



COMMERCIAL PARTNERSHIPS

WORK WITH US

For More Information



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1. WHO WE ARE

Experience the game like never before at our **43** dedicated small-sided football centres across the UK.

We want to encourage as many people as possible to play the beautiful game. We are at the cutting edge of small-sided football with our elite level playing surface ProTurf™.

Each of our clubs consists of a number of fully enclosed, floodlit football pitches and a fully licensed bar with a dedicated area for children's parties.

Every year over 400,000 games of football are played at Goals.

We also host over 5,000 events, 12,000 children's parties alongside offering weekly children's coaching, children's coaching camps and corporate tournaments and events.

Our state of the art facilities are constantly evolving and with continued investment across our estate, we will always be ahead of the game.

We have various partnership options to suit budgets of all sizes, from national sponsorship to locally targeted advertising, we can find an avenue to promote your brand or business. We are flexible with short to long-term advertising campaigns to suit your needs and a mature and engaged customer base.

With over 10,000 monthly customers walking through each of our clubs, this is an opportunity you do not want to miss.

“Spotless Water operate at several Goals sites, they take a flexible approach to new sites, understanding the requirements for our core business. We find their locations to be easily accessible and perfect for our customers. The Commercial team are extremely responsive, helpful and professional, more sites to follow we hope!”

