

Our Marketing Partners



In this edition

This week, Clayton Park's work with Liverpool to produce a new pie for the club. Also Fortress GB's involvement with the preparations for next year's World Cup.

Elsewhere, a new betting deal for Liverpool and a Zamaretto club is set for a TV appearance.

Clayton Park working with the Reds

In a league of their own, Clayton Park Bakery are producing a new pie for the Reds. With a record of fast product development, the company is working with caterers at Liverpool Football Club to produce an exclusive, unique pie for the club's fans to savour on match days.



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FIFA World Cup stadium goes live

As the World Cup 2010 competition beckons, Free-state Stadium in Bloemfontein, South Africa has begun Smart Stadium Operations. In a series of milestone achievements during the past week, the venue was the foremost beneficiary of the Fortress and Dimension Data partnership and the first World Cup participant to install the Smart Stadium Solution.



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Stafford Rangers announce Blue Square holiday club

Thomas Cook has announced a partnership with Stafford Rangers Football Club to launch the first Blue Square North holiday club.



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188bet sign deal with Liverpool

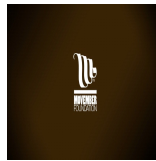
Online gambling site 188bet has added Liverpool to their growing list of Premier League partnerships. The club join Wigan Athletic, Bolton Wanderers, Aston Villa and Chelsea FC who have deals in place with 188bet.



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November - Raising awareness for men's health

Mike Williams, of Dewhirst Sportswear, is set to go the entire month of November without shaving to raise money for Movember, raising awareness and funds for men's health - specifically prostate cancer.



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Zamaretto side to be televised in FA Cup

Zamaretto League club Paulton Rovers are set to cash in on over £70,000 when their FA Cup first round tie against Norwich is broadcast on ITV. The club reached the competition proper for the first time with a 3-0 win over Chippenham in the fourth round of qualifying, and were rewarded with a clash against the Canaries.



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Also this Week

JJB shareholders approve £100m move

Sports retailer JJB Sports has announced that shareholders have approved plans to raise £100m through a placing and open offer of its shares.

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FA Cup and Football League sponsorships up in the air

AVIVA, the global insurance group who have been long-term backers of UK Athletics, are understood to be in talks with the FA about the FA Cup sponsorship E.ON are not renewing at the end of the season, according to the Daily Mail.

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Premier League sees decline in attendance

The Premier League has seen a decline in attendances as fans feel the cost of rising ticket prices. The first two months of the season have revealed a 4.6 per cent decline in average attendance at Premier League matches as compared with last season, The Telegraph reports.

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Lloyds bank faces boycott

Rangers fan groups are threatening to initiate a mass boycott of Lloyds Banking Group if the financial institution causes further financial difficulties for the club, The Guardian reports.

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Portsmouth threatened with TV revenue cut

The Premier League could be set to deduct £3m from Portsmouth's television income to cover the debt it owes in unpaid transfer fees.

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