



Sponsorship proposal

There are two areas under the footballcv.com umbrella for which sponsorship opportunities are available.

Footballcv Academy

The FootballCV Academy will be launched in September 2007.

The FootballCV Academy will be based at Rushden & Diamonds F.C. and for the first year will house twenty five students, aged sixteen - eighteen; catering for their educational needs and football development.

Utilising top class facilities the Academy headquarters will be based at the Conference club using their stadium, training pitches, sports hall, study centre, canteen, gym and physio room.

The Academy will be like no other in the country with up to 30 hours a week spent on intense football training and playing. Students will experience and learn what it is like to be at a Premiership-standard Academy as well as having the opportunity to gain some qualifications off the field.

With the Academy being of a residential nature, on-site accommodation, meals, student security/welfare and transportation issues are all included and highly supervised to a professional football club/University standard.

The football course will be overseen by former professional football players and coaches with the Academy team 'FCV Reds' competing in the National Conference Youth League and playing a number of friendly games against Football League and Premiership opposition.

The course will run for two years, and while it will be predominantly a football course, the boys will also study for a nationally recognised qualification, which will open up options for a number of careers including physiotherapy, sports coaching, sports development, the fitness profession or sports teaching.

About Football CV.com

FootballCV.com is a website database for footballers of all ages, used by managers of all levels. The extensive player database, football trials and assessment days give youngsters the chance to let their talent shine through. The FootballCV.com concept is the brainchild of Peter Mallinger (a former vice-chairman of Newcastle United and ex-Chairman of Kettering Town), Graham Starmer and David Mallinger (Inventor of 'Kickmaster'). All have been involved in the football industry for some years.

Since it's formation in 2000 the business expanded by starting its own trials. Most recently we held them at the grounds of West Ham United, Birmingham City, Reading, Leeds United, Charlton Athletic, Norwich City, Coventry City, Leicester City, Falkirk and Wolverhampton Wanderers.

We have held further trials at over sixty grounds and currently run on average twenty five events throughout the year. In February 2007 we held the first trials day outside the UK in Oslo, Norway. Clubs also use the extensive 'player search' facility on the website to find players.

We believe we have made a niche for ourselves in the football industry and have become recognised by clubs as giving players, both amateur and professional, a further chance to show off their capabilities in front of a selected audience.

There have been many success stories as a result of the website and the Trials Days. Some of these can be viewed on the website under 'success stories'.

During May 2006 we worked in conjunction with the Professional Footballers Association running 'exit trials' for their members who have been released from professional clubs - this covered scholars aged 16 - 19 years old and professional players of all ages.

During May 2007 we ran a series of highly successful 'Assessment Trials' for the League Football Education, Football League and PFA for released apprentices and first year pro's - the feedback footballcv.com received from surveys and the Football League was excellent.

The site has been endorsed by representatives from Chelsea, Manchester United, Arsenal, Aston Villa, Newcastle United, Charlton Athletic, Blackburn Rovers, Leicester City, Manchester City and West Bromwich Albion amongst others.

Trends

- Newsletters are currently sent out to 3,000 members every three months.
- Information packs are sent out to approx. 5,000 enquirers per annum
- E-Mail bulletins are currently sent out to 9,000 current and ex members on a monthly basis and over 5,000 enquirers on a bi-monthly basis

Website Trends

Average monthly visitors	51,665
Average daily visitors	3,785
Average monthly page views	1,113,137

In association with:





Media interest

In the first weeks of announcing the launch of the Academy the company has been featured on Sky Sports as part of their 'Academies:Lost' series and ITV's 'Midweek Soccer Special' show and has featured prominently in the local press.

There is a great deal of interest from national press for the launch in September. Footballcv.com has in the past twice featured on SKY Sports and BBC Radio London and have appeared in several publications such as The Daily Telegraph, Match magazine, 4-4-2 and The Football League Newspaper.

The Directors

Chairman: Peter Mallinger

Chairman of Kettering Town Football Club for twelve years. Previously a director and vice-chairman of Newcastle United FC. Founded Newarke Wools Limited in 1961 as a market stall business which developed into 28 retail units throughout the country generating a £6 million turnover.

Managing Director and Company Secretary: Graham Starmer
Club Secretary of Kettering Town Football Club since 1999 having previously been Sport and Leisure Services Manager at the University College Northampton for six years. Director of Burndine Sales and Services, a family business whose main activity is business and management consultancy and is also involved in property management and investment. Experienced in sport and football administration.

Director: David Mallinger

Currently residing in Alabama USA. Managing Director of Turnstile Limited distributing sporting goods and outdoor toys to the retail sport and toy sectors in the United Kingdom and via third party distributors world-wide. Invented and developed the Kickmaster soccer brand in the UK from zero to annual sales of £2 million. Previously involved as a company director in the family business, Newarke Wools Limited, until its sale in 1987.

Future developments

The most significant development will be the FootballCV Academy.

During the first season plans have already been made to visit Manchester United FC to see the first team train and view their academy, many matches have already been lined up against Football League opposition including a visit from the Australian Football Academy and much more.

There has been genuine interest from the football industry and press for what is a unique and ground-breaking project.

Apart from continuing with Trials Days, Evaluations and Assessments footballcv.com has various plans for 2007/8 that the company hope to implement:

- To host more Trials Days outside of the UK. A Trials Day was held in Oslo, Norway on February 25th 2007 with the trials being covered in three national newspapers, TV2 (equivalent to Sky Sports) and most significantly appeared on NRK Evening News (equivalent to BBC 1's evening news)
- Since 2006 the company has run several successful residential camps. It is planned to increase the number of these during school holidays from 2008.
- In March 2006 we set up a new company, Corporate Football Ltd, giving companies and groups of friends the opportunity to play on their 'field of dreams'. It began with games at Highbury, home of Arsenal F.C and The Valley, Charlton Athletic F.C.
Clients have included The Financial Times, Nivea for Men, Haynet Publishing, MRI and Princess Productions.

Every May Corporate Football will organise matches at the UK's top stadiums and can also arrange for matches at some of the top European clubs.

Sponsorship packages



Platinum package – £25,000 per annum

Sponsorship of both footballcv.com and footballcv academy

- Title branding i.e The '*****' footballcv Academy or footballcv.com in association with *****
- Literature in quarterly newsletter to all members (please see trends)
- Company branding on mail shots to members database
- Company branding on website, promotional literature and stationary (please see trends)
- Company branding on all kits, training gear etc
- Priority booking for Corporate Football games



Silver package – £10,000 per annum

Sponsorship of footballcv.com

- Title branding i.e footballcv.com in association with *****
- Literature in quarterly newsletter to all members (please see trends)
- Company branding on mail shots to members database
- Company branding on website, promotional literature and stationary (please see trends)
- Company branding on all kits



Gold package – £15,000 per annum

Sponsorship of the footballcv academy

- Title branding i.e The '*****' footballcv Academy
- Company branding on website, promotional literature and stationary
- Company branding on all kits, training gear etc
- National exposure through press, radio and TV

Sponsorship packages can be tailored to suit your needs i.e just kit sponsorship. We can also offer player sponsorships for the Academy squad.

Please contact Graham Starmer on 0870 240 0523 to discuss other sponsorship opportunities and fees.

More information on either company can be found at www.footballcv.com