

2021 Information Pack



**Connecting
clubs & suppliers
since 2007**



footballtradedirectory.com
rugbytradedirectory.com

🐦 /football_trade
🐦 /rugby_trade

Introduction

“Covid has created huge problems for football & rugby in the last year or so. We have reacted by offering some great email marketing offers and interactive directories. We have also been in touch with clubs & clients with Zoom and Teams.”

John Booth, owner Sportsglobal UK Ltd

What we give our members

- **Experience** – MD and owner John Booth has been involved in sport for over 30 years and that has included stints in senior roles at Preston North End, Stoke City and Port Vale
- **Trust** – The Football Trade Directory is a trusted brand with tremendous recognition amongst clubs and suppliers alike
- **Knowledge** – Our team combine in depth knowledge of the football & rugby industry with high levels of marketing expertise
- **Information** – The business is based on up-to-date contact details built up over 15 years
- **Contacts** – We have contact details for over 25,000 people working in both football and rugby from the Premier League to Grass Roots and across all industry sectors
- **Proven** – Sportsglobal UK Ltd, owners of the Football & Rugby Trade Directory brands was established in 2007
- **Value for money** – Membership starts at ONLY £189+vat and includes discounts and leads
- **Routes to market** – Contact details, email marketing, web based exposure, social media, the printed book, networking events, introductions & consultancy
- **Tailored to you** – We can offer any combination of these services to suit YOUR business objectives
- **All embracing** – we cover football and rugby from the top echelons to grass roots to cater for the whole supply chain

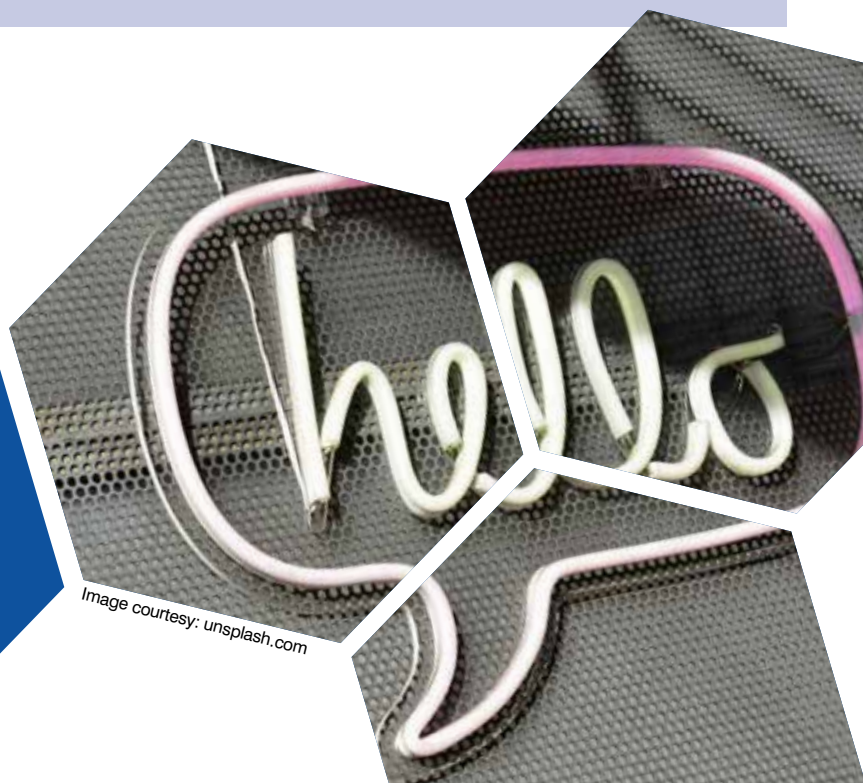


Image courtesy: unsplash.com

Membership

“ Join our expanding group of members and become a ‘Preferred Supplier’ ”

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.
- 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
- Priority access to Email marketing services

Affordable rates

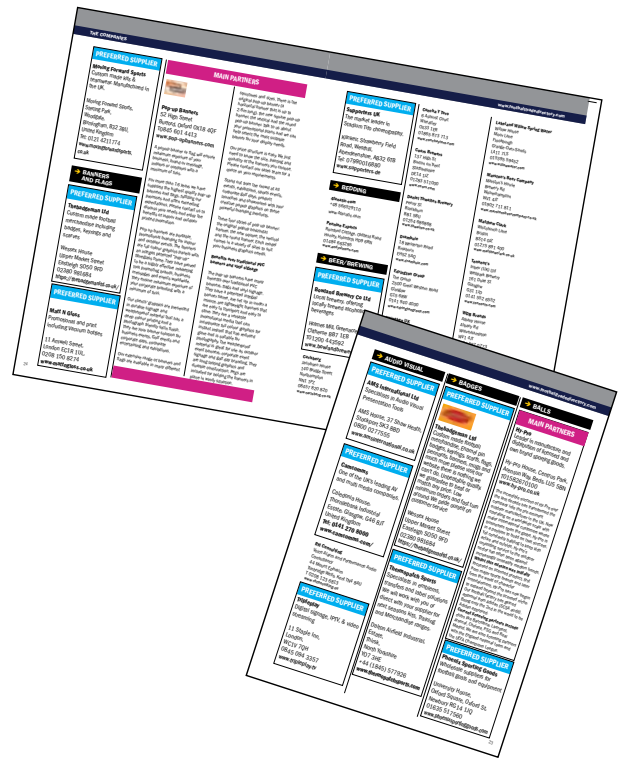
- Dual membership of FTD & RTD is £300 + vat
- Single membership of FTD is £189 + vat

