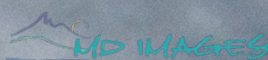


IN PARTNERSHIP WITH



# SHROPSHIRE REVOLUTION



## PARTNERSHIP BROCHURE

# ABOUT US

The Shropshire Revolution is a competitive American Football team based in Shropshire, UK, with a focus on passion and community. Fuelled by two teams, an 11v11 national league team (18+) and a 7v7 under-19 team.

After a strong 2023/24 season, including Northern Champions and back-to-back playoffs, we're preparing for the 2024 National Division One season.

Our program is led by Head Coach Alasdair Jarvis, supported by 10+ qualified coaches.



# OUR TEAM

**ALASDAIR JARVIS**  
HEAD COACH



**DANIEL HULME**  
GENERAL MANAGER



**ADAM NAYLOR**  
TREASURER



**SAMMIE**  
SAFEGUARDING AND WELFARE



**JOSH MORETON**  
PARTNERSHIPS AND MARKETING



**ESTELLE MAI**  
MARKETING AND MEDIA



**DYLAN BATEMAN**  
WEBSITE AND MARKETING



**ANDY BATHA**  
HEAD OF JUNIOR PROGRAMME



# OUR TEAM

## COACHING

### ALASDAIR JARVIS

SENIOR HEAD COACH/OFFENSIVE  
CO-ORDINATOR

### DANIEL HULME

SENIOR DEFENSIVE CO-  
ORDINATOR

### ALASDAIR JARVIS

SPECIAL TEAMS CO-ORDINATOR

## COACHING ASSISTANTS

JAMES RODGERS

DOMINIC CHASE-GRIFFITHS

ARON ADKINS

DARREN EDWARDS

MARK PHILLIPS

RICH MANTLE

DANIEL TOMLINSON

TOM ORDIDGE

STEPHANIE PALMER

JAMES DERRY

### ANDY BATHA

JUNIOR HEAD COACH/OFFENSIVE  
CO-ORDINATOR

### CHRIS MULROY

JUNIOR DEFENSIVE  
CO-ORDINATOR

### TOM ORDIDGE

JUNIOR ASSISTANT COACH

## GAME DAY ASSISTANTS

TYLER BATHA

ZOE BYRNE

ADAM NAYLOR

EMMA BALDACCI

PENNY NAYLOR





# PARTNERSHIP VALUES



## COMMUNITY REACH

We engage a local audience, from families and youth groups to sports fans across the West Midlands.

## BRAND EXPOSURE

Our games, social media channels, website, and events provide sponsors with the perfect platform to gain brand visibility.

## GROWTH

American Football continues to grow in the UK, and aligning with a grassroots team on the rise could be an excellent brand opportunity.

## CORPORATE SOCIAL RESPONSIBILITY

Supporting local sports teams shows commitment to the community, healthy living and support for young athletes.

# SENIOR PROGRAM



# SENIOR PROGRAM

The Shropshire Revolution, founded in 2006, quickly grew from a small group of players to a successful team in British American Football.

They gained league membership in July 2006 and won their first game later that year.

Notable achievements include an undefeated NFC 2 South championship in 2017 and 2023 resulting in promotion.

Now competing in the BAFA NFC 1 Midlands, the team is led by retired Great Britain Lions's player, Alasdair Jarvis.



# JUNIOR PROGRAM





# JUNIOR PROGRAM

Established in 2024, our under-19s team is the perfect opportunity for young athletes to get involved in American football. Our youth program provides a safe and fun environment to learn and grow.





## JUNIOR PROGRAMME PARTNER

- Brand logo on junior team jerseys.
- Partner branding on youth camp materials.
- Participation and branding opportunities during youth events, camps, and coaching sessions.
- Increased exposure via outreach programs, engaging schools, and families.

