

Sponsorship proposal

"American Football is one of the fastest growing sports in the UK with more than 300 teams representing a wide demographic playing in organised competitive leagues matches.

The MORECAMBE BAY STORM are based in the Morecambe and Lancaster area with our players coming from North West Lancashire and South Cumbria.

Our vision is to be more than a team... we are working to become a community centred club, developing opportunities for everyone to enjoy American Football regardless of age, gender and ability.

To facilitate in achieving our goals we are seeking community partners to join us in creating an exciting opportunity for the people of Morecambe, Lancaster and the Morecambe Bay area."

The Storm Executive

community partnership football lancashire
morecambe american
focus american
south-cumbria
lancaster

A M E R I C A N

M O R E C A M B E



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Morecambe Bay Storm



@TheStorm2016

Background

American Football is the UK's fastest growing sport with an 18% increase in new players in the previous year. To support market demand America's National Football League the NFL are to create an expansion team for the UK in the very near future.

As a community partner this is an exciting opportunity for your business to be associated with a vibrant sport in an otherwise saturated marketing shop window. American Football is novel and this will ensure your company message stands out from the crowd. The sport's novelty appeals to a demographic whose attention is not normally captured by mainstream advertising. This is what makes sponsoring the Morecambe Bay Storm a valuable form of sponsorship for your company.

To date we have enjoyed exposure across a wide range of mediums from local newspaper articles to social media platforms such as Facebook and Twitter. We have a dedicated Marketing Officer working to expand our and your profile in the community. We will always endeavour to promote your company alongside the team to ensure a wider exposure.

community ^{partnership}
focus football lancashire
morecambe
american
south-cumbria
lancaster

A M E R I C A N F O O T B A L L C L U B

M O R E C A M B E B A Y

Here's a selection of what we can offer our partners

Your company name on our game shirt as a prominent image on the back/front

Your company image on our helmet

Your company image on banners displayed at matches

Your company promoted on the Storm's web site

Your company promoted via our campaigns on Facebook/Twitter

Inclusion in the Storm's press releases (pre and post match)

Match ball sponsorship- numerous ways including a ball signed by the team

