



# **COMMERCIAL OPPORTUNITIES**

## **2019/20**

**SCISETT FOOTBALL CLUB**

**INSPIRED BY OUR COMMUNITY, DRIVEN BY OUR AMBITION.**

**YOU!**

**#UTS**

## CONTENTS

Introduction	5
Club History	6
Our Committee	9
Social Media	10
Facilities & Football	13
Online	14
How We Help You	17



**LOCAL CLUB.  
LOCAL FANS.  
LOCAL AUDIENCE.**

## **WE'RE A CLUB ON THE UP, WHY NOT JOIN US?**

Established over 100 years, Scissett FC is a growing football club in Huddersfield and across Yorkshire. Based at Nortonthorpe Sports Ground in Scissett, our reach far exceeds the pitch.

Using online tools such as Facebook, Twitter and our website, we're growing an audience of weekly fans and followers, helping us get our message out there. Regular updates on our matches, news and team reach a local audience of over 20,000 people per month.

We can use our weekly audience to get your message out there too, and show your company's support for the local community.

Join us in our goal to reach more people, and become a powerful club in the Huddersfield and Yorkshire District football league system. With more growth, comes a larger audience for our partners to access.

## SINCE 1902

A long history sits behind everything we do here at Scissett. With our origins spanning back to 1902, we've got a large roster of former players, supporters and club legends to thank for our current setup and existence.

We have been a key player in the local sporting community for over a century, meaning we are driven to take the club further in its next 100 years of existence.

Our aim is to bring sponsors on board who are proud to put their brand alongside our history, and to celebrate every milestone with us.





## A DEDICATED COMMITTEE

Our club has a large team of people dedicated to volunteering time and energy into the ongoing running of the club.

We have some exceptional talent in multiple areas to help us operate efficiently and to a high standard in everything we do, including on the pitch, online, in the clubhouse and in our local community.

When you choose to become a club partner, our committee members will help work with your company in order to better understand how we can help utilise your sponsorship. Whether it's more exposure to certain audiences online, or maintaining your pitch-side signage, we will ensure your needs are met.

# **USING SOCIAL MEDIA, WE'RE REACHING MORE PEOPLE THAN EVER BEFORE.**

A pitch, clubhouse and supporters aren't the only audience Scissett has. Our social media audience helps us reach an average of 20,000\* local people each month online.

\*Across Facebook & Twitter, based on statistics from March 2019

We regularly post team updates, results, build-up and club news to our network, which has a great local reach in and around Yorkshire.

Our social media pages are the hub of our online activity, with local businesses, associations, political figures and more all following and engaging with us on a weekly basis.

We have a strong audience, and we'd love to help you reach out to them too.





## FACILITIES & FOOTBALL AT SCISSETT

Our facilities are great for the social side of our sport. Our home pitch is based at Northonthorpe Sports Club, and has a club bar with a social lounge for players and supporters to enjoy during and after our home matches.

We're also extremely proud of our pitch, which is expertly maintained throughout the season, helping us to keep playing through the testing conditions of a Yorkshire Winter.

On the pitch, 2018 saw Scissett take a new approach to the game, and begin a regeneration of the club's football and ethos. A new first team manager, along with assistants for both first and reserve team setup, has allowed our coaching team to quickly develop the quality of football played by our squads.

Results have already seen a spike, with plenty more yet to come. We're confident that promotions and trophies are within reach, and we want you to be a part of it.

