



BEDFORDSHIRE BLUE RAIDERS
American Football Club



INDIVIDUAL PLAYER AND COACH SPONSORSHIP

Sponsor an individual player or coach throughout their season. The individual's costs for the season are covered, and any match reports mentioning the player will feature the sponsor's name. (You might choose to sponsor one of the Blue Raiders Most Valuable Players, a coach or perhaps one of the up and coming stars from our youth teams.)

Sponsorship is £200 per senior player or coach and £150 per youth player.

GAME DAY MOST VALUABLE PLAYERS SPONSORSHIP

For each game the Blue Raiders coaches will select one player from defence and one from offence as the game's Most Valuable Players (MVP's) based on their performances that day. Each player will receive a small trophy and a £20 voucher as a reward. The MVP's will be announced in all match reports which will also include the sponsor's name.

Sponsorship is £200 per game.

PLAYER ASSISTANCE FUND SPONSORSHIP

American Football is a hard-hitting contact sport and unfortunately injuries do occur. Sometimes this may require a player to be hospitalised overnight or for a number of days. If this happens at an away game it can cause a great deal of stress to the player's family. The Player Assistance Fund has been established to support family members financially should they wish to be closer to their loved one during this period. We hope to be able to contribute to travel costs and hotel fees as much as the fund will allow us to.

Sponsorship is £300 per season.

GAME DAY SPONSORSHIP

The sponsor covers all game day costs for a Blue Raiders home game. Medical cover, referees and venue hire will all be included in this package which will provide maximum exposure from the Blue Raiders game day experience. Additionally, the game will be publicised and reported using the strap line 'Game Day sponsored by' and free tickets will be distributed in local schools and via the local free newspapers featuring the sponsors' name.

Sponsorship is £750 per game or £3,750 per season.

MATCH BALL SPONSORSHIP

The sponsor covers the cost of the match balls used in each Blue Raiders home game, for the duration of the season. Five balls are required for each game and have to be of a higher standard than those used for practice sessions. One set normally lasts the season.

Sponsorship is £50 per game or £300 per season.



MEDICAL COVER SPONSORSHIP

No game of American Football can be played in the United Kingdom without the presence of fully qualified paramedics and an ambulance. At the Blue Raiders, we also ensure we have a sports physiotherapist present at games so that we provide the best possible care for our players. In total this is easily the most expensive burden the team will face in a season.

Sponsorship is £350 per game or £2000 per season.

GAME DAY REFEREE SPONSORSHIP

American Football games in the United Kingdom can be officiated by between four and seven officials. Each official, a fully qualified member of the British American Football Referees Association (BAFRA), is entitled to claim up to £50 travelling expenses. Add on a further £50 BAFRA administration charge per home game and the costs soon mount up over a season.

Sponsorship is £300 per game or £1500 per season.



GAME SHIRT SPONSORSHIP

The uniform worn by players on game days provides a number of excellent opportunities for exposure. The sponsor's name, logo or web site address would be clearly seen on the front of the shirt or on the shoulders at the back. The cost of this package includes all printing costs.

Sponsorship is £3000 for two seasons.

GAME PANT SPONSORSHIP

Sponsoring any part of the players' game day uniform ensures that our partners will receive excellent exposure in all photographic publicity throughout the entire season. Typically the sponsor's details will be printed down the outside of the leg. As with the Game Shirts, the cost of this package includes all printing costs.

Sponsorship is £2000 for two seasons.

HELMET SPONSORSHIP

Even the players' helmets provide the sponsor with an opportunity for exposure. Your logo will be given high profile exposure on the front or back of all helmets. The cost of this package includes the cost of fifty pairs of Blue Raider helmet logo decals and the sponsors own stickers.

Sponsorship is £500 per season.

SIDELINE TEAM SPONSORSHIP

The Sideline team consists of coaches, chain gang members, water boys, physiotherapist and any other game day assistants. This sponsorship package is for matching polo shirts featuring the partner's logo and name. Other clothing such as jackets, caps, shorts and tracksuit bottoms can be added to the package for an additional contribution.

