and mobile (Android and iOS) platforms.

Through the above channels we are to reach a large audience, not just locally, but nationally and in some cases internationally. We utilise the presence to promote our partners and to update and inform our fans with the latest scores, team and club updates and information surrounding the Exiles.

EXILES - THE BRAND

THE CORE KENT EXILES AMERICAN FOOTBALL CLUB BRAND

If we were to sum up what the Kent Exiles American Football Club represents, we would list the following:

- To build, from the ground up, an inclusive American football club that supports all levels of play including flag, U16 & U19 contact and Women's & Men's teams;
- To encourage the development of a Kent Exiles family ethos, providing the warmest welcome to new players and providing mentoring support for all;
- To highly value volunteers, fostering positive growth of the game and providing support of every club member both on and off the field;
- To dedicate ourselves to the creation of a professionally run organization with the highest quality coaching staff and management committee who are passionate, to engage players, parents and supporters who will support its growth;
- To be welcoming and provide a home venue as a Club for all; as players, as coaches, as volunteers and as supporters.





SPONSORSHIP BENEFITS

We are eager to work with our sponsors to ensure they benefit as much as possible from the partnership. Benefits we have identified include:

- Promotion branding on uniform, website, newsletter and through press releases
- Promotional access to potential customers via the Club and all its networks
- Advertising exposure via the Kent Exiles American Football Club website which is accessed by club members, other Clubs, and other players. Our website is updated regularly and is a highly effective promotional vehicle with a wide reach. Many Club members have joined because of finding us on the Web
- Publicity opportunities at tournaments and a chance to reach other teams and their supporters.
- Publicity opportunities at social events.
- An opportunity to extend your marketing database
- Recognition of working with a leading club
- Promotion at club events including AGM, Finals, Youth Events
- Exposure through press releases issued locally and associated with each activity
- Potential branding of programmes – The “Corporate Partner” Youth Development Programme
- Branding to be extended to Clothing, Resources developed, Publicity material
- Use of images to promote partnership
- Provide the opportunity to present prizes at appropriate events
- Event specific clothing worn by participants



SPONSORSHIP PACKAGES

Included In The Package	Bronze	Silver	Gold
Advert in the quarterly newsletter	X	X	X
Social Media Shoutouts	X	X	X
Press release regarding the development of the sponsorship	X	X	X
One year's "click through" advertisement on the home page of our website	X	X	X
Complementary tickets to annual dinner (2)		X	X
Pitch side banner at main pitch for games		X	X
Logo and details in membership packs given to all new members		X	X
An opportunity to market directly to Club members twice annually via our Club emailing list		X	X
Opportunity to increase marketing database		X	X
A feature on the club website		X	X
Complementary tickets to annual awards event (4)			X
Corporate logo on playing uniforms			X
	£1000	£2500	£5000

OTHER SPONSORSHIP OPPORTUNITIES

Team Supporter Sponsor £100

- Adverts or Shout Out in game day programme, Club Website feature and Social Media page feature

Match Ball Sponsor £250

- Banner displayed home games
- Logo on Match Balls

Team 'Coaches' Sponsor £500

- Team coaches wear polo shirts advertising your company during games.

Team 'Headline' Sponsor £1000

- Company logo displayed on club uniform, all advertising materials and club website
- Sponsorship can also be in the form of goods and services that are needed offered to the club.
- Other requests can of course be negotiated.







SPONSORSHIP BENEFITS

Benefits to you as our partner

- Association with a prestigious and fast-growing sport
- Association with a family club in the south east region
- Multiple exposure over a full calendar year
- Exposure at National and Local levels
- Significant contribution to local communities and the government health agenda

Benefits to the Kent Exiles

- Adding value to existing club programmes
- Links to commercial image
- Precious funding to allow us to continue to operate services at a cost affordable for the whole community.

Benefits to the UK

- Increase capacity of sports clubs
- Strengthening of the volunteer sector
- Development of partnerships and community cohesion

IMPLEMENTATION

- Gain agreement from you to the project
- Draft and agree terms of agreement with you
- Including
 - Funding
 - Promotional responsibilities
 - Timescales
- Commence Programme
- Quarterly-monthly review



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