

2019 Information Pack

Bringing sport
and business
together



footballtradedirectory.com
rugbytradedirectory.com

[/football_trade](https://twitter.com/football_trade)
[/rugby_trade](https://twitter.com/rugby_trade)

Introduction

“Our aim is to put business in front of football clubs and put football clubs in front of business.”

John Booth FTD

Join Our Community

The Football Trade Directory is now in its 13th year having been launched in 2007 and in that time we have worked hard to establish a niche service for the football industry.

2018 was a landmark year as we also launched the Rugby Trade Directory annual.

Our original aim: ‘To put business in front of football clubs and put football clubs in front of businesses’ continues to be as valid now as it was back in 2007 and equally applies to rugby.

We have achieved this by developing a robust network of contacts which in our view are second to none in the sports industry.

This has enabled us to provide tangible benefits for our

many and varied clients. We have multiple marketing channels to help your business:

- Membership
- Events
- Annuals
- E marketing
- Networking
- Social media
- Consultancy

We are also pleased to be helping a number of Football League and Non-League clubs with their commercial and sponsorship activities.

John Booth*, Managing Director

**John has over 20 years' experience in the football and rugby industry, having been General Manager at Preston (9 years) Commercial manager at Stoke City (3 years) and more recently Consultant Director at Port Vale (2 Years). He also helped Lancashire Lynx RFL.*



Image courtesy: unsplash.com

Membership

“ Join our expanding group of members and open new doors ”

Dean Holness

Whether it's football or rugby (or both) the benefits include

- The annual membership is valid for 12 months from the date of any agreement.
- Clients get a directory entry in any appropriate categories on the FTD/RTD website including link to client's own website. (Max six categories)
- Up to 6 preferred supplier entries in the annual editions of the published FTD and/or RTD annual in categories to be agreed with the client.
- Discounted rates to exhibit at networking events. The level of discount will be that advertised at the time of such an event.
- FTD/RTD will promote the client through our on-line news channel as and when appropriate PR material eg official press releases is provided to FTD/RTD by the client.
- Unlimited free delegate places to networking events
- Access to E marketing services

Affordable rates

- Dual membership of FTD & RTD is £300 +vat
- Single membership of FTD is £189 +vat
- Single membership of RTD is £189 +vat

“ Membership qualifies you for a discount to exhibit at our regular networking events ”



Image courtesy: unsplash.com

Events

“ Convenient set up and very professional exhibitors ”

Watford FC



Cost Effective

Cost to exhibit only £300 for football and £350 for rugby events

£25 for delegate tickets

Benefits for exhibitors:

- Exhibition space equivalent to 3m x 3m
- A single 6 foot table, cloth and two chairs if needed
- A free parking space
- Access to a power supply
- A full page advertisement in the event programme
- FTD will promote the exhibitor through its on-line news channel and when appropriate in PR material
- Refreshments
- A copy of the delegates list after the event

Upcoming Events

The upcoming events in 2019 are:

- *Wolverhampton Wanderers Molinieux Stadium*
Thurs March 21 2019
- *Huddersfield's John Smiths Stadium*
Thurs May 16 2019 (Rugby event)
- *Manchester City's Etihad Stadium*
Thursday 4 July 2019
- *Wycombe's Adams Park*
Thurs 26 Sept 2019
- *Scotland's National Stadium Hampden Park*
Thurs 31 Oct 2019

To register as a delegate or enquire about exhibiting email:
office@footballtradedirectory.com

