



COMMERCIAL PACKAGES

2021-22 SEASON





WHAT WE OFFER

More business, more profits, minimal input for a small investment. It will even reduce your tax bill!

Cheshire Lines Football Club are looking to secure commercial partners for the 2020/21 season. Using strategic marketing methods provided by professionals, we will raise your company's profile in a way that is proven to generate new business and raise brand awareness.

BACKGROUND

Cheshire Lines Football Club (known locally as 'the Chesh') was formed in 1874. as a representative team of what was then British Rail. It later became Cheshire Lines FC when British Rail ceased to exist in 1997. We relaunched the club in 2015 & since then have won 2 league titles, 2 league cups & achieved 3 promotions.

The club was a founding member of the Liverpool Football Association & consequently holds a prestigious 'Senior Club' status with the FA. We also carry the FA Chartered Standard mark of excellence.

'THE CHESH'

The Chesh play open age football in Division 2 of the West Cheshire League. This sits in tier 12 of the FA system (tiers 1-6 being professional & 7-10 being semi-professional).

Home is Cheshire Lines Social Club, Southmead Road, Liverpool, L19 5NB. Our ground holds a 'Step 7' rating (Step 1 being a professional stadium) & includes a social club to host events, on-site changing facilities, a barrier protected pitch which includes scope for advertising hordings & a TV gantry. The club also has a cricket and bowls team, meaning the facilities are used all year round.

FIND OUT MORE...

This brochure highlights the wide variety of ways we can work together. Our methods have been proven to work through the successes with our previous sponsors (see testimonial section) & owing the continuous development of our marketing tools, we are able to offer even more opportunities.

CLUB SPONSORSHIP PACKAGES *	Bronze £375	Silver £725	Gold £1,150	Platinum £1,750
Website Logo Placement	✓	✓	✓	✓
Pitch-side Advertising Board	✓	✓	✓	✓
Website Promotional Articles	—	1 Per Quarter	1 Per 2 Months	1 Per Month
Feature on Mobile App Sponsors section	—	✓	✓	✓
Feature on Points of Interest Section	—	✓	✓	✓
Promotional Mobile App Push Notifications	—	—	1 Per Month	2 Per Month
Social Media Posts	—	—	1 Per Month	2 Per Month
Advertisement on #cheshfm Podcast	—	—	3 Shows Per Season	Every Show
Brand placement on #cheshtv Features	—	—	✓	✓
Brand Placement on Club Communications	—	—	✓	✓
Framed Team Photo	—	—	✓	✓
Named sponsor of club event	—	—	✓	✓
Shirt Sponsorship**	—	—	—	✓
Framed team shirt inc. company logo	—	—	—	✓
Teamwear Item from Club Shop	—	—	—	✓

*Packages - Sponsors are required to provide imagery and contents to enable the club to meet the package benefits. Imagery and content can be provided at an additional cost (quotes to be provided upon request).

**Shirt Sponsorship - To protect the club's brand, it reserves the right to ask for your company logo colours to be adjusted to remain consistent with the sponsored kit. Sponsors are required to provide the imagery.





THE PLAYER PACKAGE

The Chesh is not yet at a level which affords the luxury to pay players. We are forced to charge each member £300 per year to help meet running costs such as insurance, facilities hire, equipment and matchday fees.

We have introduced this sponsorship package to enable players to seek support in meeting these costs. That way players never need worry about being able to afford to play football, whilst we as a grassroots club can also still meet our running costs and keep providing this valuable community service going.

In return for your generous contribution, the club will promote your business and its services to our audience. We will ensure they are aware of your support both for this community project and the young person you are enabling to play football. We will also provide professional graphics to help you promote your link with the club in a way that further enhances your brand.

FEATURES *	Player Sponsorship £295
Website Logo Placement	✓
Branded Framed Team/Player Photo	✓
Logo Placement on all Social Media Graphics for selected Player	✓
Branded Promotional Social Media Graphic	✓
Website Promotional Articles	1 Per Season
Advert on #cheshfm Podcast	1 Per Season
Social Media Posts	2 Per Season

*Features - Sponsors are required to provide imagery and contents to enable the club to meet with the package benefits.

THE #CHESHMOBILE PACKAGE

Unlike most other grassroots club, 'The Chesh' has a bespoke mobile app. This is not produced through a free third party platform, meaning we have full control over the promotional content.

The mobile app allows us to tie in all our platforms, so our audience enjoys the convenience of being able to access everything in one place.

The app is free to download both on Apple & Android app stores & has been downloaded 126 in the last 7 months, receiving over 2000 visits during that period.

We are therefore able to offer unique digital marketing opportunities to our commercial partners.

One of the most effective features is 'Push Notifications' which allow us to send a text message type notification direct to our audiences devices. These can be one off promotional posts or automated ones set to pop-up on a device when that person is in a certain geographical location.

