



BRITBOWL XXVIII

NORTH WEST DIVISIONAL
CHAMPIONS 2014

NATIONAL CHAMPIONSHIP
WINNERS
2014



MERSEYSIDE NIGHTHAWKS
SPONSOR PACK 2015

MERSEYSIDE NIGHTHAWKS



INTRODUCING THE MERSEYSIDE NIGHTHAWKS

Merseyside's **ONLY** Adult American Football Team

Based at Childwall Sports College in Liverpool, let us introduce the Merseyside Nighthawks, Merseyside's only American Football team. Playing in the BAFL Northern Football Conference, the Nighthawks were founded in 1988, evolving from the then Birkenhead Nighthawks.

Reigning NATIONAL CHAMPIONS and representing the whole of Merseyside in the South Division of the Northern Football Conference, the Nighthawks are looking forward to the 2015 season after a recent league restructure, where they will take on local rivals such as the Chester Romans, as well as travelling further afield to take on the likes of the Nottingham Caesars, Edinburgh Wolves and Shropshire Revolution.

We're now looking for new sponsors for the 2015 season and beyond and have packages to suit all budgets.

Sponsorship Opportunities

Packages Available

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www.merseysidenighthawks.co.uk

FULL ORGANISATIONAL SPONSORSHIP



FULL ORGANISATIONAL SPONSORSHIP

The Merseyside Nighthawks PRESENTED BY 'YOUR COMPANY'

Suggested Sponsorship Amount => £10,000

This is a great opportunity to support the Nighthawks in their quest for glory in the BAFA Northern Football Conference.

This package shows the highest level of commitment to the club and helps towards the cost of away game travel, pitch and facility hire and all other operational costs. A typical season can cost in excess of £12,000, along with the need to replace equipment on an ongoing basis. This can be for a set period, not just necessarily one season.

What's included

Main Sponsorship of home and away jerseys

Main Sponsorship of all Merseyside Nighthawks team clothing

1 x large advertising banner at all home games at JMO Sports Park. This banner will be sited 365 days a year.

Includes 2 full game day sponsorship packages

Home page feature on the Merseyside Nighthawks new website –

www.merseysidenighthawks.co.uk

2 X tickets to our annual end of season Awards Dinner, where you will also have the option to give the player of the year trophy to the winner

2 x Merseyside Nighthawks Game Jerseys – 1 x home and 1 x away

1 x piece of all Merseyside Nighthawks merchandise in your specified sizes



www.merseysidenighthawks.co.uk

JERSEY SPONSORSHIP



JERSEY SPONSORSHIP

Kitting out the Merseyside Nighthawks

Suggested Sponsorship Amount => £2,500

As you can imagine, kitting out a full American Football team (which can have anything up to 70 players on the roster!!) can be expensive. A new kit will cost in the region of £2,500 for the whole team, which all feature individual player numbers. Imagine your pride as you watch the whole team striding out in jerseys emblazoned with your company's name.

If you don't want full use of this, we can offer your log on our jersey in the equipment sponsor package overleaf

What's included

Main Sponsorship of home and/or away jerseys (dependent on investment)

Company name, logo or both to appear on front or rear of all jerseys (at your choice)

1 x large advertising banners at all home games

Home page feature on the Merseyside Nighthawks new website – www.merseysidenighthawks.co.uk

2 x Merseyside Nighthawks Game Jerseys – 1 x home and 1 x away

1 x piece of all Merseyside Nighthawks merchandise in your specified sizes



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EQUIPMENT SPONSORSHIP



EQUIPMENT SPONSORSHIP

Equipping the Merseyside Nighthawks

Suggested Sponsorship Amount - variable

Playing the sport can be very costly for the players. A decent helmet can cost upwards of £150 and shoulder pads the same. At the Nighthawks, we try to provide as much equipment for the players as possible to keep their costs down and to keep every player involved. Sponsoring helmets and jerseys was brought in during our successful Britbowl appearance last season and we are aiming to expand that further this year.

