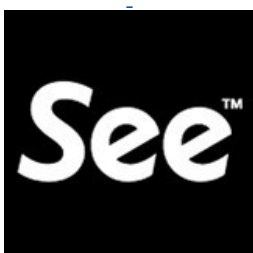


## Our Marketing Partners



## In this edition

**This week, The FA are considering cutting down on junior football which they see as too competitive. Also on the amateur front one club lands a deal with Lucozade.**

Elsewhere, Manchester United 'no longer attractive to investors' according to Supporters' Group and the Premier League seeks a new technology partner.

### FA to cut back on 'competitive' junior football?

The FA could be set to cut back on the number of junior football matches in order to encourage less competitiveness and focus on development, effectively turning the remaining games into friendlies.



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### Grassroots side get Lucozade deal

Lucozade, a multi-million pound sponsor of the Premier League, has signed a 'Premier League-style' sponsorship deal with a club at the other end of the English soccer pyramid.



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### JD Sports set to make profit

JD Sports is expecting to 'significantly exceed' profit targets after a hectic Christmas sales period.



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### FA Cup sponsorship worth £30 million

The Football Association has been informed by German sports research company Sport&Markt that sponsorship of the FA Cup is worth £30 million-a-season as they continue in their quest to find a replacement for E.ON.



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### United 'will struggle to sell bonds'

The chief executive of the Manchester United Supporters Trust (MUST) believes the Glazers may struggle to attract investors with reported plans to sell an estimated £600m of bonds, and went on to call for them to leave the club.



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## Also this Week

### McCoist set to open leisure centre named after him

Former Rangers player and current assistant manager Ally McCoist is set to open a new £3.5m sports centre named after him in East Kilbride.

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### Premier League looks for technology sponsor

The Premier League is expanding its sponsorship by looking for an official technology partner to increase revenue.

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### City owner clears club debt

Manchester City have announced a loss of £92.6m, which has already been wiped out by owner Sheikh Mansour bin Zayed Al Nahyan in the form of equity.

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### Arsenal director joins power struggle

Arsenal director Sir Chips Keswick has purchased more shares in the company, further complicating the ongoing power struggle at the club.

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