Richard at Spotless Water
Site Acquisitions Manager



**LEADING
OPERATOR
IN THE UK**



**43
PREMIER
CLUBS**

100K

**WEEKLY
PLAYERS
& GROWING**

150K

**ON MARKETABLE
EMAIL DATABASE**

8.4M

**SOCIAL
REACH**

400K+

**GAMES
PLAYED PER
YEAR**

5K

**EVENTS
PER YEAR**

14K

**CHILDREN'S
PARTIES
HOSTED**

3K

**LEAGUE
TEAMS**

2. LOCATIONS

EAST

1. Ipswich
2. Norwich

MIDLANDS

3. Birmingham - Perry Barr
4. Birmingham - Star City
5. Black Country
6. Coventry
7. Dudley
8. Leicester
9. Northampton

NORTH EAST

10. Newcastle
11. Sunderland
12. Teesside

NORTH WEST

13. Chester
14. Liverpool North
15. Liverpool South
16. Manchester

SCOTLAND

17. Aberdeen
18. Glasgow South
19. Glasgow West

SOUTH

20. Portsmouth
21. Southampton

SOUTH EAST

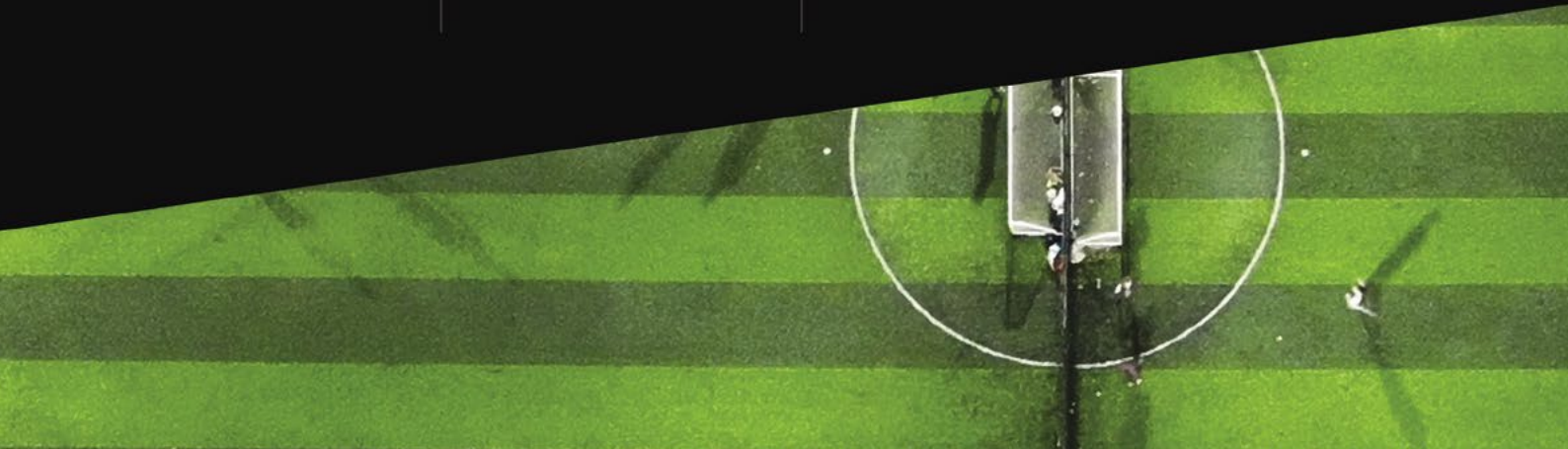
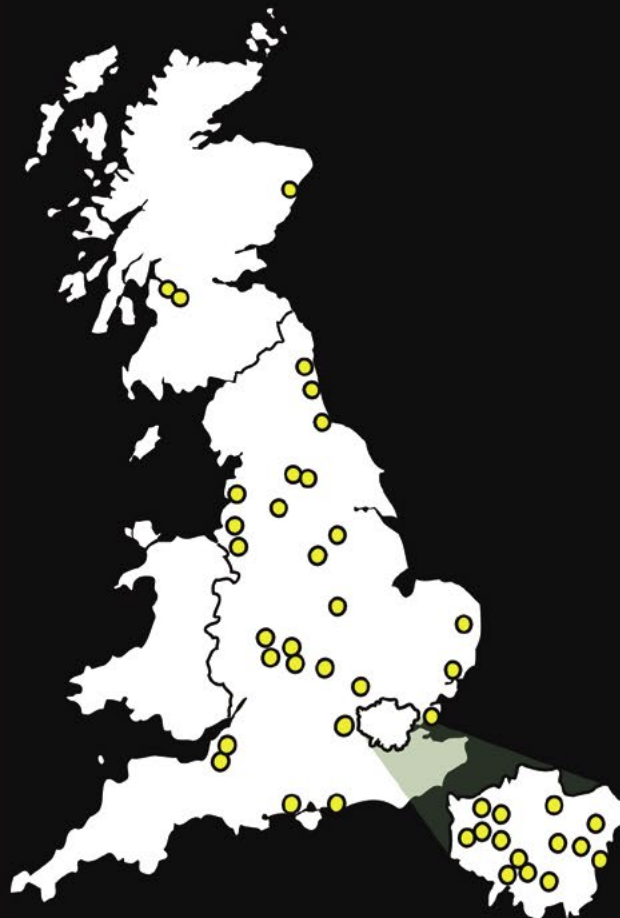
22. Beckenham
23. Bexleyheath
24. Chingford
25. Dagenham
26. Dartford
27. Eltham
28. Gillette Corner
29. Hayes
30. Heathrow
31. Reading
32. Ruislip
33. Southend
34. Sutton
35. Tolworth
36. Wembley
37. Wimbledon

SOUTH WEST

38. Bristol North
39. Bristol South

YORKSHIRE

40. Bradford
41. Doncaster
42. Leeds
43. Sheffield



3. BRAND PARTNERSHIPS

Brand partnerships are the best way to gain exposure to our customer base and they can be tailored to suit your needs.

- Your brand signage across our estate and our digital platform (web/app/social/email)
- Customisable pitch branding including pitch wraps, banners and walkways
- Product placement and promotions customised by you throughout the year, utilising our customer base as a route to market
- Internal and external advertising available at all clubs
- A dedicated partner tournament hosted at Goals clubs providing access to key demographics and UK locations
- Branded kit and bib giveaways to your target audience providing long term brand exposure
- Corporate wellness opportunities for a healthy and active workforce through our bespoke discounted partner rates
- The best partnerships in football start with an idea. Talk to us to see what we can achieve together



DID YOU KNOW?

The first pitch side football advertisement ever seen was at the 1966 World Cup.

The first football shirt advert was in 1976 when Southern League Kettering Town became the first British club to show a brand name on their shirts.



