



PARTNERSHIPS



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.



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
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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 & Career Development



Player of the Year Awards



Rehab at Hampden Sports Clinic



Advice & Support on Anti-Doping, Gambling & Addiction



Commercial Partners



Business Networking & Social Events



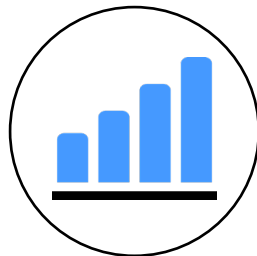
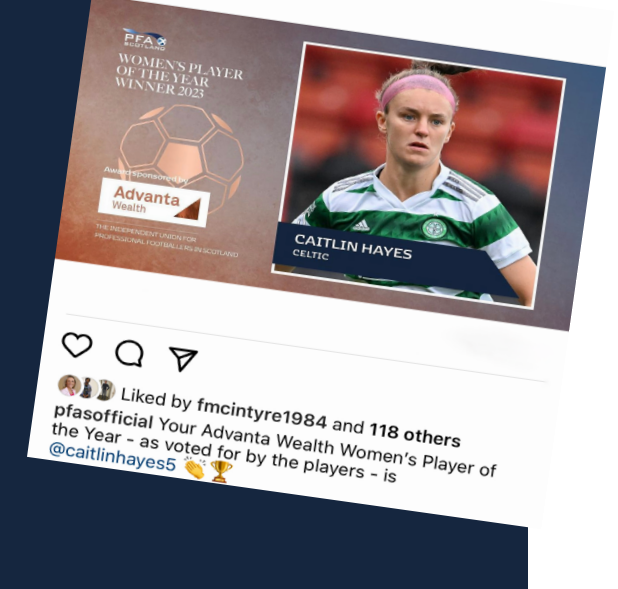
Talent Showcase Event

SOCIAL MEDIA & DIGITAL COMMUNICATIONS

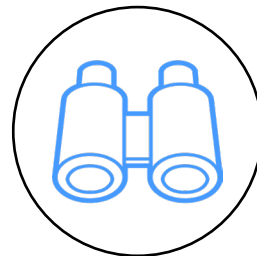
Our ever growing digital presence can be used to promote your business services and products directly to PFA Scotland Members and the wider audience.

We are happy to discuss collaboration on projects to promote your organisation in line with your partnership with PFA Scotland and your key objectives.

Statistics below relate to time periods centred around the Player of the Year Awards in 2022 & 2023 and in addition to general statistics from PFA Scotland's digital activity and demographic.



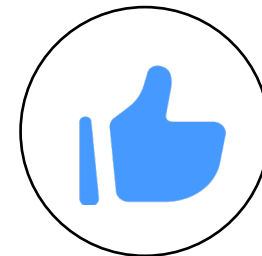
Instagram Following increased by 200% around POTY Dinners 22/23



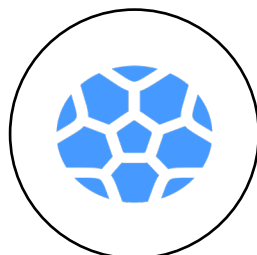
11 Million Twitter Impressions around POTY Dinners 22/23



1 Million Profile Views around POTY Dinners 22/23



Instagram Engagement up 1350% around POTY Dinners 2023



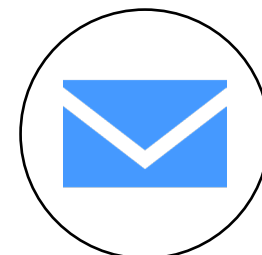
Mainly 16-35 Footballer Target Following



Large Broadcast, Podcast and Written Media Following



Text Messaging tool going direct to 1600+ PFAS Members



Inclusion in regular Email Bundles direct to 1600+ PFAS Members

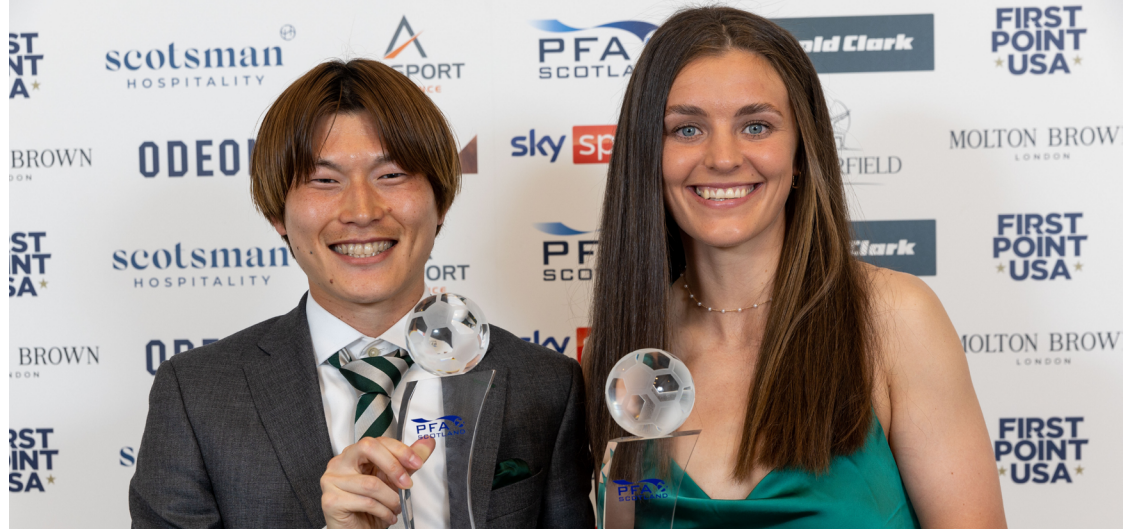
PARTNERSHIP OPPORTUNITIES

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.

