

A BIT ABOUT US.....

The Kent Exiles were formed in 1990, and ever since have been competing in the British National League.

In this time we have grown from a team with one coach and 25 players, to an organisation which boasts five different playing levels from age 7 and up with over 200 members, and a reputation as being one of the best run teams in the country. We are run by a committee of volunteers, who undertake all aspects of co-ordinating and running the team.



The 1990 Squad

OUR SUCCESSES.

2015 was a record year for the club with the Adult, Youth and Junior teams all being crowned Divisional Champions, and one of our coaches being named UK coach of the year.

Our Adult team are three time Divisional Champions, in 2005 , 2011 and 2015.

Our Youth Team are three time championship finalists, in 2013, 2014 and 2015. In 2014 they were the #1 ranked team in England.

27 of our players have won full international caps. 3 of our players have gone on to play at higher levels in the USA, and in 2015 our first member went on to have an NFL trial with the New York Giants!

We are also 2 time John Slavin award winners for best UK Game Day Experience in 2013 and 2015.



**FOR SPONSORSHIP OPPORTUNITIES
PLEASE CONTACT:**

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Kent Exiles

American Football Club

c/o: 14 Wellbrook Road, Farnborough,
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Kent Exiles



[**www.kentexiles.co.uk**](http://www.kentexiles.co.uk)

WHAT IT MEANS TO US

Your sponsorship will be of enormous help to the club.

American Football is a growing sport, more coverage on TV, and annual NFL games at Wembley, equal more people wanting to try the sport for themselves.

We aim to take away the costs of participation as much as possible, particularly for our Flag, Youth and Junior teams.

Your sponsorship will enable us to provide much needed training equipment or game day equipment, and keep our members subscription rates as low as possible, or help us provide kit to youngsters from more deprived backgrounds that would otherwise be unable to participate.



Our coaches, committee, and game day helpers are all unpaid volunteers. Your sponsorship will also provide them with a huge boost, and validate that others see the potential of the club as they do. We couldn't do it without them, and you help us show them it's all worth it!

Your sponsorship would also help us to find other sponsors, as always it's easier to get others on board once you can show that you have the trust and confidence of some companies already.

Overall your help is invaluable to us as a team, and we'd appreciate it no end.

SPONSORSHIP OPPORTUNITIES

We have a variety of sponsorship packages available, as detailed below.

Team 'Basic' Sponsor £100
Adverts in game day programme, rolling on club website and in match day commentary.

Match Ball Sponsor £200
All above plus banner displayed at home games

Team 'Intermediate' Sponsor £300
All above plus advertising material distributed to all club members.

Team 'Coaches' Sponsor £500
All above plus team coaches wear polo shirts advertising your company during games.

Team 'Headline' Sponsor £1000
All above plus company logo displayed on club uniform, all advertising materials and club website (static).

Sponsorship can also be in the form of goods and services that are needed offered to the club. Other requests can of course be negotiated.

**All advertising materials to be provided by sponsor.*



THE BENEFITS

WEBSITE

Our team website (www.kentexiles.co.uk) receives on average 4,000 unique hits per month which peaks at around 5,000 visits during our season. Referrals are made from sites such as Google, Facebook and Yahoo.

We have a dedicated page for details about our sponsors, and there is a rotating advertisement on our home page so that all sponsors receive high profile and frequent placement. Our website can also be expanded to include static advertising.

SOCIAL MEDIA

We are active on Twitter, Instagram and Facebook with over 1500 followers.

GAMEDAYS

Our home games attract an average of 250 spectators per game, and for key fixtures this can rise to 350.

All of these people receive a game day programme featuring our sponsor's details, and additional pitch side advertising can also be arranged.

Our junior teams attract on average 100 spectators, with all the same opportunities for advertising.



OUR MEMBERS

We have around 200 members at any one time in all of our teams; any sponsorship will be seen by all of them, and their families through our newsletter and website, allowing a unique opportunity to advertise to a large audience.