

SD

supporters direct
scotland



ABOUT SUPPORTERS DIRECT SCOTLAND

Supporters Direct Scotland are a fans representative body that support sport and communities across Scotland and enable the development of sustainable sport clubs based on supporter involvement and community ownership.

We exist because we are needed:

The game can be better run and should be more responsive to the needs of its fans and local communities.

We work to help supporters gain influence in the governance and ownership of their clubs and Scottish football in general. As a member of the Scottish FA's Congress, we have a structured relationship and dialogue with the game's authorities and are able to present the views of fans on the game's key issues including governance, grassroots, society and the matchday experience

WHAT WE DO

We operate four main areas of work within Scottish sport:



The Scottish Supporters Network:

Ensuring supporters' views on important issues within football are represented to the governing bodies and Scottish Government through our place on the Scottish FA Congress and the annual Scottish Football Supporters Survey

Website:

scottishsupporters.net



Colours of our Scarves:

Our anti-discrimination programme working to promote equality and tolerance within Scottish sport

Website:

supporters-direct.scot/activities/colours-of-our-scarves/



Club Development Scotland:

Facilitating and assisting in the development of community owned sport clubs through a range of services

Website:

clubdevelopment.scot



Supporter Liaison Officers:

Supporting Supporter Liaison Officers and clubs in developing the role, ensuring there is a bridge between clubs and their fans

Website:

supporters-direct.scot/activities/supporter-liaison-officer/

SD SCOTLAND IN NUMBERS

20K+

INDIVIDUAL MEMBERS

63K

TWITTER FOLLOWERS

6.5M

PEOPLE SAW OUR TWEETS IN 2017

35K

VISITORS TO OUR WEBSITE IN 2017

20

MEMBERS INCLUDING SUPPORTERS TRUSTS, FAN GROUPS & COMMUNITY OWNED CLUBS ACROSS SCOTLAND

41K

PARTICIPANTS IN OUR ANNUAL SUPPORTERS SURVEY TO DATE

14

EVENTS HELD ANNUALLY INCLUDING NATIONAL SUPPORTERS SUMMITS

£162

IS THE VALUE OF EACH TWEET (BASED ON WEBFLUENTIAL.COM)

PREVIOUS SPONSORS



Community is a UK trade union representing workers in the iron and steel, domestic appliance manufacturing, clothing as well as workers in voluntary organisations, workshops for visually impaired and disabled people, community-care providers and housing associations

Website:
community-tu.org



ShareIn run investment platforms that let you connect with your network and raise capital. Our platform handles every step of the investment process and ensures compliance at every stage, so you can get on with growing your business.

Website:
sharein.com



Pro Player Plan offers life and critical illness insurance to professional athletes to prevent them and their families from vulnerability.

Website:
proplayerplan.com

The **co-operative**

The Cooperative have supported numerous SD events over the years. All of the Supporters' Trust are set up as Community Benefit Societies and operate under Co-operative values and Principles.

Website:
thecooperative.coop

WHAT TO SPONSOR

SPONSORSHIP BENEFITS

Having a presence at a conference or business event positions you and your business as an authority in your industry. You gain respect and credibility by standing out from the pack of attendees and prominently displaying your products and marketing materials

Put your business in the spotlight by sponsoring any aspect of SD Scotland's work, opening up huge opportunities for your business in the process.

Here are just 5 reasons you should get involved:

- 1) Access to a huge market & audience of engaged football supporters through our 20,000+ plus strong database
- 2) Extensive media exposure through our activities including the Scottish Football Supporters Survey
- 3) Branding – your company logo applied to all communications across our network, marketing assets and social media on an ongoing basis
- 4) Sponsorship of events including annual Supporters Summit & the SD Scotland Cup match
- 5) Great CSR for your business through supporting a highly credible organisation with a strong track record of delivering positive change for supporters

OUR ASSETS

Supporters are the lifeblood of football and we want fans across the country to have a strong voice as possible within the game. We're looking for a business to help us continue empowering fans and ensuring their voices are heard by those that make decisions. We have a number of projects which can be sponsored.