“ Membership qualifies you for a discount to exhibit at our networking events from July 2021 ”



Image courtesy: unsplash.com

Preferred Supplier Status



Preferred Supplier Status gets you noticed

One of the main benefits of membership of the FTD/RTD is 'Preferred Supplier' status. This is about visibility on the website and in the annual publications. The books are used widely throughout the football and rugby industries as a source of supplier information. We know, talking to clubs how much they like the fact that we have over 2000 suppliers listed and that the PDF version of the annual books can also be downloaded from the website.

So much so, that there have been over 70,000 views of the football and rugby annual pdfs alone in 2020. Preferred Supplier entries also have the option to include a link to a video on their entries on the PDF version.

The books continue to be a well-liked desk top resource and 'Preferred Suppliers' stand-out from the rest".

As a member you also get 'preferred supplier' entries on the website in up to 6 categories of your choice. In 2020 our websites had over 215,000 combined unique viewers.



Image courtesy: unsplash.com

Events

“ Our events are free for delegates* ”



Why not exhibit?

Cost to exhibit only £350 for football and rugby events

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
- Members receive a significant discount
- We can be flexible towards exhibitor requirements and new ideas always welcome
- Discounts for members

Upcoming Events

The upcoming events in 2021 are:

The Coronavirus crisis saw all our planned events in 2020 and early 2021 postponed.

We now have a new list of dates in the diary (subject to any new Government restrictions) .

These are:

- 22nd July @ Manchester City's Etihad Stadium – Sponsored by Fieldturf
- 2nd September @ Gloucester Rugby's Kingsholm Stadium – Sponsored by Landways
- 30th September @ Leeds United's Elland Road – Sponsored by Future Ticketing
- 21st October @ Hampden Park, Glasgow – Sponsored by Future Ticketing
- 18th November @ Stoke City's BET365 Stadium
- 9th December @ Wycombe Wanderers' Adams Park

We have been working with all the above venues and exhibitors and delegates alike can be assured all events will be COVID safe when they do take place.

For the latest event news & dates visit www.footballtradedirectory.com/events



Image courtesy: unsplash.com

Advertising

We have been promoting leading brands since 2007

The published versions of the directories are seen by thousands of decision makers every year.

The 2021 Rugby Trade Directory and 2021/22 Football Trade Directory will be published later this year.

In the meantime, a digital version of both 2020 Rugby Trade Directory and 2020/21 Football Trade Directory has been published online in an interactive PDF format.

In 2020 the digital versions of the directories have already been viewed over 70,000 times across both our websites.

The directories are established as a 'go to reference' for anyone running a football or rugby club and they offer suppliers instant recognition. We send out a book version of the directories in both football and rugby to over 5000 clubs and estimated readership is over 20,000*..

2021 Advertising costs

Full page: £750 (includes free column advert)

Prices for half page available on application

Column advert: £250

Block advert: £75



*Based on a 2019 customer survey

Email Marketing

“ The service has been an extremely valuable asset to us, helping reach new and existing customers in these times of limited human interaction.”

Designs Signage Solutions

 red circle digital

Message your target audience

Email marketing is an easy and cost effective way of getting in touch with the people you need at the right clubs. All of our campaigns utilise bespoke data-bases enabling you to target exactly who you want. Average open rates of over 28%*.

Our targeted email marketing service can get your business in front of up to 20,000 of the key decision makers at clubs from the Premier League to Grass Roots. All key roles are included on our data base.

The team will work alongside you to create an eye catching, engaging campaign to meet the objectives of your business.

After your campaign is deployed we will send you a 48 hour performance update, followed by full post campaign analysis after 14 days, with a breakdown of the results.

Prices start from £300 per email marketing campaign.

All email marketing campaigns are deployed using the Red Circle Digital e-marketing platform which has the following key special features:

- A/B testing - allows you to test different subject lines and/or designs to sections of the database to help optimise performance.
- Junk mail filter - this will rate the content and subject of the email to identify any potential issues with the email.
- Request forms - allows you to add a request form to the email that auto-populates the fields to save the recipient time.
- GDPR compliant – visit: www.redcircledigital.co.uk

Each project is costed on an individual basis depending on the status and quantity of data required, frequency of e-mails and design requirements.



*based on client emails sent out in 2020 (as of January 2021)

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 £350 Rugby £350

- 3m x 3m exhibition space
- Inclusion in Event Programme and marketing material
- Delegate list after the event on request

Email Marketing

- Prices start from £300
- To enquire about costs contact us via phone or email

Annual directories:

- Full page advert £750

General information

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