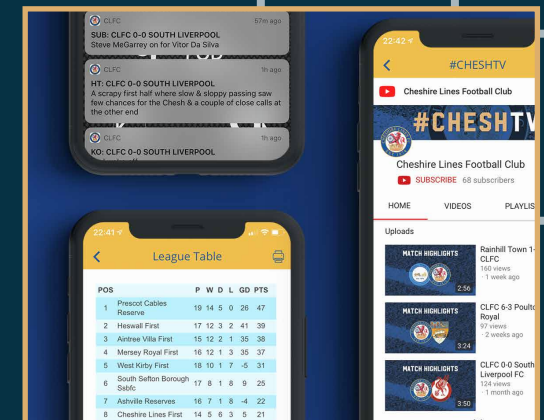
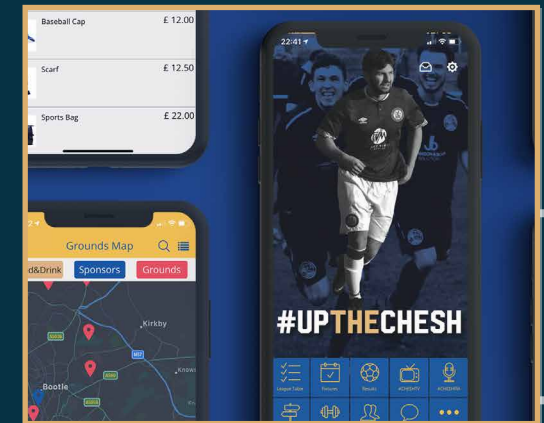
The notifications can direct people either to the app or a website page of choice and represents one of the most effective direct marketing methods available.

Feel free to download the app now to experience first hand all the amazing features on offer.

FEATURES *	Moblie Sponsorship £250
Feature on Mobile App Sponsors section	✓
Feature on Points of Interest Section	✓
Appear on CLFC Benefits Club	✓
Promotional Mobile App Push Notifications	Bi-Monthly

*Features - Sponsors are required to provide imagery and contents to enable the club to meet with the package benefits.

CHESHIRE LINES FC





THE #CHESHCHANNELS PACKAGE

This package offers a great advertising opportunity on our popular media channels #cheshtv & #cheshfm & provides resources you can then use on your own social media & website platforms.

#CHESHTV

This is our own dedicated YouTube channel, which features match highlights, exclusive club features & advertising videos for commercial partners.

On average 150-300 people view highlights & popular features which are also promoted on our social media platforms.

This season we have erected a TV gantry to further improve the quality of our match highlights features.

#CHESHFM

Last year we launched our podcast, which discusses the latest news, fixtures & results, as well as topical content in a lighthearted manner.

Every episode, available on all major platforms (Apple, Google, Spotify etc.) & offers the chance for commercial partners to advertise directly to a worldwide audience through a show professionally produced by our commercial partner, The Pod Station.

FEATURES*	Channel Sponsorship £300
Professionally produced Audio Advertisement - Max 1 min	✓
Professionally produced logo animation intro	✓
Advertisement slot for #cheshfm podcast episode	✓
Guest appearance on #chesfm episode	2 per season
Advertisement placement for a select #cheshtv feature	✓
Promotional Video slot on #cheshtv feed	Bi-Monthly

TAP INTO OUR COMMUNITY

The Cheshire Lines community includes a cricket, bowling, snooker and darts team, as well as a private members club that hosts regular functions and events.

Marketing materials situated at the club and advertising boards located pitch side promoting your business will be seen by hundreds of people every month.

WEBSITE & SOCIAL MEDIA

The football club has a strong on-line presence, with a bespoke club website and social media profiles on Facebook, Twitter, Instagram, YouTube & LinkedIn.

We have a fan base of over 1,600 people, which continues to increase on a daily basis and is supplemented by other audiences, generated through specific campaigns and promotions.

MOBILE APP & PODCAST SHOW

A good example of our professional approach to supporting commercial partners is evidenced by the way we embrace modern mediums ahead of our peers.

The club is able to offer promotional opportunities to partners through a bespoke built mobile app and unique podcast show, which are unlikely to be available at many semi-professional & even professional clubs.

HOW WE DO IT

To ensure we deliver on our promise, all our content is produced by professional commercial partners, with the digital platforms being managed & graphics/documents designed by Funky Vibes Marketing & our podcast is produced by The Pod Station.

Our dedicated teams will ensure your business is promoted in line with your chosen package, with professionally designed content to enhance your brand and monitored through the use of various analytical tools.





PROOF IS IN THE PUDDING...

Don't take our word for how much we value & work for our commercial partners, here are the thoughts of some of our current partners;

"We have been approached for club sponsorship many times before & always resisted, because it felt more like a cash donation than something which could reap a return on investment.

The precise package benefits & professionalism in approach gave us a reassurance to give it a try. Over the course of the last two seasons we have built a strong, long-term relationship with the club & received work exceeding our initial investment."

Johnson & Boon Solicitors

"Their commercial approach to sponsorship is refreshing to say the least. Having a club who proactively makes introductions to strategic partners when the opportunity arises, as well as referring work is invaluable to us as a business."

Funky Vibes Marketing

"Their marketing materials are first class & always afford us the chance to promote our involvement in a great community project plus enhancing our company brand with bespoke, professionally produced content."

DPS Murrays

PLEASE GET IN TOUCH

If you would like any further information on any of these packages on offer please get in touch & we will happily answer any questions. Simply contact us using the information below.

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