# A WEBSITE FOR EVERYONE TO ACCESS

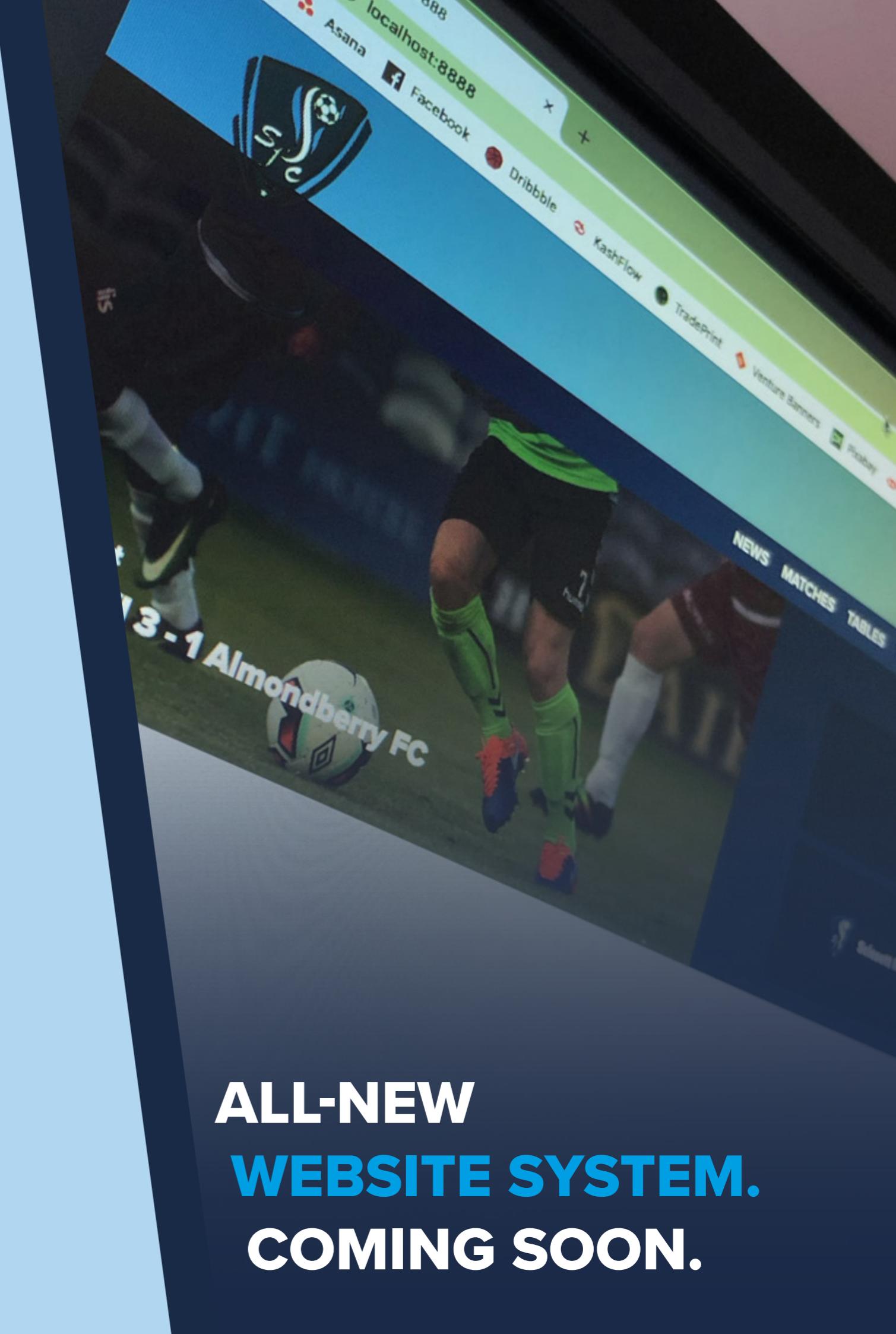
Due to our club's growth, we have commissioned a brand new website, to help keep followers and fans up to speed on the club's results, teams, news and more.

The new site will go live in time for the 2019/20 season, and will have all the functionality of an EFL team's website. Match reports, league tables, other results and more will all be accessible on our website, helping to keep more people on the Scissett network, instead of using external resource, such as the FA website.

As well as the fan facing website, we are also developing online tools to help the running of our club. A new training tool for all players and coaching staff is now in use, helping our players know where they need to be, and our coaches staying on top of player performance and attendance.

Our new online tools will help Scissett become the online go-to for fans and opposition teams alike. The possibilities are endless, and your company could be front and centre on all of our online areas.

**ALL-NEW  
WEBSITE SYSTEM.  
COMING SOON.**





## WE'RE READY TO HELP YOU GROW TOO

A partnership with Scissett is the perfect tool to help your company grow and achieve a higher reach in your local area. Our audience, along with our growth plans, show that our club holds a large audience, just waiting to be reached out to.

Everything we do is based in our local community, and we reach hundreds of people each year both pitch-side and in the local area. A brand alongside ours will be seen throughout Scissett and the surrounding areas, helping expose your company to more people.

With a digital sponsorship, you can reach tens of thousands of people online each month, helping to increase your company's brand awareness, as well as improve local knowledge of your service offering.

Our marketing expert will help you through every step of your partnership with Scissett, and will work to ensure you get the most from your investment in our club.

There's people out there that want to hear from you. Let us help you do just that!



## **SCISSETT FOOTBALL CLUB**

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