Prices

All prices are quoted per season
Company names and/or logos will be displayed on each piece of equipment

Helmet sponsorship - £500

Jersey sponsorship - £500

Pants sponsorship - £350

Hoodie sponsorship - £350

T-Shirt sponsorship - £250

All prices are suggested sponsorship amounts and are before printing costs.



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TRAVEL SPONSORSHIP



TRAVEL SPONSORSHIP

Putting the Nighthawks on the road to glory

Suggested Sponsorship Amount =>£1,000

Being in the Northern Football Conference, means some extensive travelling this coming season. We already have confirmed games at Nottingham and Shropshire, with a further two to be confirmed from any of Clyde Valley Blackhawks, Edinburgh Wolves, Gateshead Senators and Doncaster Mustangs. Sponsorship of our travel programme would cover some or all of the costs involved with transporting players and coaching staff to games.

What's Included

Travel for 2 people from your company to any of our away games

Use of the sponsor's name in all press releases , game reports and any other publicity for the away games

1 x large advertising banner at all Nighthawks home games

Home page feature on the Merseyside Nighthawks new website

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Where possible, and subject to availability on the vehicle, onboard advertising may be allowed

If you would like to talk to us about sponsoring us for individual away travel, please do not hesitate to contact us.



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GAME DAY SPONSORSHIP



GAME DAY SPONSORSHIP

Putting on an event the Nighthawks way

Suggested Sponsorship Amount =>£500 per game

Running a game day for the Nighthawks is not cheap. Along with hiring facilities and officials, we have to have a paramedic on site in case of any injuries during the game. In return for your sponsorship of a game day, we'll get you involved in the coin toss before the game and kit you out with some Nighthawks gear to show your support for your local team. We often have local media involved with our games so imagine the coverage you'll get from the strapline 'Game Day Sponsored By.....'

Last year's press coverage was unrivalled, with features on BBC one and in several local newspapers.

What's Included

Use of the sponsor's name in all press releases , game reports and any other publicity for the game

1 x large advertising banner at all Nighthawks home games

Home page feature on the Merseyside Nighthawks new website www.merseysidenighthawks.co.uk

Involvement in the pre-game coin toss

1 x piece of all Merseyside Nighthawks merchandise in your specified sizes

If you want to talk to us about multiple games, please do not hesitate to give us a call.



www.merseysidenighthawks.co.uk

MATCH BALL SPONSORSHIP



MATCH BALL SPONSORSHIP

Balling - the Nighthawks way

Suggested Sponsorship Amount =>£100 per game

Simply put, the match ball sponsorship covers the cost of the 3 match balls used during each game. This is the most cost effective way to get involved with the Merseyside Nighthawks and allows our star QBs to be throwing quality passes to our WRs (some of whom are included in the GB Lions squad) ALL game long!

Use of the sponsor's name in all press releases , game reports and any other publicity for the game