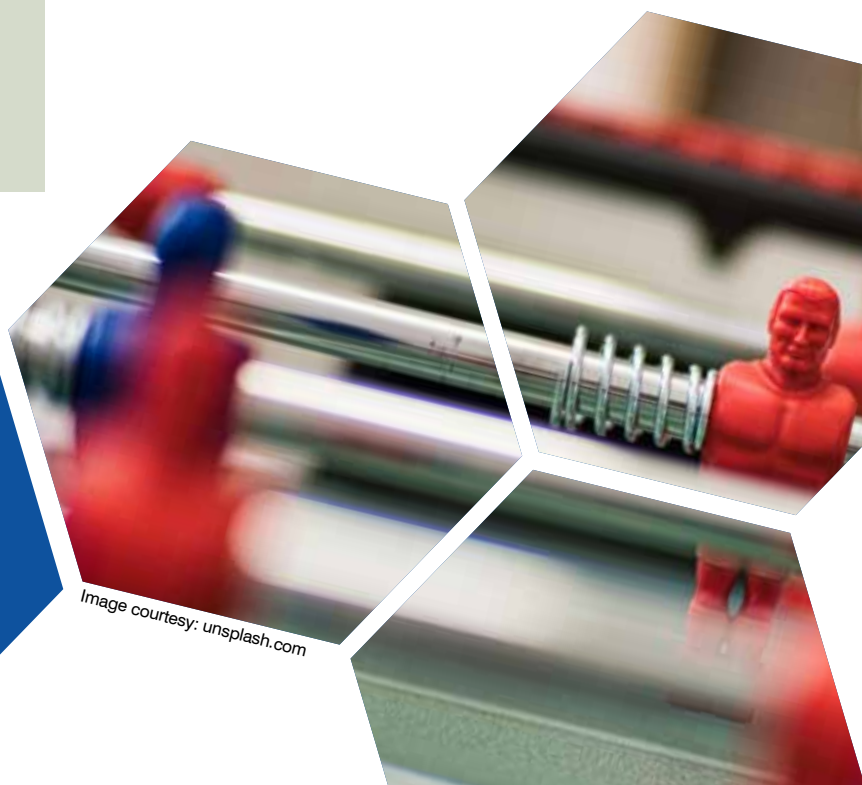


Image courtesy: unsplash.com

Advertising



A full page advert in the up-coming 2019 Rugby Annual is £750.

The same rates will apply for the 2020 Football Trade Directory

Prices for half-page and quarter-page adverts are available on application.

Advertisers receive these benefits:

- Print run of 3000 copies of each annual with estimated readership of 12000*
- Free editorial
- PDF version is easily available online
- Free copies of the book
- High visibility as advertising pages limited.

**Customer survey shows each directory is read on average by 4 people*

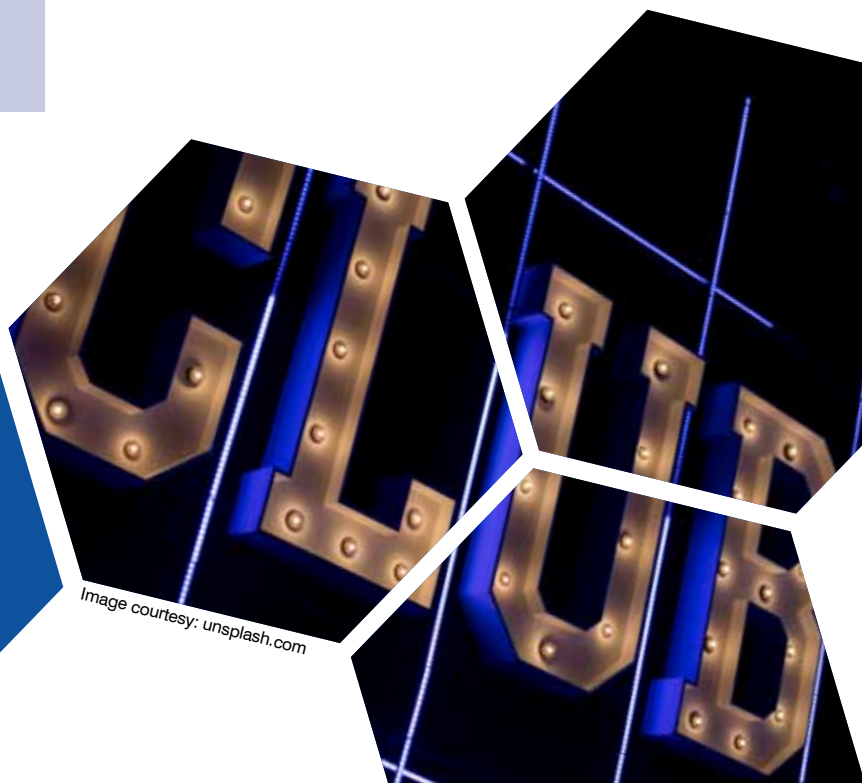


Image courtesy: unsplash.com

E-Marketing

E-Marketing

Our relationship with clubs, leagues and associations from all levels of the game allows us to collate records for thousands of clubs and their personnel.

Bespoke e-marketing platform

Provided by Red Circle Digital, our bespoke e-marketing platform provides us with the scope to put your business directly in to the inbox of key decision makers who are relevant to your product.

Competitively priced

Our campaigns can be tailored to meet your specific requirements, whether you are looking to increase your brand awareness or roll-out a promotion or special offer.

We will work with you make sure that everything is to your satisfaction and our reporting process ensures you receive a full breakdown of the results.



