



HONOURING YOUR ACHIEVEMENTS

# PLAYER OF THE YEAR AWARDS 2025

**CATEGORY SPONSORSHIP BROCHURE**

# **PLAYER OF THE YEAR AWARDS 2025**



**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 Dinner showcases and recognises the outstanding achievements in Scottish Football by presenting an alluring and exciting atmosphere as professional players and managers wait in anticipation to find out who has won the prestigious award.**

**The Awards Dinner continues to grow with 650 guests including; professional footballers, sponsors, celebrities, and corporate professionals enjoying the event last year.**

**Following the dinner and awards, guests are invited to an official after-show party until the early hours! The event format is as follows;**

**Champagne Reception**

**Three course meal**

**Wine with Dinner**

**Awards Ceremony**

**Entertainment**

**Official After-Show Party**

**Midnight Supper**

# DIGITAL IMPACT



TWITTER (X)	INSTAGRAM	FACEBOOK
8.7m total reach (224.3k per day)	417,715 reach (11,289 per day)	121.2k reach (3275 per day)
Category sponsorship reach ranging from 170k to 1.2m	Category sponsorship reach ranging from 90k to 280k	Category sponsorship reach ranging from 20k to 80k
Engagement rate of 1.8%*	Engagement rate of 4.7%*	Engagement rate of 2.5%*

From last year's Awards, we had 9.58 million impressions on Twitter and a 540% increase on impressions on Instagram.

\*Industry standard is 1.5%\*

# BENEFITS OF CATEGORY SPONSORSHIP



- Social media coverage promoting company's association with Award Category.
- Social media coverage promoting company's association with Award Category when nominees are announced.
- Social media coverage with Teams of the Year announced (League 2, League 1, Championship, SWPL 1 and Premiership)
- National coverage from Player of the Year Nominees Launch Events.
- 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.
- One table of 10 at event situated in a prime location

Award Categories:

*\*PREMIERSHIP PLAYER OF THE YEAR*

*\*SWPL1 PLAYER OF THE YEAR*

*\*YOUNG PLAYER OF THE YEAR*

*\*SWPL1 YOUNG PLAYER OF THE YEAR*

*\*CHAMPIONSHIP PLAYER OF THE YEAR*

*\*LEAGUE 1 PLAYER OF THE YEAR*

*\*LEAGUE 2 PLAYER OF THE YEAR*

*\*MANAGER OF THE YEAR*

*\*SWPL1 MANAGER OF THE YEAR*

# PRESS COVERAGE

PFA SCOTLAND  
HONOURING YOUR ACHIEVEMENTS  
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It's a great feeling, especially being nominated by other players in the league."

Amy Gallacher spoke with @CelticTV after being named as one of four nominees for this season's @PFAScotland SWPL1 Player of the Year

#CelticFC #COYGIG



Rachel Rowe has also been nominated for the Women's Player of the Year with Women's Club Player of the Year Mia McAulay also up for the Young player award.



MATT'S TOP... Celtic tal... O'Riley is grateful for the nomination from



Celtic Football Club @CelticFC · 53m  
Matt O'Riley nominated for @PFAScotland Player of the Year  
"I think I've improved each season... when here which is probably what you want as a player. My goal is just to improve daily."



Player of the Year Shankland plays to decide Hearts future this summer



Kilmarnock FC @KilmarnockFC



The prize guys

McGarry and Matthew Lindsay report from PFA Player of the Year nominations.

# HIGHLIGHT REEL



# GET IN TOUCH



PFA Scotland, Player of the Year Awards will be held at Hilton Glasgow on Sunday May 4th 2025.

For more information on any of the Award Categories, please contact Susie van der Post.



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COMMERCIAL AND EVENTS