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## Our Marketing Partners:



## Football Season is almost upon us

Time flies by, and the new football season is almost upon us. For the first time in many a season, the Football League will feature live on terrestrial TV, starting with West Brom against Newcastle on Saturday. Commercially, the exposure will certainly help clubs bridge some of the gap between the Football League and the Premier League. The problem for the vast majority of clubs in the football family, is that this lucrative TV money hardly filters down the pyramid at all. Clubs have gone out of business from the likes of Livingstone who look unlikely to continue, right down the divisions. Over 200 clubs from our data base have ceased to exist in the last 12 months for one reason or another.

However, grass roots football generally seems to be thriving if the recent Grass Roots Football Expo at the NEC is any guide, and in terms of the commercial side of football, there is plenty of business out there in the semi-pro and amateur game. Our traffic continues to grow and twice as many people visited the site in July as did in June when we had over 1 million hits for the first time.

## Club Website sponsors World Cup on road to Milan!

Club Website recently announced a new partnership with the Homeless World Cup, the international football tournament that uses football to energise homeless people to change their lives.

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## Famous Belles come up with winning idea

The famous ladies football club, The Doncaster Belles are kicking off their 2009/10 season by offering businesses the chance to become a major national sponsor of one of the most successful women's football clubs in the country for just £250.

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## Uefa Concern at Premier League finances

English Premier League clubs risk financial ruin if they attempt to compete with the spending power of Abu Dhabi-owned Manchester City, according to UEFA General Secretary, David Taylor. (pic)

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## Symposium: "Groin Disruption: Rapid or Reliable Return to Sport"

Free Symposium for sports injury professionals being held in London in September at The Royal Society of Medicine..

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## JD make another acquisition

JD Sports Fashion Plc said on Tuesday it has further diversified its business with the acquisition of rugby brand Canterbury for 6.5 million pounds..

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## Tranmere fury at web sale

Tranmere Rovers were last week listed for sale on internet auction site Ebay by the American firm appointed to sell the club...

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## Sponsorship Boost for Salisbury

Salisbury City have received a massive boost after long time sponsors In-Excess confirmed it is to renew their shirt sponsorship....

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