

# GLASGOW TIGERS AFC

SPONSORSHIP DOCUMENT 2016



This pack has been given to you in order to offer you the chance of involvement with the Glasgow Tigers through means of sponsorship or partnership. We are happy to discuss any and all means of marketing for your business, we would like to get local businesses involved in making this sport more widely available to players who otherwise would have it priced out of their reach.

With over 60 players on the roster wearing team merchandise: <https://secure.footballamerica.co.uk/store/> it's a great opportunity for you to get some good exposure and help a good cause. Below we have given a rundown of the team history, and a synopsis of what we are about and a little around the sport. Any questions or to discuss marketing options please contact William Clark on the details at the end of this document.



The **GLASGOW TIGERS** senior team was formed in 2001 as part of an academy of excellence to promote the sport of American Football; however the team has been playing football since 1986 (formerly known as the Strathclyde Sheriffs). During these recent years the team has improved and the number of players and staff has increased. This is partly due to the involvement of a squad with no less than six qualified coaches and the progression of players from the Tigers affiliate junior team ( aged 16 - 18 years ) the Lanarkshire Longhorns.

The team train at Cambuslang Rugby Club, Langlea Road, Cambuslang , the Govan Campus in Glasgow or at the Palace of Art Complex in Glasgow. During a 10 game regular season in the National Division of the British American Football National League, the Tigers will play their 2016 season home games at:

**Lochinch Stadium - Pollok Country Park - 82 Dumbreck Road Glasgow G41 4SN**



With games against the Aberdeen Roughnecks , Dundee Hurricanes , Carlisle Sentinals , Northumberland Lightning and the Newcastle Vikings its going to be another exciting division. In 2015 the Tigers had a 5 – 5 record in the division but with so many new players in the team it was always going to be a tough season and they just failed to clinch a playoff spot.

The **Glasgow Tigers** currently have a roster of over 60 players and six qualified coaches who are guided by Head Coach Alex Paterson. The club is a non profit team that relies on players and coaches alike to pay their own way through the

season covering the cost of all the expenses involved in the taking part and running of the sport. With trips all over the UK, this costs the players around **£250** per season which takes it beyond the budget of a lot of the people in Glasgow that could participate in this great team sport.



It is one of the most complete team sports, breaking down social and racial barriers. Sponsorship can help open the sport up to more people from the local community that perhaps could not get the funds to play. This is a sport unlike any other, this sport can bring together individuals into a solid team unit regardless of their build or ability, this is a non selective sport. Be you tall, small, fat, thin, strong, weak, fast or slow there **WILL** be a position and no-one is excluded. Players can rotate constantly throughout games so everyone gets involved, there are no players turning up to be standing on a sideline for an entire game. This is a real sport for real people to build confidence, find a passion and develop relationships with people outside their comfort zone.

The Tigers season consists of 5 home and 5 away games, with all involved trying for a coveted playoff spot. Succeeding in the playoffs earns you a place in the Bowl Final, held in Leeds. This game is covered by various media outlets and the 2013 finals were streamed live online across the world by [www.gridiron.tv](http://www.gridiron.tv) with over 9,000 watching.

The Scottish teams publish results locally , and the **Tigers** were recently featured on STV Glasgow in 2015. We also regularly feature on Radio Clyde and in the

Glasgow Evening Times, while Sky Sports has featured British American Football throughout 2008 – 2015. With the increase in live NFL games being played in the UK ( there will be three at Wembley this year ) and shown on television, there is the prospect of further exposure for 2016.

The **Glasgow Tigers** would love for you to come and see us at any one of our home games, and get an idea of what American Football in the UK is all about.



What can the Glasgow tigers do for you ?

1. Your name on our new orange game shirts with logo.
2. A media spread on Facebook , Local radio , Local Newspapers , and our Web site , which will all publicise your involvement and help with our club , along with a photo opportunity of our players in game shirts beside / inside your premises.
3. A Partnership with your company with links on Facebook and our web page along with us holding a number of event nights at your premises over the next 2 years.
4. We can have all our players with team merchandise - say a T shirt or Polo shirt which would also have your logo.
5. We can mention your companies name when promoting each home game and that you have helped cover costs for holding the fixtures.

What we are looking for ?

1. 60 new game shirts. ( see below but in opposite colours of mainly orange and black inserts )



2. A location for our annual awards night ( usually in October )

3. Your Funding plus sportsmatch ( who basically double the funding if eligible)

4. A partnership for the future ?

Please contact William Clark for more information

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