BUSINESS PARTNER OF PFA SCOTLAND



- Promotion on Instagram Story Highlight by offering deals & offers
- Four Twitter Posts - Four LinkedIn Posts - Four Instagram Posts
- Video Content in conjunction with the Partner
- Promotions / deals directly to PFA Scotland Members
- Exclusive partnership within company sector
- Company Logo on PFA Scotland website with direct web-link and a personalised page
- Promotion of products and/or services to all 1600+ members directly and additionally to the 54 PFAS Club Representatives
- Ten guests at Player of the Year Awards
- Full-page advert in Event Programme at POTY Awards
- Company logo on media board at POTY Awards
- Two guests invited to two Business Events with other PFA Scotland Commercial Partners and Sponsors

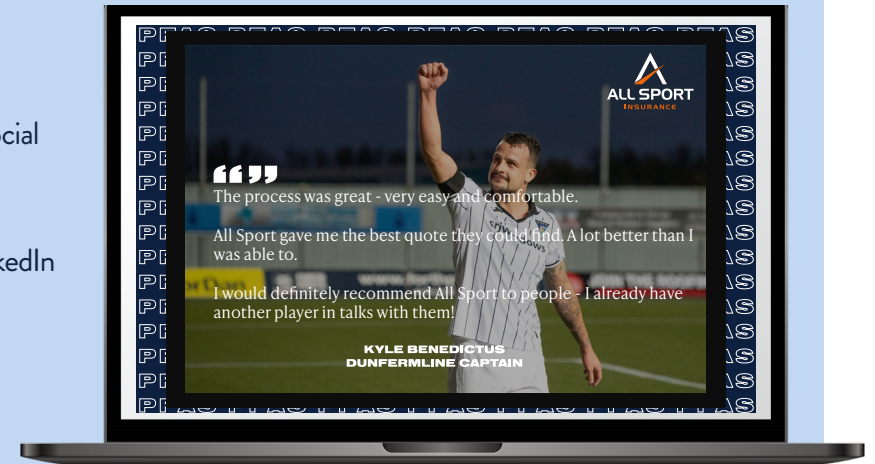


MORE PARTNERSHIP OPPORTUNITIES



BUSINESS ASSOCIATE OF PFA SCOTLAND

- Company Logo on PFA Scotland website with direct web-link and a personalised page
- Promotion of company products or services to PFAS members through direct marketing and social media channels
- Promote company on Instagram Story Highlight by offering deals & offers
- Two Social Media posts from the following selection, either - Twitter Posts/Instagram Posts/ LinkedIn Posts
- Add Company to Twitter Thread on Associates and Partners
- Two guests invited to two Business Events with other PFA Scotland Commercial Partners and Sponsors
- Five guests at Player of the Year Awards



BUSINESS FRIEND OF PFA SCOTLAND

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

PLAYER OF THE YEAR AWARDS

The PFA Scotland Player of the Year Awards is recognised as THE main annual event in the diaries of leading sporting, corporate and media figures. The Awards present 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.



The Player of the Year Awards provides an elevated platform and high profile opportunity to demonstrate commitment to Scottish Football but also to secure marketing, digital and national media coverage through PFA Scotland Partnerships and Award Category Sponsorships.



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sky sports Sky Sports Scotland
 @ScotlandSky

🏆 The Special Merit Award is awarded to Sir Alex Ferguson (accepted by Archie Knox on his behalf).



AWARD CATEGORY SPONSOR

Award Category Sponsorship can be packaged to include more than one category. This will be reflected in a reduced package price.

- Social media coverage promoting company's association with Award Category.
- Social media coverage promoting company's association with Award Category when nominees are announced.
- Company representative to present the award on stage along with celebrity guest presenter.
- Social media coverage promoting company when award winner is announced.
- Company logo on main stage set when award is presented and credits from Host.
- Company and contact information in Event Programme
- One table of 10 at Player of the Year Awards situated in a prime location

PFA SCOTLAND EVENTS

PFA Scotland run a number of events focusing on the wellbeing, mental health and career development of all players. Partnership opportunities are available for these events tying in with companies Corporate Social Responsibility programmes.

TALENT SHOWCASE

Every season an increasing number of players are released from their contracts and are unsure of their next step.

PFA Scotland host an annual Talent Showcase event focusing both on the pitch and in the classroom. The week long training camp allows players the opportunity to train, learn and play a 90-minute match in front of football scouts from the UK & USA whilst focusing on education and career development.

CAREERS DAY

Careers Day is a hugely popular event with players who are considering life after football, or to complement their part-time playing.

PFA Scotland Partners, external employers and education providers are invited to showcase their companies, share insight and broaden the knowledge of career opportunities to the players.

KICK OFF

Kick Off events are educational workshops aimed at first year apprentices ensuring the players are prepared for life in football.

Areas covered in these sessions include; mental health & wellbeing, financial workshops, education and career opportunities.

MY FUTURE NOW

My Future Now targets 2nd year apprentice players across Scottish football with the focus on transitioning from full-time playing to considering their future career after football.

Education and employability skills are crucial to secure a job outside of football and PFA Scotland provide advice and training for players at these events.



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Points of Contact for Partnership

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