

In This Newsletter

- Eternity branch out with first kit deal
- Colorsport Help Preston North End Make Renovated Great Room Even Greater!
- Work on new ground starts
- Villa Park withdrawn as venue
- Chasetown launch new website
- Prem Lg Shirt sponsorship slumps from a peak of £75 million to £65 million.
- Carlsberg set to be replaced at Liverpool
- Farnborough get new sponsor
- Conference issue statement re Chester City
- Adidas profits fall

Our Marketing Partners:



Sponsorship downturn

The news that the value of shirt sponsorship in the Premier League has fallen dramatically in the last two years underlines the harsh economic reality of the moment. Add to that the fact that Carlsberg are looking to move away from their shirt deal with Liverpool and the economic landscape looks set to change for the worse.

As far as most clubs are concerned though, the telephone numbers of the Premier League bear no relationship to every day reality of running a club, whether in the Football League or right down to grass roots. We work closely with grass roots football both at league and club level, and for moderate outlay there are opportunities for companies, whether locally based or directly involved in the sport, to gain a return on investment. One thing's for sure, there are plenty of clubs outside the elite few that could do with the money.

Eternity branch out with first kit deal

Eternity Clothing, the Manchester based leisure wear designers and manufacturers have branched out into the replica kit market place, with the launch of a new strip ...

[Read More >](#)



Colorsport Help Preston North End Make Renovated Great Room Even Greater!

In time for the new football season Championship side Preston North End have recently renovated their main hospitality suite, The Great Room.

[Read More >](#)



Work on new ground starts

Chesterfield FC's new ground will have an all-seated capacity of 10,338 and cost £11.5m to build. The details were recently revealed by stadium constructors GB Building Solutions.

[Read More >](#)



Villa Park withdrawn as venue

Villa Park, with its 42,640 capacity, has been withdrawn as a venue to host 2012 Olympic football games because of uncertainty over rebuilding plans

[Read More >](#)



Chasetown launch new website

Chasetown FC are pleased to announce the launch of a new club website, which can be found at www.chasetown-fc.com

[Read More >](#)



Prem Lg Shirt sponsorship slumps from a peak of £75 million to £65 million.

A recently published report says that total shirt sponsorship for the 20 top-flight clubs has slumped from a peak of £75 million two years ago to £65 million.

[Read More >](#)



Carlsberg set to be replaced at Liverpool

As Carlsberg prepares to pull out of their long-standing partnership with English Liverpool, the club has set its sights on a new sponsor.

[Read More >](#)



Farnborough get new sponsor

Zamaretto League side, Farnborough, recently announced another new corporate partnership with German electronics manufacturer Medion becoming the club's Technology Partner. Medion is a manufacturer of ...

[Read More >](#)



Conference issue statement re Chester City

The Football Conference have issued a further statement regarding the situation at Chester City....

[Read More >](#)



Adidas profits fall

Net profits fell 93 per cent in the second quarter at sportswear maker Adidas AG, with declining margins at its loss-making Reebok division partly to blame.

[Read More >](#)