**MEDIA  
AND  
ONLINE  
PRESENCE**





**250K  
VIEWS**

**ACROSS VARIOUS SOCIAL  
MEDIA**

PER YEAR

**80K  
REACH**

**ACROSS VARIOUS SOCIAL  
MEDIA**

PER YEAR



**1000+  
LINK  
CLICKS**

**ACROSS VARIOUS SOCIAL  
MEDIA**

PER YEAR

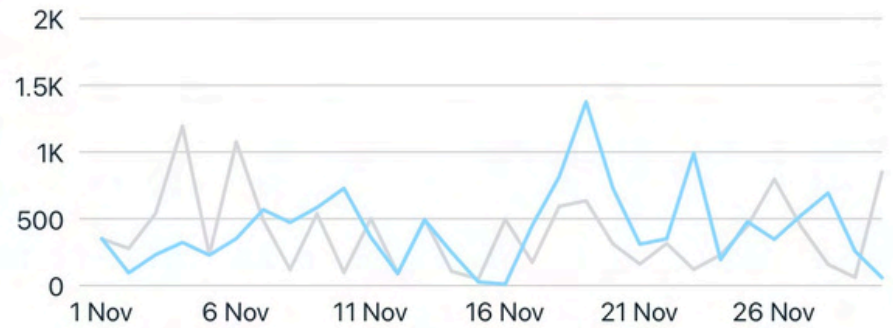
# GROWTH

QUARTER 3-4

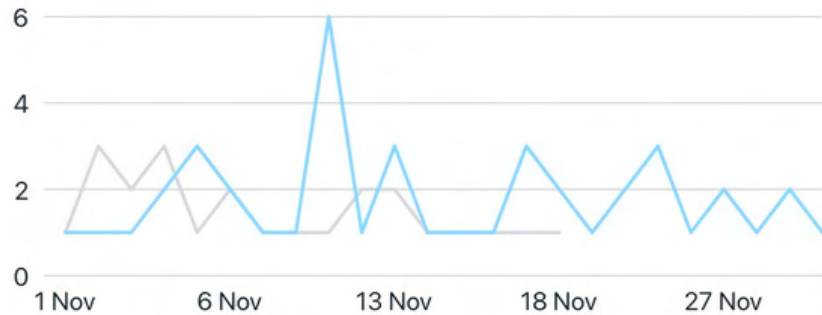
29.5K ↑ 5.2%



4.5K ↑ 11.4%



43 ↑ 79.2%



349 ↑ 160.4%



# TAILORED PARTNERSHIP

**TAILORED PARTNERSHIPS WITH SHROPSHIRE REVOLUTION FOCUS ON CREATING BESPOKE COLLABORATIONS THAT ALIGN WITH THE GOALS OF EACH PARTNER. WHETHER IT'S FOSTERING LOCAL TALENT, DRIVING COMMUNITY ENGAGEMENT, OR PROMOTING SUSTAINABLE BUSINESS PRACTICES, SHROPSHIRE REVOLUTION OFFERS PERSONALIZED SOLUTIONS THAT AMPLIFY IMPACT.**



# TAILORED PARTNERSHIP

**THROUGH THESE PARTNERSHIPS,  
BUSINESSES AND  
ORGANIZATIONS CAN BENEFIT  
FROM A SHARED COMMITMENT  
TO FOSTERING POSITIVE GROWTH  
IN THE MIDLANDS REGION. EACH  
PARTNERSHIP IS DESIGNED TO  
ENSURE MUTUAL SUCCESS WHILE  
STRENGTHENING COMMUNITY  
TIES AND REGIONAL  
DEVELOPMENT.**



# BRAND VISIBILITY

THE SHROPSHIRE REVOLUTION  
WILL SHOWCASE YOUR BRAND  
THROUGH EXTENSIVE MEDIA  
COVERAGE, COMMUNITY  
ENGAGEMENT, AND HIGH-PROFILE  
GAME-DAY EXPOSURE.