4. PITCH SIDE ADVERTISING

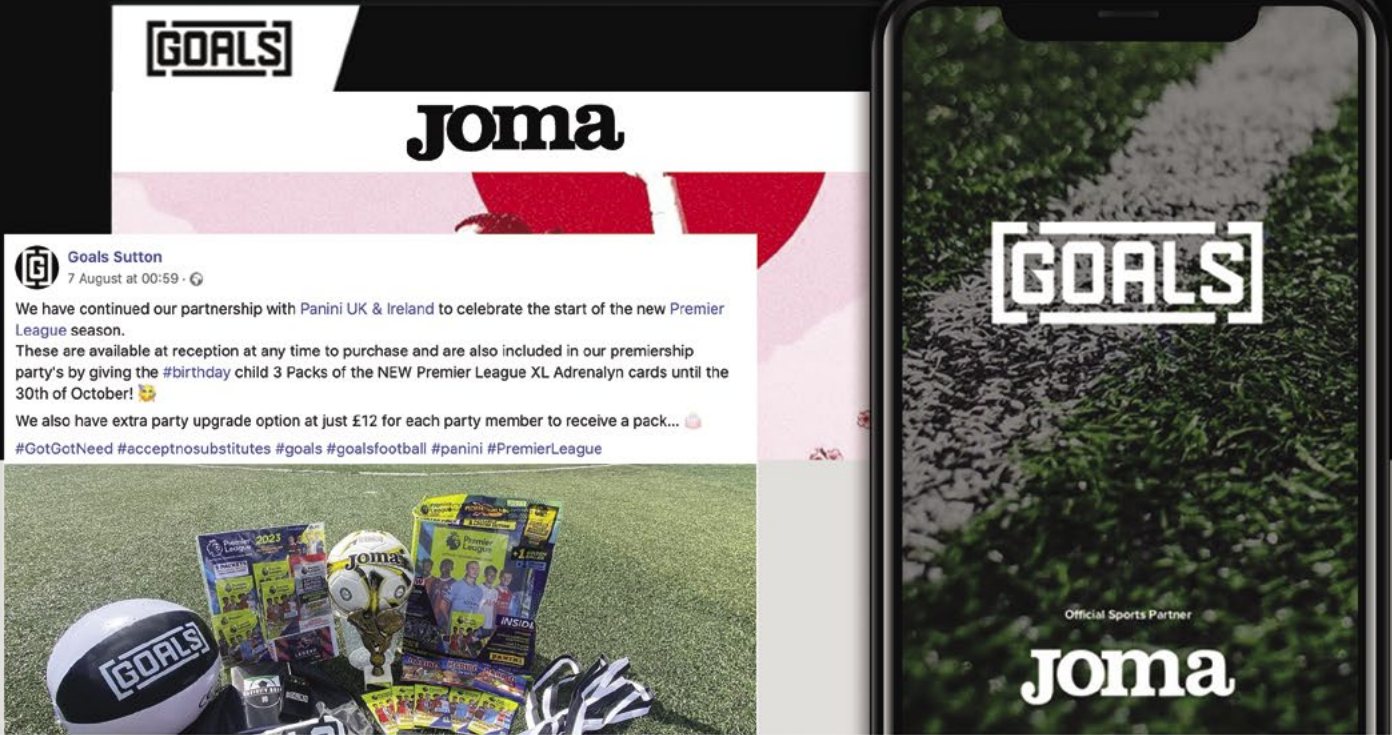
National, regional and individual club options available.

One of the most striking ways to gain presence is by branding one of our pitches. Our pitches are in use 7 days a week, 363 days a year and are the hub of our business.

By branding one of our pitches your brand will gain exposure across our customer base at each club and throughout our social and digital platforms.

Pitch branding provides the perfect exposure for businesses to:

- Increase brand loyalty
- Create awareness and visibility
- Change or reinforce brand image
- Drive sales
- Target key demographics and locations



5. DIGITAL ADVERTISING AND SOCIAL MEDIA PROMOTIONS

Our customers are going digital, so can you.

Over 80% of our customers book and pay digitally. We are constantly investing in and improving the customer journey from booking to paying with more exciting tech advancements in the pipeline.

We have a market leading booking and payment app with over 110,000 users. This alongside our established website and strong social media presence make our digital advertising promotions a great way to engage with our customer base.

- 1 **App & website presence**
- 2 **Utilisation of our social media reach**
- 3 **Kiosk branding**
- 4 **Marketing database**
Subject to data protection laws*
- 5 **Events, including nationwide tournaments**

*T&Cs apply

6. IN CLUB ADVERTISING

What makes Goals unique?

Our clubs are designed in such a way that we attract not only regular footballing customers, but general footfall from off-street coffee lovers to event attendees. We have a number of advertising options available to businesses of all sizes and locations which include, but are not limited to:

- Point of sale advertising – have your brand displayed on our tills and coffee machines
- Advertise on Goals club digital screens and point of sale equipment. These can be customised for specific days and times to suit your needs. Additionally, our screens are shown in line with football coverage for maximum exposure
- Advertise on various size poster frames from A1 to A4 across the Goals estate. Additionally, incorporate your latest promotion onto pop out banners or cardboard displays. We take care of all your requirements





7. LEAGUE SPONSORSHIP

Leagues are run across our clubs 7 days a week.

