

## SPONSORSHIP OPPORTUNITIES WITH THE NATIONAL FOOTBALL MUSEUM

The National Football Museum is a unique new home for the national game, offering distinctive opportunities for partnership with the corporate sector. We work with the major football bodies, including the FA, UEFA, FIFA and the PFA.

As a charitable organisation, sponsorship forms a vital part of the funding of the Museum. It enables the Museum to benefit a wider audience and allows us to renew and develop exhibits and collections for future years.

Football's power to attract large and diverse audiences will attract a high level of publicity for the Museum, and we will capitalise on this to develop our profile and those of our sponsors, through a variety of regional and national media outlets.

There are many ways in which sponsors can work in partnership with us and packages can be individually tailored to sponsor's needs.

### **Current opportunities include:**

#### **Founder sponsorship**

As we open this major new attraction we are delighted to offer a once-in-lifetime opportunity to become a Founder sponsor of the National Football Museum. By becoming our first partner and supporting us in our early days, we are able to offer an exceptional range of benefits:

- Branding on all stationery and corporate communications
- Branding across the museum including; primary entrance and exit points, vinyl window displays, banners, info points, ticket office and donation board
- Dedicated page detailing your support on the National Football Museum website, with branding and links to your corporate website
- Dedicated PR campaign to promote our partnership
- Complimentary tickets for the Hall of Fame Awards, exhibitions and private view events

- Exclusive conferencing offers, including the opportunity to host an event in a unique gallery space
- Dedicated email sent to our extensive mailing list detailing your support and information about your company
- Opportunity for exclusive sampling and product showcases in the National Football Museum
- Opportunity to work together on joint, branded merchandise

For further details email [corporate@nationalfootballmuseum.com](mailto:corporate@nationalfootballmuseum.com)

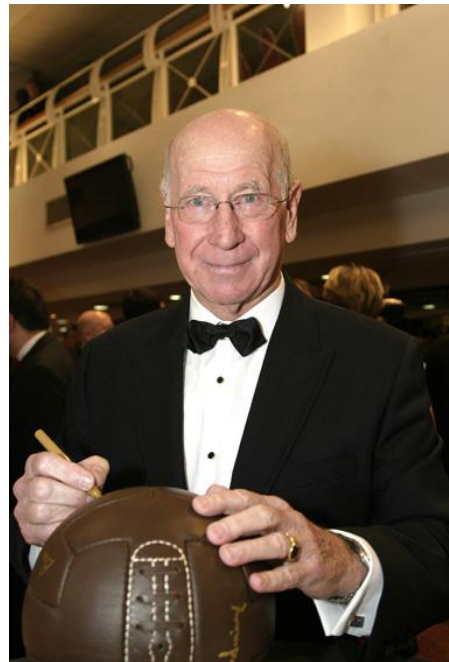
## Sponsorship - Hall of Fame

Each year the **National Football Museum Hall of Fame Selection Panel** led by Museum President, Sir Bobby Charlton, and Vice-Presidents, Sir Trevor Brooking, Sir Alex Ferguson, Sir Tom Finney and Sir Geoff Hurst choose a new group of players and managers to join the official roll of honour of the game's true greats.

The National Football Museum is proud to host the star studded annual awards ceremony. Attendance is an experience of a life-time for football fans, witnessing the legends of the game getting together to celebrate the honour of induction into Football's Hall of Fame.

A range of sponsorship opportunities are available including:

- Headline sponsorship
- Individual award sponsorship
- Sponsorship of the drinks reception



In addition, award ceremony tables can also be purchased, with exclusive deals available for museum supporters and corporate members.

Each sponsorship package is unique and, dependent on the level of support, benefits can include:



- Your company logo displayed on invitations, adverts, menus, museum website and within the venue on the night of the event
- Opportunity to go on stage and personally present an award to a sporting hero
  - Complimentary event tickets
- Complimentary use of Hall of Fame Gallery for your own events

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The National Football Museum is funded by Manchester City Council.  
Registered charity no. 1050792

## Sponsor a Year in Football History

A key element of the museum will be a permanent exhibition of the history of the English game. We invite you to select the year that means the most to you and we'll feature a sponsorship message and your company logo in the exhibition and on our website.

As a new opportunity, all years are still available - including 1966! If you can't decide on a favourite you can even change your selection after two years. This offers a great opportunity to be associated with iconic moments in football history and to raise your company profile within the National Football Museum, based in the heart of Manchester city centre and expected to receive over 400,000 visitors a year.



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## Exhibition and Gallery Sponsorship

The National Football Museum will present the latest developments in gallery design and interactive learning. Exhibition and Gallery sponsors will enjoy high visibility within the museum, ensuring their brand is profiled to over 400,000 visitors a year. Opportunities include:



- Gallery sponsorship (including naming rights)
- Sponsorship of temporary exhibitions
- Sponsorship of interactive gallery exhibits

The benefits of gallery and exhibition sponsorship include:

- Branding in museum gallery space and primary entrance and exit points
- Your logo featured on exhibition literature, advertising and on invitations to VIP private view events
- Your support noted on in-house PA announcements, on our website and on all museum receipts
- Complimentary tickets to the sponsored exhibition and to the prestigious Hall of Fame Awards event
- Discounted conferencing offers, including the exclusive opportunity to host an event in your sponsored gallery space
- Dedicated email sent to our extensive mailing list detailing your support and information about your company
- Opportunity for exclusive sampling and product showcases in the National Football Museum
- Opportunity to work together on joint, branded merchandise

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## Community, Education and Social Inclusion Projects

Sponsorship of the National Football Museum can become part of your company's Corporate Social Responsibility (CSR) programme. With CSR a high priority on the business and government agenda, the National Football Museum offers a unique platform to get involved with pioneering projects which reach out to new audiences and address the needs of disadvantaged members of our community.



The National Football Museum exists to explain how and why football has become 'the people's game' and a key part of England's heritage and way of life. The museum is home to over 140,000 iconic objects and using the power of football, we are able to reach audiences unavailable to traditional museums and art galleries, engaging them in a range of inspiring, life changing, activities.

The museum looks forward to welcoming over 400,000 visitors every year and aims to engage each of them in a unique learning experience. In addition, 20,000 of these visitors will also benefit from an extensive and engaging education programme delivered by the Learning and Communities team, for which we seek support from sponsors.

We are developing a range of projects and are always happy to talk to companies who are keen to work with a particular community group. We can create bespoke projects with selected groups, in areas of your choice and involving your staff as mentors and participants. In addition, we are currently looking for partners for the following projects:

**Sponsor for the new Learning & Communities space** – a cutting edge new space designed for education sessions with schools and community groups. We are looking for partners to join us to help us create a brand new space which can inspire future generations. Sponsors can enjoy prominent branding in the space and on all learning and communities literature, which reaches out to thousands of participants across the region.

For further details on how you can get involved with sponsoring or supporting the National Football Museum please email [corporate@nationalfootballmuseum.com](mailto:corporate@nationalfootballmuseum.com)