# YOUTH ASSOCIATION

**INTEGRATING YOUR BRAND INTO  
OUR PLANNED YOUTH TEAM  
INITIATIVES, PROMOTING HEALTH,  
TEAMWORK, AND COMMUNITY  
DEVELOPMENT WHILE  
SHOWCASING COMMITMENT TO  
SUPPORTING GRASSROOTS  
ATHLETIC PROGRAMS.**





# PRINCIPAL PARTNER

# PRINCIPAL PARTNER

- Partner logo featured prominently on game jerseys.
- Title partner for all games and events.
- Company branding on team website homepage, with direct links to your business.
- Regular mentions and posts on social media platforms (Facebook, Instagram, X)
- Partner logo on banners, promotional materials, and game-day programmes.
- Opportunities for brand promotion at community outreach programmes, youth camps, and charity events.



# **MEDIA BACKDROPS**

**BRANDING ON MEDIA  
BACKDROPS DRIVES  
HUGE LEVELS OF BRAND  
VISIBILITY ACROSS MEDIA  
CHANNELS.**

**AS SEEN FOLLOWING EACH GAMEDAY DURING  
POST-MATCH INTERVIEWS WITH COACHES,  
CAPTAINS AND PLAYER(S) OF THE MATCH**



## We are the REVOLUTION.

Get to know the spirit of the Revolution, Find your place in the family, Learn the calibre of coaches. Ready to make your mark?

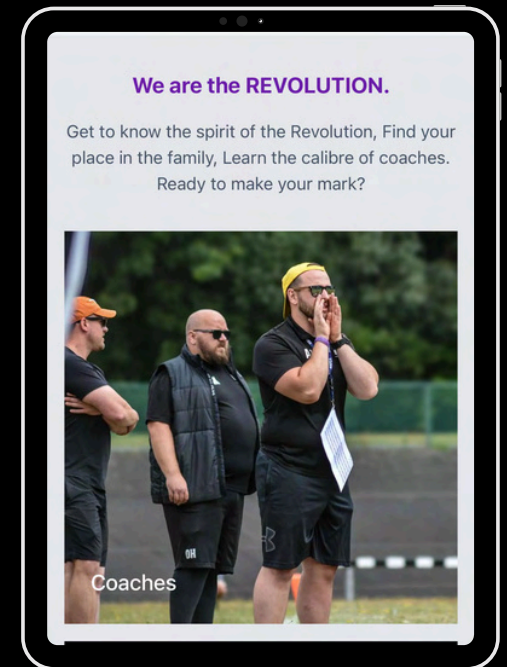
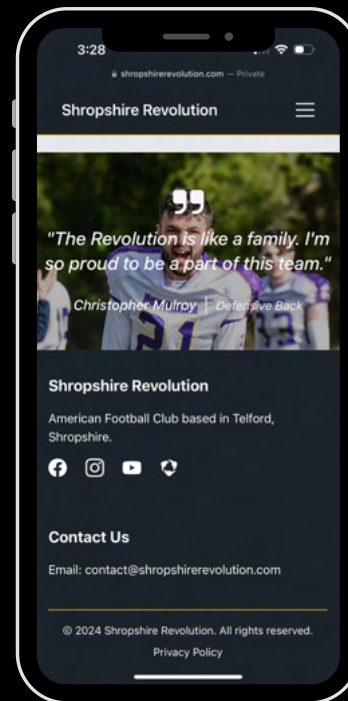
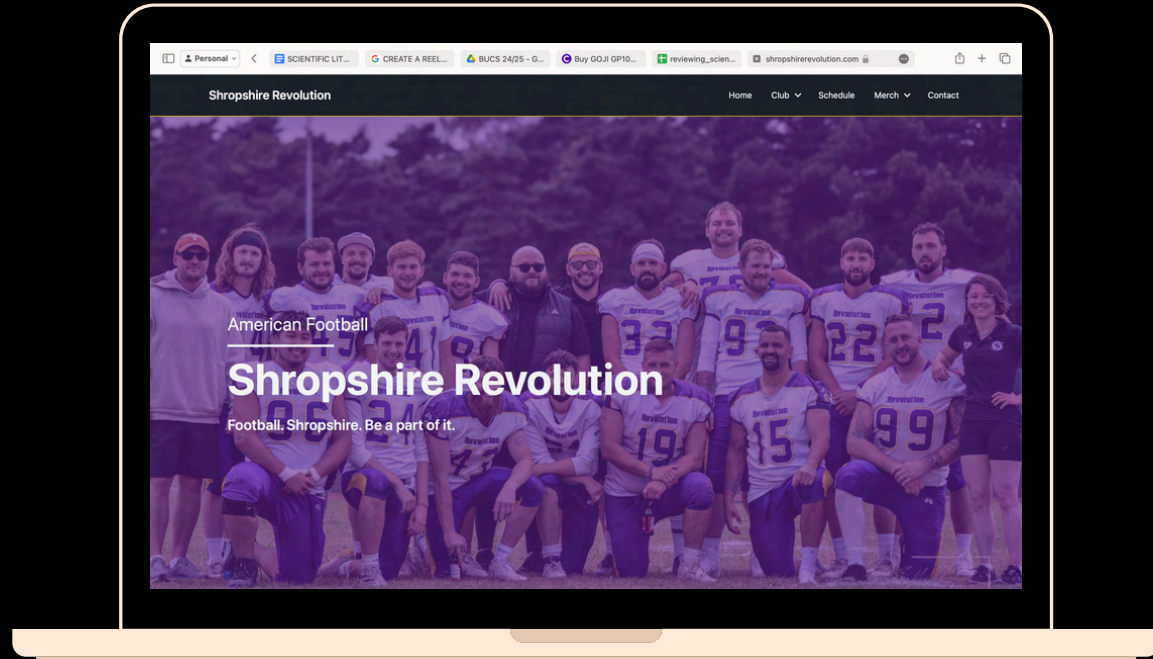
# WEBSITE

