



The English Schoolboys U18 national side

5 prestigious national competitions for those aged U18

National Cup Competitions

- ESFA U18 Schools' Cup for Boys
423 schools from across England entered into the competition in 2016-17
- ESFA U18 B Team Schools' Cup for Boys
58 schools from across England entered into the competition in 2016-2017
- ESFA U18 Schools' Cup for Girls
85 schools from across England entered into the competition in 2016-17
- ESFA U18 Colleges' Cup for Boys
78 colleges from across England entered into the competition in 2016-17
- ESFA U18 Colleges' Cup for Girls
49 colleges from across England entered into the competition in 2016-17
- ESFA U18 Elite Schools' & Colleges' Cup for Boys
111 schools and colleges from across England entered into the competition in 2016-17
- ESFA U18 Inter County Cup for Boys'
22 County Teams took part in this competition in 2016-17

By supporting these competitions, your organisation has the potential to instantly reach out to almost 1000 schools and colleges nationwide, additionally the sponsorship will be communicated to all other National Cup entrants, approximately 6,000 more teams. By utilising the appropriate level of promotion and input; your company name can essentially become synonymous with the competitions themselves.

National Cup sponsorship engagement and benefits

Sponsorship of a National Cup competition includes the following as standard:

- Naming rights e.g. the ESFA <company name> U18 Schools' Cup for Girls
- The opportunity to create a specific 'schools' cup' logo to be used in conjunction with the competitions
- Promotion of the organisation via ESFA communications channels e.g.
 - Website (approx. 250,000 hits per month)
 - Twitter (over 13k followers)
 - Branding at National Finals (banners, boards, programme adverts, on-screen logo for live coverage, name checks in live commentary, opportunity for pre-match and half time adverts during live streaming)
 - Targeted marketing emails to all ESFA school and college contacts (around 4,000 secondary schools plus Counties and Districts)

- Continual season-long promotion to all ESFA Membership and Customers, endorsing the organisation customised to your preferences

As with all sponsorship opportunities, the more you put in, the more you get out – we are always on hand to advise on ways in which you may be able to obtain further coverage and promotion to targeted audiences. We actively encourage engagement with schools and colleges throughout the season, giving sponsors a heightened presence and level of engagement across the board. We are also open to receive and discuss any ideas that may strengthen the partnership and improve visibility of both your organisation and the ESFA.

How National Cup sponsorship improves quality for teams

By sponsoring a National Cup competition you are assisting the ESFA to be able to provide teams with the level of competition that they deserve. By engaging with teams throughout the season, it gives them a sense of purpose and determination to make it to National Finals, but also enriches the experience for schools and teams throughout the rounds prior to these. Sponsors are encouraged to work with the ESFA to develop ways to support teams throughout the season, not just at National Finals and to help reward schools that consistently enter competitions and support the ESFA but may never make it past the earlier rounds. There are some fantastic opportunities available and the ESFA are always keen to develop new ideas to encourage pupils, schools and teachers alike.

National Finals can be developed into a true reflection of the teams' achievements with an all-encompassing event that surpasses expectations. A national final may be the pinnacle of some of these players' footballing careers and we strive to make it a truly memorable experience for them. However, in order to increase the value of these events, additional funds are a necessity. Amongst many other things; sponsorship of these competitions allows us to

- Live stream matches with full commentary, various camera angles, on screen graphics including pre-match and half time adverts for sponsors and regular name checks throughout – this means that where schools are unable to send large numbers of spectators, they are able to stream and watch the match back home, players can watch their game back after the match and also DVDs are available to purchase
- Provide additional activity on the match day further to the match itself
- Provide the opportunity to further promote the matches and venues
- Allow us to secure names within the football community to be a part of the events
- Provide better facilities and target high end stadiums to work with

Exclusions

Our sponsors are hugely valuable to the Association and we commit in each case to exclusive rights for that sponsor. This would apply to any new sponsor as well as to existing partners: we are therefore unable to enter negotiations with any company which is considered a competitor of our existing sponsors. We are unable to enter into sponsorship discussions with any potential partner whose services/products are unsuitable for those aged under 18 eg tobacco, alcohol, gambling etc