Home page feature on the Merseyside Nighthawks new website

www.merseysidenighthawks.co.uk

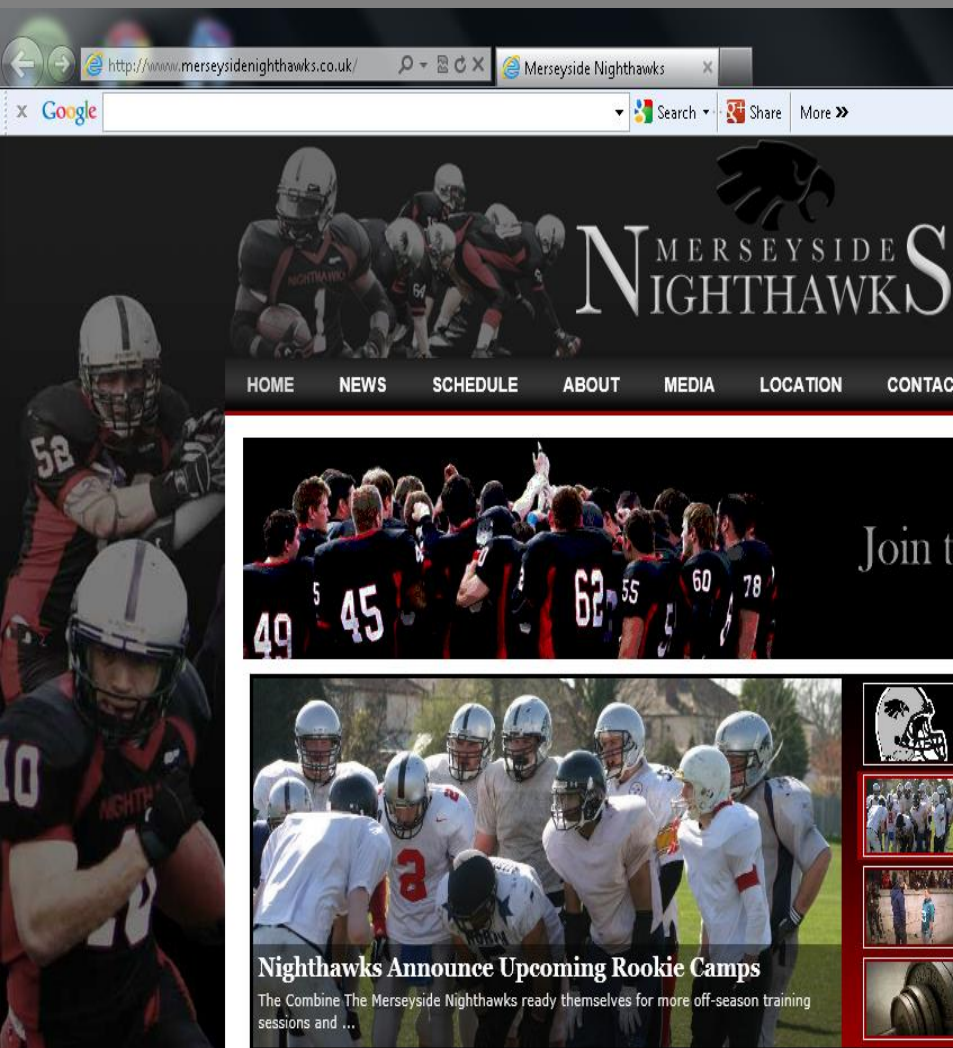
Involvement in the pre-game coin toss

If you want to talk to us about multiple games, please do not hesitate to give us a call.



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WEBSITE SPONSORSHIP



What goes on our website...

- Upcoming events
- Game reports
- Active Rosters
- All our media activity and press releases
- Season schedule
- Season stats

WEBSITE SPONSORSHIP

The internet - the Nighthawks way

Suggested Sponsorship Amount - =>£250

What better way to get your company name out there than by advertising via our website

For the small fee of £250 we will put a banner of your choice on our website advertising your business. With hundreds of hits per week, your business is sure to benefit from the added exposure.



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MISCELLANEOUS SPONSORSHIP



Things we've been involved with...

- Fashion shows in Liverpool City Centre
- Fundraising at Creamfields music festival
- Photo shoots
- Wembley NFL games
- Local media spots
- Family fun days

If you think we can add value to any of your events, we're always happy to help. Give us a call now!

MISCELLANEOUS SPONSORSHIP

Balling - the Nighthawks way

Suggested Sponsorship Amount - variable

Throughout the past few years, the Merseyside Nighthawks have become more involved with other off field activity, including fund raising for charities, promoting g new American Football films and programmes (including The Longest Yard featuring Adam Sandler).

The 4th of July is typically busy for the Nighthawks. 2012 saw part of the team join forces with Danielle Lloyd, Marcus Collins and others to raise much need cash for Cash4Kids.



www.merseysidenighthawks.co.uk

MERSEYSIDE NIGHTHAWKS

CURRENT NATIONAL DIVISIONAL CHAMPIONS



GETTING IN TOUCH

Balling - the Nighthawks way

Getting in touch could not be simpler.

Pete Horgan – 07817-944556

Mark Cross – 07903-721403

Sponsorship and Fundraising Co-Ordinators

sponsorship@merseysidenighthawks.co.uk

Get in touch today



www.merseysidenighthawks.co.uk



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