



# SPONSORSHIP PROPOSAL

SUPPORTERS DIRECT SCOTLAND CONFERENCE, 20TH JUNE, HAMPDEN PARK





20th June 2015 | Glasgow, Scotland

The Supporters Direct Scotland and Scottish Fans Conference for 2015 is the ultimate place for discussion around the vital role of supporters to Scotland's national game.

The event will welcome fans from across the country to discuss the matters that really matter to them and their clubs. Everything from finance and governance, to club identity, to ticket pricing and discrimination will be covered.

Fans are critical to the game. They are its lifeblood and our Annual Conference aims to promote and celebrate their contribution to the game while trying to address barriers to their further involvement in its governance.

This year for the first time, the Conference will be free and open to all supporters to attend and has already sold out.

The full programme for the day in June is close to being finalised and will include Key Note speeches from Kenny MacAskill MSP (Chairman of the Hibernian Supporters Limited) and Henry McClelland (Chairman of Annan Athletic FC) and workshops from Community Shares Scotland and the Scottish Disabled Supporters Association.

**SDS WOULD LIKE TO INVITE YOUR BUSINESS TO TAKE UP A HEADLINE SPONSORSHIP**

## SPONSORSHIP OPPORTUNITIES

- to increase visibility of your organisation, your products and services
- to align your company to an event that solely promotes the role of supporters in the game
- to drive retail traffic and sales company (either at the event or post event).
- communicate your commitment to football and supporters

## WHO ATTENDS

We have already sold our initial allocation of tickets for the Conference and are looking forward to a packed venue on the 20th of June. Those who have taken tickets are either members of Supporters Trusts, our partners within the football landscape or general fans of the game in Scotland.

Also invited to the event are:

- >> Politicians
- >> Media (Print, Radio and TV)
- >> Clubs



**Hampden**  
SCOTLAND'S NATIONAL STADIUM





# PREVIOUS SPONSORS

of Supporters Direct Conference

## OPPORTUNITIES

### TITLE SPONSORSHIP RIGHTS

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

### BRANDING

Supporters Direct are able to work with our partners or your creative agencies to provide full-venue branding for the event.

This will allow your brand to take centre stage at the event and deliver premium visibility.

### EXHIBITOR SPACE

You will be given exhibition space in the conference exhibition hall to showcase your work and services.

SD has sold out its exhibition space at every conference and you would receive preference in location and access to compliment title naming rights.

### PRINT MATERIALS

You will be given the opportunity to advertise in delegate packs with flyers, print materials, brochures or promotional goods.

Logos will be added to all delegate badges and event literature.

### DELEGATE ACCESS

You will receive an allocation of delegate passes for clients, partners or for external use in competitions.

### NETWORKING OPPORTUNITIES

Opportunity to meet and network with senior officials from the industry in sports, media and politics.

### PROMOTION VIA SOCIAL MEDIA

Along with full branding rights, your name will accompany Tweets, Facebook posts and other online media promotion of the event through the SDS feeds.

### Scottish Football Museum

For the first time, the Supporters Direct Scotland Conference is free and includes admission to the Scottish Football Museum at Hampden Park.

The event has already reached its initial allocation of tickets (besides one set aside for sponsors) and each delegate will be given with a free bag which presents opportunities to further promote your organisation to potential clients.



Community Shares Scotland have sponsored aspects of the Supporters Direct Scotland Conference in previous years.

Website: [communitysharesscotland.org.uk](http://communitysharesscotland.org.uk)



Virgin media has previously sponsored 3 Supporters Direct conferences as part of a 3 year sponsorship partnership which expired in 2012. This CSR partnership helped supporter groups up and down the country.

Website: [virginmedia.co.uk](http://virginmedia.co.uk)



UK based newspaper and news centre The Independent which provides a wide range of international and local news, sports news, commentary and opinion pieces has held title sponsorship of the conference in recent years.

Website: [theindependant.co.uk](http://theindependant.co.uk)



The Co-operative have supported every conference since 2004 with Supporters Direct. All of the Supporters' Trust are set up as Community Benefit Societies and operate under Cooperative values and Principles.

Website: [thecooperative.coop](http://thecooperative.coop)

The images below are from previous conferences



# THIS YEAR'S ITINERARY

START TIME	END TIME	SESSIONS	ROOM
10:00	10:30	Registration	Hampden Park Entrance
10:30	11:20	Opening Plenary	Auditorium
11:20	12:00	Key note speech #1: Kenny MacAskill "The Importance of Supporters to the Game - HSL"	Auditorium
12:00	12:30	Key note speech #2: Henry McClelland "Real football in real communities - Annan Athletic"	Auditorium
12:30	13:00	Key note speech #3: Martin Calladine "The Ugly Game & what we can learn from USA"	Auditorium
13:00	13:50	Lunch	Nevis Suite
14:00	14:30	Key note speech #4: Colin Telford "Protecting the badge - the case of Airdrieonians"	Auditorium
14:45	15:15	Workshop 1: Community Shares Workshop 2: Kick off times/Fixture Rescheduling	Nevis Suite Rooms 1 & 2
15:15	16:00	Workshop 3: Fan Representation on the board Workshop 4: Disability Access with SDSA	Nevis Suite Rooms 3 & 4
16:00	17:00	Museum of Scottish Football Tour	Museum

## THE COLOURS OF OUR SCARVES

### Colours of our Scarves

Colours of our Scarves is our anti-sectarianism project which, through a range of activities, surveys the views of football supporters in Scotland on their perceptions of discrimination within their communities.

The project consisted of delivering a photo exhibition and additional activity to 30 of the 42 Scottish Professional Football League clubs.

We'll be showcasing much of our work over the past two years in our 'Colours' room including photos, videos and research. This will be free for people to come and visit as and when they please throughout the day.

# ABOUT SUPPORTERS DIRECT



### What we do

We are the voice of fans in Scotland. Supporters Direct helps fans to set up democratic cooperatives (known as supporters' trusts) to gain influence in the running and ownership of their clubs.

Additionally, we've been looking at we can generally make the game better through equality. This has involved starting an anti-sectarianism project and assisting in the establishment of a social enterprise selling fairtrade footballs in Scotland.

### Why we exist

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 exist to help create conditions supporters can gain better access to governance.

### How we do it

We do it by sharing the experience of supporters' trusts & community owned clubs across the game, helping them to speak with one voice so that they can challenge & change the way that clubs and the game behaves.

In Scotland, we have developed a 'supporters network' of fans who we can access and ask about their views on the game with the view to promoting their position within the game's governance.

### What makes us different

We are from the grassroots and we operate as insiders. This allows us to work within the game, with government and others, whilst being a positive influence and a credible voice with the movement that we serve. We have positive relationships with key decision makers and stake holders within the game.

Find out more about our work at [www.scottishfans.org](http://www.scottishfans.org)





# CONTACT US

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