



EAGLES
OUSE VALLEY

2017 SPONSORSHIP PACK

ABOUT THE EAGLES

The Ouse Valley Eagles were formed in 2013 with the aim of becoming one of the leading lights for American Football in the UK.

Members of our club come from a wide range of backgrounds and over a large geographical area to be part of one of our three teams:

- Ouse Valley Eagles (Adult Kitted, age 18+)
- Bedford Blackhawks (Adult Flag, age 16+)
- Bedford Blackhawks (Youth Contact, age 14-17)

Despite being a relatively new Club, the Eagles are made up of an experienced team of coaching and backroom staff, with more players registering to join each month.

The goal set by our founding committee was to have a club here still winning games in 25 years time, and for our children to be able to play for the same team we did.

That remains the goal today, and we are working every day to make the club bigger and stronger via our motto #leaveyourmark!



BECOME PART OF OUR TEAM

American Football doesn't just require individual talent, it requires great team work. That's why we need you.

We'd like you to become part of the South Midland's number one American Football team by giving us your support.

It takes time and money in order to run the team and develop our players, and the Ouse Valley Eagles rely solely on money from fundraising, grants and sponsorship.

All our coaches and staff donate their time and commitment on a voluntary basis, and our players give us their enthusiasm and skill.

So what's in it for you? For a start, you'll get great opportunities for press coverage. The team will get extensive local media coverage, and we seek to maximise coverage for our sponsors too – giving you an opportunity to raise brand awareness without having to pay for advertising.

You'll also get the chance to enhance your image by supporting a local organisation. The Eagles seek to build relationships within the local community, and your brand could be part of that.



TEAM REACH

- With a footprint covering the whole of Bedfordshire, Buckinghamshire and Northamptonshire, our recruitment base is one of the largest in the country.
- Our Facebook page (facebook.com/ovfootball) has approximately 4,800 “Likes” – also one of the largest in British American Football.
- Our Twitter account (@ovfootball) has approximately 1,700 followers.
- During the season our website (www.ovfootball.com) attracts an average of 6,000 visitors per month.
- We have our own mobile app for iOS and Android devices where news, scores and latest information can be shared.



BRONZE PARTNER

Become a **bronze** partner for just £50 per season and you will receive the following benefits:

- Your company logo printed in our Gameday Programme (minimum of five regular season games)
- Your company logo on our website, ovfootball.com
- A link to your website from ovfootball.com

SILVER PARTNER

Become a **silver** partner for just £150 per season and you will receive the same benefits as a Bronze Partner, along with:

- Quarter-page advert in our Gameday Programme (minimum of five regular season games)
- Your company bio on our website, ovfootball.com
- Regular mentions on our social media platforms



GOLD PARTNER

Become a **gold** partner for £250 per season and you will receive the following benefits:

- Half-page advert in our Gameday Programme (minimum of five regular season games)
- Your company logo and bio on our website, ovfootball.com
- A link to your website from ovfootball.com
- Regular mentions from our social media platforms
- A banner featuring your company logo on our Film Tower, or an advertising board located pitch-side
- A visit from a group of Eagles team members for a presentation of sponsorship



PLATINUM PARTNER

Become a **platinum** partner for £500 per season and you will receive the following benefits:

- Full-page advert in our Gameday Programme (minimum of five regular season games)
- Your company logo and bio on our website, ovfootball.com
- A link to your website from ovfootball.com
- Regular mentions from our social media platforms
- A banner featuring your company logo on our Film Tower, or an advertising board located pitch-side
- A visit from a group of Eagles team members for a presentation of sponsorship
- Company away day “Come and Try” session



GAMEDAY SPONSORSHIP

Become a **Gameday Sponsor** for £200 per game (five available) and you will receive the following benefits:

- Acknowledgement of sponsorship on Gameday Programme cover
- Full-page advert in our Gameday Programme
- Your company logo and bio on our website
- A link to your website from ovfootball.com
- Main website and social media story
- Representative of your company to conduct the coin toss
- Representative of your company to choose MVP of the game
- Presentation of customised game ball in the bar at the end of the game



PLAYER SPONSORSHIP

Become a **Player Sponsor** for £250 per season and you will receive the following benefits:

- Sponsorship of a player of your choice (or we will nominate someone if requested)
- Your company logo and link to your website alongside the player bio on [ovfootball.com](https://www.ovfootball.com)
- Your company logo printed in our Gameday Programme (minimum of five regular season games)
- The sponsored player to take part in promotional activities with your business (as agreed with the player)



CUSTOM PACKAGES

Customised and bespoke sponsorship packages to meet any budget are available on request, including:

- Scoreboard Sponsorship
- Bumper/window stickers
- Helmet decals
- Training sessions and equipment
- Travel Sponsorship

LEAVE YOUR MARK

To discuss any of our sponsorship packages in more detail please get in touch via:

- Website: www.ovfootball.com/contacts
- Facebook: www.facebook.com/ovfootball
- Twitter: www.twitter.com/ovfootball

Alternatively please contact Club Chairman Michael Dilley directly:

- Email: michael.dilley@oveagles.com
- Mobile: +44 (0)7841 098491