SURVEY

The Supporters Survey gives fans a chance to give their views on a range of issues including governance, football and society, grassroots, performance and the match-day experience, knowing the results will be taken into account by decision makers.



INDEX

The SD Scotland Index is an annual publication looking at who owns Scottish football clubs. It provides a breakdown on shareholdings and what clubs do to engage fans in governance.



CUP

The SD Scotland Cup are fixtures held between two clubs with significant supporter involvement in their ownership and governance. The invitation only matches have been held for the past 14 years to celebrate the role supporters play in owning clubs.



SUMMIT

Our Annual Supporters Summits are an opportunity to invite stakeholders within Scottish football together to network, share best practice and hear from a range of speakers.



NETWORK

The Scottish Supporters Network was specifically developed to capture the views of Scottish football fans and to help influence key decision makers through the formal governance structures of the game.



PODCAST

Behind the Goals is our Podcast - speaking to a range of stakeholders about the beautiful game. The podcast generates a strong listener ship and is a prime opportunity for your business to get its name out to an active and engaged audience.



SUPPORTERS NETWORK



WEBSITE ADVERTISING

Our website scottishsupporters.net generates huge traffic every year, hosting numerous articles, consultations and news stories every week along with our annual supporters survey. In 2017 the website received 35,000 visits.

NEWSLETTER SPONSORSHIP

We have a 20,000+ individual strong Network who we have direct monthly access to via our Newsletter which shares best practice and news affecting supporters.

SOCIAL MEDIA

We have a strong social media following across several platforms. This includes:

- Over 60,000 Twitter followers
- Over 5000 Facebook followers
- Over 150 YouTube subscribers
- & over 300 Instagram followers

FORUM BRANDING

The Scottish Supporters Network offers a forum to stimulate discussion and debate on how to best develop Scottish football. Sponsorship of the Network entitles your business to advertising and branding of the forum.

Sponsorship of the Network would give the sponsee weekly promotion and exposure on a large scale for their business.

SUPPORTERS SUMMIT



SPONSORSHIP RIGHTS AT SUMMIT

*"Supporters Summit with *your company"*

We will work with you to provide naming rights for the Supporters Summit which will be included in all digital and press communications surrounding the build up to the event and its subsequent press coverage.

Our Annual Supporters Summits are an opportunity to invite stakeholders within Scottish football together to network, share best practice and hear from a range of speakers.

Previous speakers have included The Guardian's David Conn, Sean Hamill, Lee Price, Ashley Brown, Jamie Hepburn, Stuart Wallace, Martin Jesper, Eilidh Barbour, Mark Guidi and Steven Pressley amongst others. Benefits of sponsorship include:

BRANDING

Supporters Direct Scotland are able to work with our partners or your creative agencies to provide full branding across our events and activities

This will allow your brand to take centre stage in all our communications - including social media.

EXHIBITOR SPACE

You'll be given exhibition space in the conference exhibition hall to showcase your product or CSR work.

Your business would receive preference in location and access to complimentary title naming rights. You'll also have the opportunity to distribute print materials to all delegates.

NETWORKING OPPORTUNITIES

Your business will have the opportunity to meet and network with senior officials from the industry in sports, media and politics.





SD SCOTLAND CUP



That support was cemented when a friendly match between the two was organised.

The game would be the first time two supporters' trust-owned clubs had played each other, and given the level of the teams in the football pyramid, was one that looked like it might be a decent competitive game for a club with few competitive matches under its belt.

The SD Scotland Cup are fixtures held between two clubs with significant supporter involvement in their ownership and governance. The invitation only matches have been held for the past 14 years to celebrate the role supporters play in owning and supporting their football clubs in the U.K and across Europe.

When AFC Wimbledon was being formed, the club received a significant support and professional advice from Enfield Town FC.

In anticipation of this Supporters Direct agreed to sponsor a cup, but as a publicly funded body, it neither had the spare cash nor the justification for spending it on silverware.

A call went out to fans across the country who raised the money to have the Supporters Direct Cup put into production.

Therefore, in principle the SD Cup was created by the fans by the fans.

