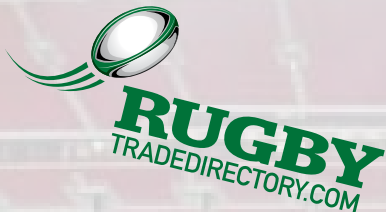


2017/18 Information Pack

**Bringing
Football and
Rugby Together
with Business**



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 12th year having been launched in 2007 and in that time we have worked hard to establish a niche service for the football industry.

2017 has been a landmark year as we have also launched Rugby Trade Directory.

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 applied to rugby.

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

This has enabled us to provide tangible benefits for our

many and varied clients. These benefits have been delivered by direct advertising and via the website www.footballtradedirectory.com and www.rugbytradedirectory.com, through our annual publications, through e marketing, through our regular networking events and through direct introductions and consultancy work.

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

It promises to be another exciting year.

John Booth*, MD

**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.*



Overview

“ I found the day useful and both John and Trish very hospitable and were happy to facilitate conversations with potential business partners ”

Chris, Mitre

Partnerships

The core of our business offer is developing partnerships with our clients and for our clients. In addition we are about delivering a return on investment for our partners - whichever of our services they uptake.

We have an extensive network of relationships with clubs, associations and organisations that enables us to open doors where others find it difficult.

We work in virtually all football and rugby sectors and it is no coincidence that we have partnered up with some leading organisations since we started. These include the Football League, SPFL, The League of Wales, Evo-Stik League, Soccerex, SMMEEX at Wembley, Nottingham International Football Tournament, Chelsea Sports Merchandise & Licensing Show.

Our integrity within the football and rugby industries has enabled us to create a unique market place within which partnerships are created.

Join Our Football and Rugby Community

The Directories, both in their online and printed formats, are the foundation of our football and rugby community, and with over 2,200 businesses registered it continues to expand.

The first step in becoming a part of this is by registering your business for free on our websites.

- www.footballtradedirectory.com
- www.rugbytradedirectory.com

Once registered, your entry will contain contact details for your company, as well as subscription to our newsletter.

You will also be included in the paper annual.



Membership

“ I found it great to see the other side of football and connect with others willing to help ”

Dean Holness

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

- Priority listing on the website in up to six different search categories - Your business will be ahead of the rest, showing higher in our searches than free listings.
- Highlighted entry in the annual directory - The paper equivalent of the enhanced entry, you will jump from the page with a highlighted entry
- Discounted rates for all our services, including e-marketing, exhibiting at events, consultancy and advertising.

About Membership

FTD and RTD membership is an extension for any business who has joined the Directory with a free registration.

For £189+vat or £300+vat for joint membership, the annual membership allows you to get the best out of our range of services we offer, as well as enhanced exposure, both online and in the annual. Whether it's having an advert in the directory, e-marketing or exhibiting at an event, all our services come at a discounted rate for our members.



Events

“ Convenient set up and very professional exhibitors ”

Watford FC

Upcoming events

We hold regular networking events at top venues

The next events for 2017 are

- ***Thursday 9th November -
Macron Stadium, Bolton Wanderers***

The next events for 2018 are:

- ***Thursday 22nd March -
Bramall Lane, Sheffield Utd***
- ***Thursday 17th May -
DW Stadium, Wigan (Rugby event)***
- ***Thursday 5th July -
Bet365 Stadium, Stoke***
- ***To register email
office@footballtradedirectory.com***

Cost Effective

Our networking events have become an established part of the football industry calendar, with four events held of the course of the year at clubs across the country.

For the past five years we have hosted events at a variety of clubs including Chelsea, Manchester City, Stoke City, Bolton Wanderers, Wolves, Sheffield Wednesday and Wycombe Wanderers.

The purpose of our events is to bring as many people, from clubs and businesses, together in an informal environment to establish and maintain new relationships in the industry.

Whether it's football or rugby, exhibiting at our events is a cost effective way of putting your brand in front of the football community, and we work hard to ensure a wide range of clubs, from the Premier League to grass roots, are in attendance.



E-Marketing

“We have worked with the Football Trade Directory for over two years and their events are excellent value for money. These events enable us to meet with both potential clients and suppliers from the stadia market sector, which is still quite unique in terms of other industry events.”

George Randolph, PCS Technology

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.

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

Our competitively priced campaigns are designed around your needs, whether you're looking to raise your brand awareness or push a promotion or special offer.

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

Consultancy

Our consultancy service is our most direct way of interacting with clubs on your behalf. With flexible targets and timescales we will pick up the phone and get you in front of clubs face to face. Pricing dependent on specific targets. Get in touch with us to arrange an initial consultation free of charge.



Our members



Costings

Price List for RTD & FTD

Membership - £189 or £300 joint

- Highlighted entry in 2017/18 Directory
- Priority Listing on the website
- Members discount for other services

The following prices show our normal price as well as the discounted price for companies who have paid their £189 membership in brackets

Exhibit at an Event -

Football £300 (£200) Rugby £350 (£250)

- 3m x 2m exhibition space
- Inclusion in Event Programme and marketing material
- Contact Details for all attendees following event

E-Marketing

Up to 1000 emails: £350 (£199)

Up to 2000 emails: £500 (£350)

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

2017/18 Directory

A5 Advert - £600 (£500)

Contact Us

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