'Red Circle Digital provides a scalable and flexible web-based email marketing platform. Sitting behind the technology is a team of developers able to respond rapidly to our customer's needs. The technology is packed with features and functionality to ensure that even the most complex email programmes are manageable in a simple and robust manner, but our aim is to be a perfect fit for your business, so flexibility is standard for us.'

Fully compliant with GDPR –

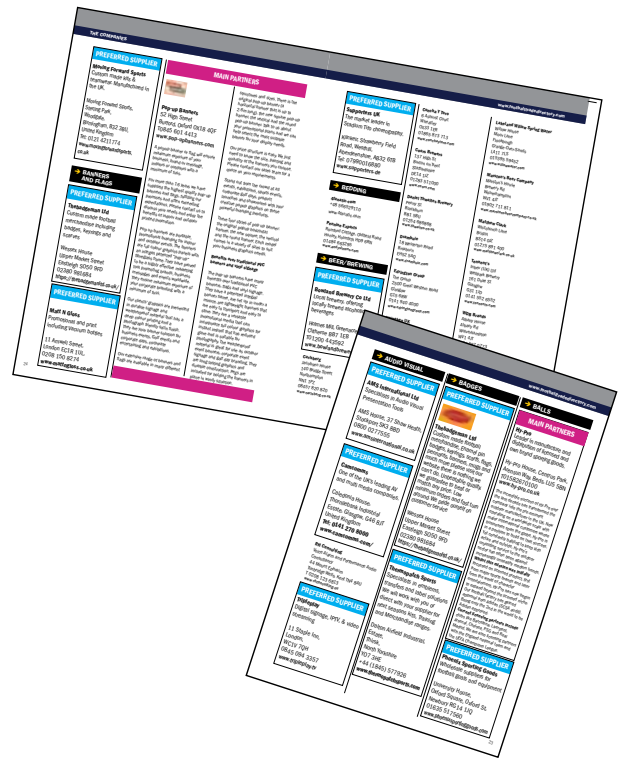
We have over 15,000 registered club contacts and over 3,000 company details on our data base.

Cost from £199.00 Design service available



Image courtesy: unsplash.com

Preferred Supplier Status



What is a preferred supplier?

Preferred suppliers status is a benefit of being member. As a preferred supplier your company will be noticed with an enhanced entry in the directory and on the website.

All members are listed in up to 6 different categories as a preferred supplier in the Annual Directory and on the website. With over 180 categories in the directory there is plenty of choice so there will be a category to match your company.

In the directory as a preferred supplier your entry is highlighted and you also get a space to have a short summary to tell readers what you do.

On the website all preferred suppliers get priority listing above any free entries which is highlighted with up to a 100 word description of your company, preferred suppliers also have a link to their website.

“ Preferred supplier status gets you noticed ”



Image courtesy: unsplash.com

Sports Social Events

Meet new contacts

The aim of the social event is to bring together clubs, sports focussed businesses and our existing clients for a relaxing evening of chat, networking with free drinks and nibbles provided. Social events like this one are in addition to our highly successful exhibition style networking days. It's just a different way of meeting new contacts.

Following a successful first event in December 2018 Football and Rugby Trade Directory will be hosting another 'Social event' in partnership with WeWork, the UK's fastest growing office space providers, on 3rd April 2019 at Aldgate Tower. The event will run from 6:30pm to 9:00pm.

Other events to follow. Keep an eye on our website for dates and venues.

Why book a ticket?

- Free drinks all night
- Great venue – WeWork offer some of the best office space in the City
- Come and go to suit your schedule
- Relaxed atmosphere
- Convenient time slot - after work
- No boring speeches or presentations! Just great conversation.
- Places limited to 120, so book early to ensure you don't miss out.

Tickets are just £25 or if you are a member you can register for up to 3 free tickets. To book your ticket visit www.footballtradedirectory.com/social-april-19 and follow the link to EventBrite.

Members should get in touch for their exclusive discount code.



Contact us

Price List

Membership - £189 or £300 joint

- Up to 6 Preferred Supplier entries in the Annual Directory
- Priority Listing on the website
- Members discount for other services

Exhibit at an Event -

Football £300 Rugby £350

- 3m x 3m exhibition space
- Inclusion in Event Programme and marketing material
- Contact Details for all attendees following event

E-Marketing

Up to 1000 emails: £199

Up to 2000 emails: £350

Any campaigns above 2000 emails will be given an individual quote depending on size.

Annual directories:

Full page advert £750

General information

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