SPONSORSHIP RIGHTS

We will work with you to provide naming rights for the SD Scotland Cup which will be included in all digital (including YouTube streaming) and press communications surrounding the build up to the event and its subsequent press coverage.

CUP PRESENTATION

Sponsorship of the cup enables you the opportunity to present the SD Scotland trophy to the captain of the winning team on the night. Previous winners of the Cup include Heart of Midlothian and Stirling Albion.

SUPPORTERS SURVEY



We've worked in association with the Scottish FA and SPFL to deliver the Scottish Football Supporters Survey since 2012.

The survey gives supporters a chance to give their views on a range of issues including governance, football and society, grassroots, performance and the matchday experience, knowing the results will be taken into account by decision makers who we disseminate the results to.

The annual survey generates on

average over 12,000 responses each year, engaging clubs, authorities and most importantly supporters in the process.

"The Scottish Football Supporters Survey is now the definitive forum for supporters of all clubs at all levels to have their say on the key issues that affect the national game. The Scottish FA now factors these results into our marketing and communications strategy planning to provide a better experience for fans at all of our matches across the board.

It is an invaluable piece of research and insight, one that has helped shape our strategy and provide food for thought in recent years at board level, via our Congress – the only forum fully representative of the whole game – and at our Convention, where many speakers have presented based on supporter sentiment."

- Stewart Regan, Scottish FA Chief Executive

NAMING RIGHTS & BRANDING

We will work with you to provide naming and branding rights for the Scottish Football Supporters Survey which will be included in all digital and press communications surrounding the build up to the event and its subsequent press coverage.

The survey generates excellent social media coverage with over 701,500 people seeing tweets by SD Scotland during the period of time the Survey ran in 2017.

INCLUSION OF QUESTIONS

Sponsorship of the survey entitles the sponsor to include a question of their choice in the survey - the results of which will be shared with them. This could include a question about a product or lifestyle choice.



Raith Rovers: Who owns what?

Raith Rovers has a complex structure, which has developed over many years. This complexity makes it difficult to understand who owns the club, where decisions are taken, and where to take action to positively influence and support its future direction.



Raith Rovers FC Ltd

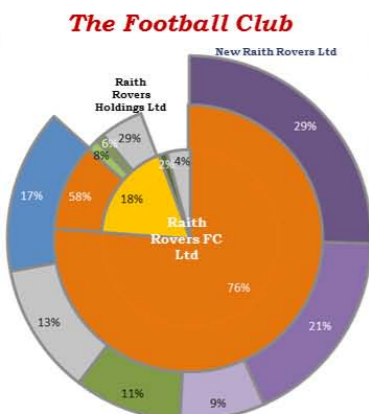
Raith Rovers FC Ltd is "the club" (i.e. it holds SFA and league membership), but all day-to-day decisions are made in New Raith Rovers Ltd, which owns 76% of the Raith Rovers FC Ltd shares.

There are lots of marginal, mostly historical, shareholdings with little decision-making power or influence.

Raith Rovers Holdings Ltd

Formed in 1994 in order to enable new investment in the club, Raith Rovers Holdings Ltd owns 18% of Raith Rovers FC Ltd.

Until the creation of the 'Members Club' in 2012, and the conversion of inter-company loans to shares in 2013/14, Raith Rovers Holdings Ltd had majority voting rights in Raith Rovers FC Ltd.

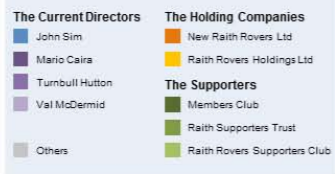


New Raith Rovers Ltd

New Raith Rovers Ltd was formed in 2005 as a result of the "Reclaim The Rovers" takeover. It is the most evenly owned company in Raith Rovers, with rules in place to ensure it cannot be owned by a single majority shareholder. This is designed to encourage consensus and cooperation rather than outright control.

New Raith Rovers owns the majority shareholding in Raith Rovers Football Club Ltd (76%). Together with its majority shareholding in Raith Rovers Holdings Ltd (58%) this gives it an effective shareholding in Raith Rovers Football Club Ltd of 86%.

