

Football & Rugby Trade Directory Membership



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Overview

- ▶ Cost - £189+vat (single membership) or £300+vat (joint membership)
- ▶ £100 discount on exhibiting at our networking events
- ▶ Lasts for 12 months from sign up
- ▶ Attend our networking events as a delegate for free
- ▶ Enhanced and extra entries in our annual directories and online
- ▶ Have news items and press releases about your company on our website and social media channels
- ▶ Access to our e-marketing service which is only open to our members

Cost

- ▶ £189 (+vat) - Single membership of Football Trade Directory or Rugby Trade Directory
- ▶ £300 (+vat) - Joint membership of Football Trade Directory and Rugby Trade Directory

- ▶ Both last for 12 months from date of sign up

Directory

- ▶ Stand out from the crowd with up to 6 enhanced Preferred supplier status in the directory (free entries only get 1)
- ▶ Have your website linked on our online directory
- ▶ Move up the order for your categories on the website
- ▶ Discount on adverts in the directory
- ▶ 2,500 copies of the directory sent to named individuals at clubs
- ▶ PDF version of the 2019 Football Directory viewed over 6,000 times on footballtradedirectory.com

From this

Heras
Stakehill Industrial Estate
Middleton
Manchester
M24 2RW
0161 655 1020
www.heras.co.uk

To this

PREFERRED SUPPLIER

Heras
High security specialists

Herons Way
Doncaster DN4 8WA
United Kingdom
01302 364 551
www.heras.co.uk

Events

- ▶ £100 discount on exhibiting at our events
 - ▶ If you exhibit at 3 events with joint membership you effectively get your membership cost back
 - ▶ Exhibit at 2 events with the single membership and you effectively get your money and a bit more back
 - ▶ As a member the cost of exhibiting is £250+vat (football) and £300+vat (rugby)
- ▶ If exhibiting isn't for you then you can attend as many events as a delegate for free as you wish (non-members limited to 1 event)

Upcoming events

- ▶ Elland Road, Leeds (football) - 19th March 2020
- ▶ Kingsholm Stadium, Gloucester (Rugby) - 30th April 2020
- ▶ Etihad Stadium, Manchester (Football) - 2nd July 2020
- ▶ Bet365 Stadium, Stoke (Football) - 17th September 2020
- ▶ Hampden Park, Glasgow (Football) - 12th November 2020

Press releases and news items

- ▶ Get your press releases and news items put on our website, social media channels and newsletter.
- ▶ In 2018 our website had over 370,000 visits.
- ▶ Press releases include your company logo as well as a link to your website
- ▶ Our newsletter database has over 5,000 contacts and is sent out every other week with an average open rate of 20%.
 - ▶ Readers of our newsletter include football clubs, other companies as well as general members of the public
- ▶ Have your video featured on our YouTube playlist on our website homepage
- ▶ Mentions & retweets on Twitter which has over 2,100 followers

E-Marketing Service

- ▶ Exclusive to FTD & RTD members
- ▶ Prices start from £199 for 1000 contacts
- ▶ Databases are tailor made to fit your requirements
- ▶ Choice of either designing your own e-shot or we will design one for you
- ▶ Your personal contact who will take your campaign from start to finish
- ▶ Use of the split send feature on our bespoke e-marketing platform to find out what subject titles work the best
- ▶ Overnight summary results sent to you within 48 hours of the e-shot being sent. This is followed by a report a week later with the breakdown of results and see who has opened/clicked the e-shot
- ▶ All databases are GDPR compliant