

# Solent Thrashers

American Football



**Sponsorship**

[www.solentthrashers.co.uk](http://www.solentthrashers.co.uk)

# Who are the Thrashers?



The Solent Thrashers are an amateur adult American Football club based in Southampton, Hampshire, offering the opportunity for all players of any age or ability within the community to enjoy the benefits of one of the fastest growing sports in the UK.

Originally formed in Andover in 2003, the Thrashers moved to Winchester in 2007 and have been Southampton's American Football team since 2011. The team plays in the British American Football Association National League currently in the middle tier (Division 1).

In the past 14 years the Thrashers have been a very successful team reaching the playoffs multiple times. After finishing the 2017 schedule on a winning record (6-4) and making the BAFA National League Southern Championship Semi Final, the Thrashers have now been to the playoffs 4 times in the last 5 years.



## Sponsorship



# Social Media



The Thrashers have an active social media footprint reaching over 4000 people across Facebook, Twitter, Instagram and YouTube along with our website and app that are both easily accessible on desktop and mobile (Android and iOS) platforms.

Through the above channels we are able to reach a large audience not just locally, but nationally and in some cases internationally. We utilise this presence to promote our partners and to update and inform our fans with the latest scores, team updates and information surrounding the Thrashers.



# Sponsorship



# Sponsor us

American Football is one of the fastest growing sports in the UK with around 75 adult contact football teams currently playing in UK leagues and new teams being formed and added each year. It is now being taught in schools around the country and has a booming university multi-tiered league.

The NFL now has 4 sell-out international games being played in London each year.

Although American Football in the UK is fully amateur, the match officials and medical support are all professional and cost money. These factors along with the costs of running of the club (training/game-day facilities, team kit, travel etc.) on top of safety equipment for one of the toughest and most physical sports means that the club is always looking for help and support to offer the best possible value for club members.

One of the unique attributes with American Football is the ability to provide multiple levels of sponsorship to different aspects of the game.

We have a number of different sponsorship packages and opportunities available for you to be part of one of the fastest growing sports in the UK, open your doors to a new audience and provide a unique experience for you and your employees as well as expanding your business or organisation by creating some great exposure in one of the most exciting sports around.

All parties who provide sponsorship to the Thrashers will have their name / logo including a link to your own website added to our team website and social media pages.



# Sponsorship



*Jason Brown*  
Jason Brown Photography

# Packages



## **Individual Player Sponsorship: £50-£250**

o Become a player(s) sponsor and you will have your logo applied to the rear of the player(s) football helmet all season, along with your company logo on the player(s) website profile. The sponsored player(s) will also take part in promotional activities with your business (once agreed with the player(s)).

## **Game Balls: £100 – 5x opportunities**

o Each of the 5 home games that the Thrashers host the team uses a number of Footballs. The league specifies the type of football we use, additionally these are replaced each season. By sponsoring our game balls you will be able to supply the Thrashers with a game football with your company logo lasered onto the football, which will be donated to the company at the end of the season.

## **Team Partners**

### **• Bronze: £100**

As a Bronze Sponsor not only will you have your company name and logo including a link to your own website added to our team website and social media pages but you will be mentioned in the pre and post-game reports.

### **• Silver: £250**

As a Silver Sponsor (in addition to the Bronze package) your company logo will be displayed on the sideline, which will be visible during highlight videos distributed nationally as well as the company logo displayed on the team kit/helmet.

### **• Gold: £500**

As a Gold Sponsor (in addition to the Bronze and Silver packages) you will receive a company bio on our website, a visit from some of the players for the “presentation” of the sponsorship as well as the opportunity for your staff to come down and experience American Football on an away day.

# Sponsorship

# Packages cont.



## **Gameday Sponsor: £250 - 5x Home Games Available**

o Sponsoring a home game will have your company logo displayed on the sideline, which will be visible during highlight videos distributed nationally. A representative of the company will be invited to conduct the coin toss at the start of the game and can select the MVP at the end of the game. Additionally the company will be mentioned during pre- and post-game reports that are published on our website, on social media and in local newspapers.

## **Travel Sponsor: £500 - 5x Away Games Available**

o By becoming a travel sponsor you will be helping towards the costs of getting our 50-75 player squad to and from away games. Your company logo will be displayed on the Thrashers sideline, which will be visible during highlight videos distributed nationally. A few representatives of the company will be invited to join us on the sideline at the game and can select the MVP at the end of the game. Additionally the company will be mentioned in pre- and post-game reports that are published on our website, on social media and in local newspapers.

## **Equipment Sponsor: £250-£2000**

o The club's success starts on the training field. By becoming an equipment sponsor you will be helping towards the clubs investment in training equipment including items for strength training, throwing equipment, hurdles and agility equipment, field cones and tackling dummies which will help to allow all players to develop to their maximum potential.

## **Uniform/Kit sponsor - £2500-£5500 – 2x opportunities (Home & Away)**

o You can sponsor the jerseys and/or game pants that the Team wear. The company logo will be added to the jerseys and pants that are worn on gameday's. Nearly all images of the team that are published will also include the company logo.

# Sponsorship



Thru the Project

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Jason Brown  
Jason Brown Photography

# Contact us

If you are interested in working in partnership with us and would like to discuss any of our packages or if you would like to discuss a custom sponsorship package, please do get in touch. We would love to hear from you.

We are open to any and all sponsorship opportunities to suit any budget as well as goods and services to help the team.

[info@solentthrashers.co.uk](mailto:info@solentthrashers.co.uk)



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