



A.P.D SPONSORSHIP PROPOSAL

PREPARED BY

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ELITE FOOTBALL COACHING ACADEMY



Founded in 2013, Advance Player Development, A.P.D, is an elite football coaching company with the primary aim of helping aspiring young players bridge the gap between grassroots and professional football. We are currently based in South East London and Kent, including: Bromley, Eltham, and Dartford.

A.P.D adopts the mantra, 'Play the A.P.D Way', which encapsulates an expansive and exciting style of football alongside a humble and hardworking attitude, that is instilled in all our players and staff.

We differentiate ourselves from our competitors by the breath and depth of coaching qualifications and experience. Founder and Head Coach Harry Watling, is exemplary of our coaching quality. Harry holds the UEFA A License, having been one of the country's youngest to gain that accolade, and boast experience from several Premier League Clubs including Chelsea and West Ham United.

Our ultimate purpose is to help young players turn their aspirations into reality by providing them with academy standard coaching, facilities and teammates. Our showcase matches present them with a unique opportunity to display their progression to Premier League clubs such as Arsenal, Man City and Crystal Palace.

TARGET AUDIENCE & OUTREACH

APD has a very valuable and specific target audience that has an extensive and influential outreach. All our customers have several characteristics in common. Families are middle-low income, based in South East London, with an interest in sport, physical activity and specifically football. Families are usually health conscious but on a budget and tight time schedule. There are a broad range of cultures and ethnicities with a large proportion of Black and White British.

We have three main groups of customers. Firstly, 200 boys and girls aged 4-13 years of age per season. Parents and primary carers of those children as they are the predominant decision maker and over 160 teenagers aged 14-18 attending college. There are several threads of broader outreach from the direct APD customers.

Firstly, our A.P.D kit is visible at all of our centres five days a week: Bromley Football Club, Blackheath Rugby Club in Eltham, North Kent College in Dartford, and The Halley Academy in Shooters Hill. All of these locations are host to other sports clubs, such as Bromley is home to Crystal Palace Ladies, and customers all with the same demographics and interests. North Kent College and The Halley Academy have 12,500 staff and students who admire the APD Scholars, identifiable by their APD Tracksuits around college and on a match day. The Elite centre teams play over 50 fixtures a year against premier league academies such as Arsenal and Chelsea, exposing APD to the wider football customer base as parents, fans, coaches and scouts are all familiar with the APD brand.

In addition to players, the APD coaches are extremely well recognised and are actively coaching outside of APD too. APD now manages the Old Wilsonians FC youth ages right up to the first team. Old Wilsonians have 26 teams in total with squads of 20 players all of which play weekly fixtures within London and Kent. The marketing value of our coaches is extremely high due to their reputation within the industry and their power to influence. Founder, Harry Watling and his wife Ciara Watling, are extremely charismatic, hold brand affiliation by coaching for West Ham and Playing for Crystal Palace respectively, and they hold qualities that people aspire to.

This marketing value is evident from the social media following APD possesses. On average across all platforms (Instagram, Twitter, Facebook and Youtube), including the company, players, and coaches, APD has a following of over 89,000. This number sky rockets when you take into account extremely influential supporters of APD which include current and ex professionals such as Laura Rafferty ((31.7k followers), Michael Beale (52K followers) and Fran Kirby (75k followers)

Another fantastic advertising exposure is the North Kent College advert that runs in the cinema at BlueWater shopping centre in Dartford before films. APD stars boldly in this advert and reaches a vast amount of viewings every day.

3 TIER SPONSORSHIP OPPORTUNITY

We have divided the sponsorship packages into a tier-style system, increasing in both benefits and cost. The third tier is called 'The Championship Package', the second is called 'The Premier League Package' and the top tier is called 'The Champions League Package'. We want to work with you to find a mutually beneficial sponsorship and partnership deal and the three tier system offers a wide range of benefits and costs.

Every sponsorship package has the ability to be flexible around what aspects benefit you the most and we are happy to discuss variations of the packages we offer, below.

The Champions
League

The Premier
League

The Championship



CHAMPIONS LEAGUE SPONSORSHIP PACKAGE

The Champions League sponsorship package is for a Premium Sponsor who would be APD's official brand partner.

This would include:

- **Social Media** – Your logo would appear on Instagram, Twitter, Facebook, and YouTube. This would include APD's Sponsored Goal of the Month and Player of the Match.
- **Kit**- Your logo will be proudly worn on the front of all APD Elite Centre training kit and on match kit against Premier League teams, Football Education Scholars training kit (worn everyday around campus) and match kit (worn every Wednesday in the KSFA League and in showcase matches against Premier League Academies), and on all staff uniform.
- **Equipment**- Your logo will be on all equipment such as bibs and footballs.
- **Events**- Holiday camps (several held every half term), APD Academy Cup (we host teams such as Charlton, Brighton, AFC Wimbledon, West Ham, and Monaco), APD Tours (e.g Midlands tour this September playing teams such as Sheffield, Doncaster and Aston Villa).
- **Tangible advertising**- Holiday Camp flyers (We distribute 20,000 per camp), Hoardings around Match pitches, banners (at camps, matches, tours, centres and tournaments), advertising on our APD Van and Bus. Your logo, contact details, and address will be printed on these items.

This sponsorship package is worth £30,000 for 2 years.

PREMIER LEAGUE SPONSORSHIP PACKAGE

The Premier League sponsorship package is for companies who are interested in being a sponsor of one out of two of our main services. The Premier League Package will sponsor either the Football Education Programs at North Kent College and The Halley Academy or the APD Elite Centres based in Eltham, Bromley, and Dartford.

The Football Education Programs sponsorship package would include:

- Website sponsorship on the Football Education Program pages.
- Social media of Scholar player of the week, goal of the week, and match day team sheet announcements.
- Training kit worn all day in college and match day kit worn every Wednesday and at showcase games against premier league clubs.
- APD staff uniform and North Kent College PE staff uniform.
- Advertising on hoardings around the match day pitches and on the APD Van that travels to college fixtures.

This sponsorship package is £20,000 for 2 years

The Elite Centre sponsorship package would include:

- Website sponsorship on the Elite centre pages.
- Social Media interaction including sponsoring announcements when players have signed for pro-clubs (<https://advanceplayerdevelopment.co.uk/apd-hall-of-fame>) and daily videos of the sessions on APDTV.
- Training kit work daily at all centres, match kit worn at showcase matches against premier league clubs and APD staff uniform.
- Advertising on banners put up during training at the elite centres.

This sponsorship package is £20,000 for 2 years

CHAMPIONSHIP SPONSORSHIP PACKAGE

The Championship sponsorship package offers companies an opportunity to sponsor a particular event.

Events available to sponsor include:

- APD Academy tournament, where APD hosts professional clubs such as: West Ham, Charlton, AFC Wimbledon, Brighton, Monaco and Amsterdam 11's.
- APD Holiday camps that sponsors would sponsor 20,000 flyers to local schools every half term at locations such as Southborough Primary School.
- APD Tours including previous tours to Holland and up coming tours of the Midlands playing teams such as Aston Villa and Sheffield.

Sponsorship of these events include:

- Sponsored flyers promoting the event sent out to all possible customers.
- Sponsored banners proudly displayed at the event location.
- Website and social media event sponsors. Such as, "APD Academy Cup goal of the tournament sponsored by x".
- Opportunity to talk to parents and children at the events to promote your company.

Each Event Sponsorship package is worth £5,000