Sponsoring a league will provide a fantastic opportunity to increase your brand awareness through headline sponsorship or offering your products as prizes or rewards to league players.

We also run fair play and challenge leagues which run alongside our league seasons.

Headline sponsorship is available across all 43 clubs for these programmes.

- Each week c. 24,000 players play across our clubs, with teams checking our app and website regularly for season updates
- Leagues are played across 10 or 14 weeks seasons involving divisions of 6 to 8 teams
- Options are available to sponsor full league programmes or individual leagues across selectable days, nationally, regionally or locally to suit you
- Options are available to sponsor our match officials across the full league programmes or individual league clubs
- League sponsorship would include a range of flexible assets including your branding on all league communications (online, in-club screens, bulletin boards and poster sites) across all 43 clubs and also website branding on the relevant pages



8. KIT AND BIB PARTNERSHIP

Make your brand stand out from the competition.

Kit Partner

Our football kit partnership offers a unique opportunity to promote your brand with your logo on the kit. As a kit partner you will receive:

- Brand exposure across our customer base at each club
- Options available for presence on our digital and social platforms at selectable clubs

Bib Partner

5,000 bibs are used by Goals customers each year across our league, casual and block bookings. As a bib partner you will receive:

- Your branding on these bibs at a local or national level
- Options available for presence on our digital and social platforms at selectable clubs

9. PRODUCT SAMPLING AND ROUTE TO MARKET

We know that samples make people happy!

At Goals we have a loyal, established and growing customer base across a wide range of demographics. With high weekly footfall both inside and outside of our clubs, sampling opportunities are available to drive a positive association with our brand.

EXAMPLES OF PRODUCT SAMPLING:

1

Kids parties. Adding your products into the birthday experience is a great route to market with over 120,000 party bags given out every year.



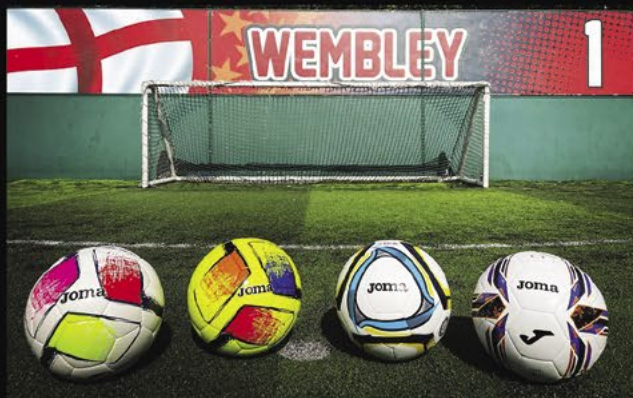
2

Bar sampling. Over 210,00 customers attend private events each year providing a great opportunity to gain feedback and exposure of your products.



3

General retail. Over 50,000 retail products sold in 2022 opens up advantages to sample your stock to a mass audience, both in e-commerce and within our clubs.



4

E-COM and retail. Digital sampling and promotional codes available to our database via our E-COM platforms.*

30% OFF
ALL OPTIMUM NUTRITION PRODUCTS



*T&Cs apply



10. WORK WITH US... WE'RE NOT JUST FOOTBALL

Why advertise on site?

Our sites

- Take advantage of Goals parking areas, with large spaces available for hire or rent. Short and long term options are available
- Our clubs are ideally situated beside main roads and public transport links which provide easy access locations for your customers
- We work alongside local and national companies to offer shared parking options for their employees
- Promote your brand throughout our car parks and on our external perimeters with advertising boards

What we do already



OPPORTUNITIES IN MAJOR UK CITIES

- 14 of our 43 clubs are located within the M25 alongside some of the busiest routes in the UK, giving ample opportunity to utilise our club locations to maximise your business exposure
- Many of our clubs are situated along main access routes into central London as well as road and rail routes into all major cities in the UK
- The advantage of being located within densely populated cities such as Bristol, Birmingham, Liverpool, Manchester, Leeds, Sheffield, Newcastle and Glasgow means great brand exposure