Sponsorship is £300 per season.

SIDELINE & FIELD EQUIPMENT SPONSORSHIP

Yard line markers, end zone pylons and down & distance (chain set) markers are expensive, but essential, sideline and field equipment. Without them games cannot be played. These items are always highly visible during games so provide another excellent opportunity for sponsor exposure.

Sponsorship is £400 per season.

GOAL POST SPONSORSHIP

As with rugby, goal posts in American Football have to be protected with padded post protectors. These post protectors provide yet another ideal opportunity for a sponsor to promote itself in a high profile location. This package covers the purchase of the post protectors and printing costs.

Sponsorship is £450 per season.

AWAY GAME TRAVEL SPONSORSHIP

The Blue Raiders could be required to travel to games as far away as Plymouth in Dorset or the west coast of Scotland. At present, players make their own travel arrangements for away games. For the longer journeys, those that can afford it, sensibly stay overnight. In an ideal world, and for a really professional image, we would travel by coach to away games so that players arrive refreshed and ready to play. Sponsors that choose this package would be considered as the Game Day Sponsor and would enjoy all the benefits and exposure that brings.

Sponsorship is Negotiable.

YOUTH TEAM SPONSORSHIP

Sponsor the Blue Raiders youth team through the entire 2010 season, and reap the combined benefits of the Shirt, Playing Equipment and Match Ball packages, sponsor name will be synonymous with the team for the duration of the season.

Sponsorship is £5000 per season.

SENIOR TEAM SPONSORSHIP

Sponsor the Blue Raiders adult team through the entire 2010 season, and reap the combined benefits of the Shirt and all Game Day packages. Sponsor name will be synonymous with the team for the duration of the season. Extended and multiple season packages available.

Sponsorship is £8000 per season.

COMPLETE ORGANISATION SPONSORSHIP

Sponsor the entire Bedfordshire Blue Raiders organisation. Covering both the senior and youth teams, this will represent the highest commitment to the club. In addition to the benefits of ALL the Team and Game Day packages, the Blue Raiders can negotiate a name change to include the sponsor name and offer sponsor's logo on team uniform and fan merchandise. Typically this is a multiyear agreement.

Sponsorship is Negotiable.

MISCELLANEOUS SPONSORSHIP

The Blue Raiders have always made themselves available for a variety of promotional events. We are particularly popular for American-themed events, with 4th July being a favourite! The team can provide demonstrations at public, private and community events, attend openings, participate in photo shoots and even act as film extras. We have experience in all areas and are always keen for more opportunities.

Sponsorship is Negotiable

PRACTICE/COACHING/PLAYING EQUIPMENT SPONSORSHIP

It is a long term ambition of the Bedfordshire Blue Raiders to create the only American Football 'Centre of Excellence' north of London. To achieve this ambitious goal we need to purchase state of the art coaching equipment. Items such as blocking sleds and shields, tackle dummies and power blasters will instantly improve our ability to teach players. With our ambition and vision partnered with the right financial backing we can create the largest concentration of teaching equipment in the United Kingdom.

The cost of this equipment ranges from £100 to £2500 and each piece has plenty of space to credit sponsors for their contribution. Exposure will not be limited to publicity generated by the Blue Raiders but also the Centre of Excellence.

Playing equipment, such as helmets and shoulder pads, are also a desperate need. The cost of this equipment, ranging from £50 to £200, can often prevent players participating in the sport. This is especially the case with players aged under 18. The Blue Raiders have a very limited supply of spare equipment that we can loan players but and we need more. Much of the equipment described above can be seen by visiting the Rogers Athletic web site at www.rogersathletic.com

Sponsorship is Negotiable.



***With all our sponsorship packages, exposure for the sponsor includes a reference in all publicity prior to, and after the game.
A link to your own site from our website www.bedfordshireblueraiders.com
Additional exposure, such as pitch side banners and personal appearances would be considered upon request.***

