



PARTNERSHIP PROPOSAL

WHO WE ARE

WE ARE THE INDEPENDENT PLAYERS' UNION IN SCOTLAND.

PFA Scotland work with a carefully selected group of companies as Commercial Partners who will mutually benefit our members whilst ensuring the brand aligns with the union.

By partnering with PFA Scotland, our Partners have direct access to 54 professional football clubs in Scotland through union association. This provides our commercial partners the opportunity to target and engage our members over a prolonged period allowing long-term relationships to form and business opportunities to increase.

In addition to member access, the Business Partners and Associates will be invited to network with other selected companies associated with PFA Scotland through showcase and hospitality events thus creating additional sales and branding opportunities.



1300
MEMBERS



54
CLUB REPS



18-35 AGE
DEMOGRAPHIC

We are members of FIFPro, the World Players' Union, and the support the work they do at FIFA and UEFA level. Our other partners include the Professional Players Federation (PPF) where we work and share knowledge with fellow unions from other sports including rugby and cricket.



Commercial
Susie van der Post - 07720 416661
susie@pfascotland.co.uk

OUR MISSION STATEMENT

PFA SCOTLAND SUPPORTS FOOTBALLERS IN SCOTLAND.

“As the independent trade union for professional footballers, PFA Scotland is the collective voice for players in Scotland. As an organisation, our aim is to protect and promote the interest of our members.

PFA Scotland is run by the players, for the players and the experience within our team means we are committed to providing our members with the best possible advice and representation.

PFA Scotland strives to look after the individual and collective rights of players in Scotland, as football regulations and procedures handed down by FIFA mean that a players employment status is unique.”

WHAT WE DO



Social Media & Digital
Communications



Legal Support
& Representation



Mental Health
& Wellbeing



Education Grants
& Employability



Player of the
Year Awards



Rehab at Hampden
Sports Clinic



Advice & Support on
Anti-Doping, Gambling
& Addiction



Commercial
Partners



Business Networking
& Social Events



Showcase
& Exit Trials

SOCIAL MEDIA & DIGITAL COMMUNICATIONS



7.8million
Twitter Impressions



1million
Profile Views



Large Player, Former
Player and Manager
following



Broadcast, Written
and Podcast Media
Following



Instagram Reach
increased by
12,000%



Instagram Engagement
up by
9273%



Predominantly 18-34
Footballer Age Bracket
68%



82%
of followers based
in the U.K.

PFA Scotland have recently focused their efforts into improving and maximising their presence digitally, hiring a Digital & Social Media Officer and investing in filming equipment to produce captivating video content. As you can see from above, since these investments our social & digital presence has heightened immensely, and we want to partner with you to create engaging content with and for your brand. We're happy to bring ideas as part of our offering to you – and equally happy to hear your ideas and realise them together.

PARTNERSHIP OPPORTUNITIES



PFA Scotland offer three core levels of commercial partnership for like-minded organisations who reflect the interests of our members and offer great products and services. These partnerships run for a minimum 12 month contract term. We are also happy to discuss tailoring a bespoke offering to suit your business needs.

FRIENDS OF PFA SCOTLAND

- Company logo on PFAS website
- Company product and services listed under Member Benefits on PFAS website
- Two guests at POTY Awards Dinner
- Promote company on Story Highlight by offering deals & offers.
- Two of either Twitter, LinkedIn or Instagram Posts (2 Total Posts)



BUSINESS ASSOCIATE OF PFA SCOTLAND

- Company Logo on PFAS Website with products and services listed under Commercial section
- Promotion of company products or services to PFAS members through direct marketing and social media channels
- Five guests at POTY Awards Dinner
- Promote company on Story Highlight by offering deals & offers
- 2 selections of the following - Two Twitter Posts/Two Instagram Posts/Two LinkedIn Posts
- Influencer Marketing - Distribute products to target personas in player database in exchange for promotion of said product
- Add Company to Twitter Thread on Associates and Partners
- Two guests from each Business Associate will be invited to attend one Social Networking Event with other PFA Scotland Commercial Partners and Sponsors

BUSINESS PARTNER OF PFA SCOTLAND



- Company Logo on PFA Scotland website with direct web-link, including a personalised page under the Commercial section with contact details and headshots
- Promotion of Business Partner's products/services to all 1300+ members directly and additionally to the 54 PFAS Club Representatives
- Ten guests at POTY Awards Dinner
- Full-page advert in Event Programme and logo on media board at POTY Awards
- Business Partner will be permitted to use the PFAS Logo to compliment their products/services, marketing material or letterhead by means of association
- Promote company on Story Highlight by offering deals & offers
- Four Twitter Posts - Four LinkedIn Posts - Four Instagram Posts
- Video Content in conjunction with the Partner
- Opportunity to offer Promotions/Competitions/Giveaways directly to PFA Scotland Members
- PFA Scotland will send regular bespoke advertorials or specific news to the membership database when advised by the Business Partner
- Two guests from each Business Partner will be invited to attend two Social Networking Events with other PFA Scotland Commercial Partners and Sponsors



SPONSORSHIP OPPORTUNITIES

PFA Scotland offer sponsorship opportunities for our stand alone events. These events provide an elevated platform and high profile opportunity for sponsor involvement to demonstrate commitment to Scottish Football, Corporate Social Responsibility, Education and Career Development, but also to secure brand awareness and national media coverage.



PFA SCOTLAND AWARDS DINNER

The PFA Scotland Player of the Year Awards are recognised as THE sporting social highlight in the diaries of footballers, management, corporate and media figures. The Awards Dinner continues to grow in stature with approximately 600 guests enjoying the event. The Awards Dinner presents an alluring and exciting atmosphere as professional players and managers wait in anticipation to find out who has won the prestigious award. The event showcases and recognises the outstanding achievements in Scottish Football.

SHOWCASE & EXIT TRIALS

Every season an increasing number of players are released from their contracts and are unsure of their next step. Therefore, PFA Scotland host an annual Showcase event focusing both on the pitch and in the classroom. This week long training camp gives players the opportunity to train, learn and play a 90-minute match in front of scouts in Scotland, England and Stateside in conjunction with FirstPoint USA. Afternoon education sessions include CV workshops, talks with employers across the U.K. with Business Partner Advanta Wealth being one example.



MY FUTURE NOW

My Future Now is targeted at 2nd year apprentice players across Scottish football. This event involves players thinking about their future career and creating a CV to ensure they have employability skills should they need to secure a job outside of football. As well as gaining desirable employability skills, these players learn more about what PFA Scotland do to help players as well as hear from former and current players who share their experiences from their own career. During the event, players also attend a Positive Mental Wellbeing workshop and Leadership workshop.





2 Woodside Place, Glasgow G3 7QF

Tel: 0141 353 0199 - info@pfascotland.co.uk - www.pfascotland.co.uk



@PFASAWards



@PFAScotland



@pfasofficial

Points of Contact for Partnership

Susie van der Post
Commercial

Email: susie@pfascotland.co.uk Mobile: 07720 416661