**THE OFFICIAL CLUB  
WEBSITE RECEIVES  
1,000+  
UNIQUE VISITS  
MONTHLY**



# WEBSITE

- PARTNER LOGO ON THE FOOTER OF ALL PAGES OF THE CLUB WEBSITE.
- PARTNER LOGO WITH HYPERLINK ON THE REVOLUTION PARTNERS PAGE ON THE CLUB WEBSITE.
- BANNER ADVERTISING ON CLUB WEBSITE.



# FURTHER PARTNERSHIP OPPORTUNITY





## EQUIPMENT PARTNER

- SPONSOR BRANDING ON OFFICIAL MATCH BALLS, TEAM TRAINING JERSEYS, EQUIPMENT, AND MORE!
- LOGO FEATURED IN ANY MEDIA WHERE EQUIPMENT IS SHOW CASED
- COMPANY LOGO ON PRE-GAME WARM UP TEAM T-SHIRTS.
- VIP ACCESS TO ALL GAMES, INCLUDING COIN TOSS AND PLAYER OF THE GAME PRESENTATION.

**FURTHER PARTNERSHIP  
OPPORTUNITY**





## GAME DAY PARTNER

- SPONSOR SHOUT-OUT DURING GAME ANNOUNCEMENTS.
- SPONSOR NAME AND BRANDING ON ALL GAME-DAY PROMOTIONAL MATERIAL (ONLINE AND OFFLINE).
- VIP ACCESS TO GAMES, INCLUDING COIN TOSS AND PLAYER OF THE

FURTHER PARTNERSHIP  
OPPORTUNITY



## **PLAYER PARTNER**

**HELP TO GROW THE GAME BY COVERING THE EQUIVALENT OF ANNUAL SUBS FOR ONE OF OUR PLAYERS, INCLUDING KIT RENTAL.**

**BUSINESS LOGO STICKER ON PLAYER HELMET.**

**PARTNER WILL HAVE PHOTO OPPORTUNITIES AT GAMES AND AT THEIR PLACE OF WORK AS WELL AS A FRAMED PARTNERSHIP CERTIFICATE**

**FURTHER PARTNERSHIP OPPORTUNITY**

# CONTACT US

To discuss sponsorship packages or for more information about the team, contact:



Adam Naylor  
07919 405 361



shropshirerevolutionaf@gmail.com



@shropshirerevolution



Shropshire Revolution  
American Football

Have something else in mind? We're always open to new ideas!