New Raith Rovers is a minority shareholder in Starks Park Properties Ltd (27%), the company which owns the stadium.



Starks Park Properties Ltd

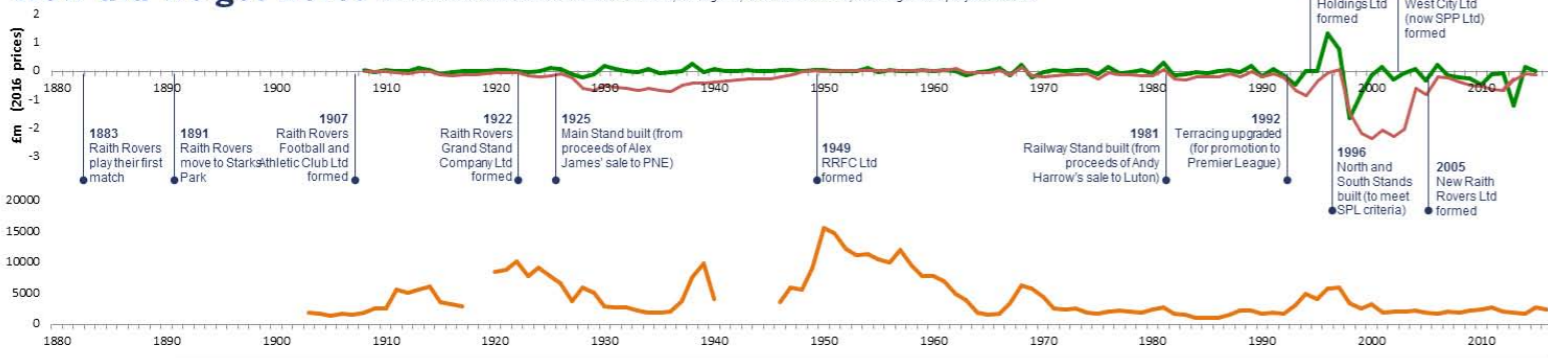
Starks Park Properties Ltd (formerly known as West City) owns 'the stadium' – the club's only physical asset of significant value.

Starks Park Properties Ltd is the only company in Raith Rovers with a single controlling interest – John Sim is the only director of the company.

In addition to his majority shareholding, John Sim provides a £450K personal guarantee to the bank.

How did we get here?

Historical financial data sourced with permission from "Always Next Season" by John Lister, and adjusted to 2016 prices. Post-2004 financial data sourced from accounts of RRFC Ltd, Holdings Ltd, NRR Ltd and SPP Ltd, excluding intercompany transactions.



SD SCOTLAND INDEX & PODCAST



SD SCOTLAND INDEX

The SD Scotland Index is an annual publication building upon on a Working Group Report on Supporter Involvement in Football Clubs (made up of the SFA, SPFL, Supporters Direct Scotland, Scottish Government and Sportscotland) which provided recommendations on reducing barriers to further involving fans within their clubs.

The report recommended the introduction of an annual independently assessed Supporter Involvement Award which would highlight good work being carried out by clubs around the areas of involving supporters within the governance and ownership of clubs.



BEHIND THE GOALS PODCAST

Behind the Goals is our Podcast - speaking to a range of stakeholders about the beautiful game. The

podcast generates a strong listener ship and is a prime opportunity for your business to get its name out to an active and engaged audience.

SPONSORSHIP NAMING AND BRANDING RIGHTS

We will work with you to provide naming rights for the SD Scotland Index and/or Behind the Goals Podcast which will be included in all communications relating to the publication of the Index and the ongoing release of podcasts.

Your logo will also appear on both the Index and Podcast and any communications sent out by SD Scotland relating to them.

CONTACT US

Contact us now to discuss a bespoke package

pia.mackenzie@justupstairs.com

www.supporters-direct.scot

Twitter: @SuppDirectScot

01324 602 640

SD Scotland, 118 North Main Street,
Carronshore, Falkirk, FK2 8HR