OUR LONDON CLUBS



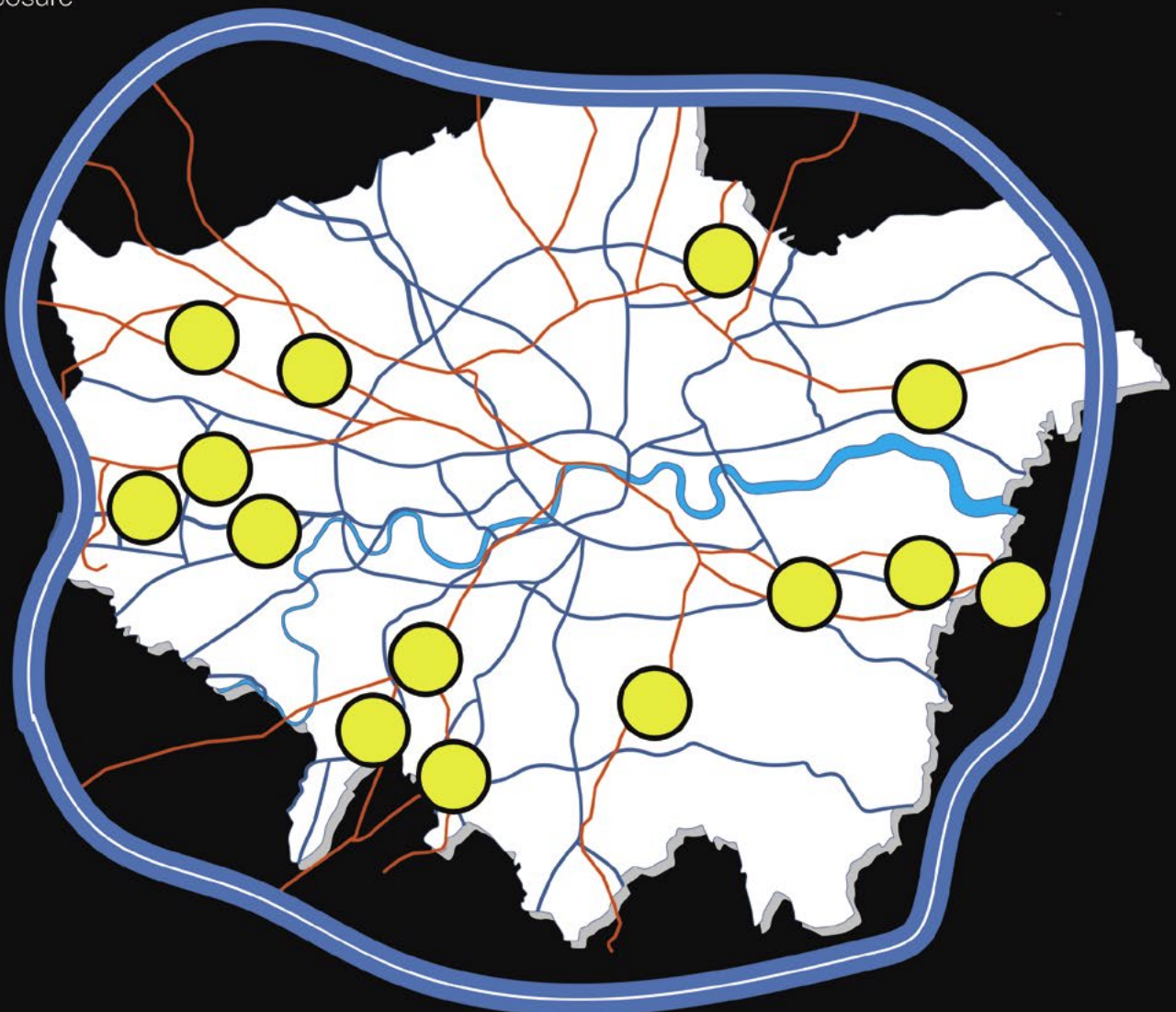
- ROAD LINKS



- RAIL ROUTES



- CLUBS



11. CORPORATE TOURNAMENTS AND EVENTS

Complete event management by Goals from initial enquiry to the lifting of the cup.

Swap the boardroom for the changing rooms and celebrate the glory of the cup with a fully hosted tournament followed by food and drinks in our sports bar. A Goals corporate event offers an exciting and cost effective way to boost staff morale, increase engagement and get active. Regardless of size or scale, we have got you covered.

WE TAKE CARE OF EVERYTHING

- Welcome pack and itinerary
- Goals experienced referees
- Pitch, balls and bibs
- Clubhouse branding and digital marketing
- Bespoke branded kits

ON-THE-DAY MANAGEMENT

- Fixture scheduling
- Player registration
- Captains briefing
- Trophy packages and presentation
- Post tournament printed and web accessed results



12. GET IN TOUCH



We have suitable options available for all types of budgets. Please feel free to get in touch.

☎ 01355 234 800

🌐 Visit the website

✉ info@goalsfootball.co.uk

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