



Leith Athletic Football Club Commercial Brochure Season 2024/2025



Season Ambitions

A winning Leith Athletic

Ambitions to push on and challenge at the top end of the league to look towards the promotion places. Plus competing in all the cup competitions.

Co manager, John Robertson – ‘Next season we can’t wait for already, we have already been laying the groundwork for next season with a lot of our work done building the squad. Last season the goal was to stay up, this season we wanted to steady the ship and progress on from the poor season last season, which we already have and next year we will look to push on even more. We don’t want to put pressure on the players and say we must get promoted but we want to kick on again, keep improving and challenge towards the higher end of the table and see where that takes us. We have a great group of players a lot of the squad are young so will be another year wiser next year.’

Commercial

The club have redeveloped the commercial proposition to include a wide variety of sponsorship options. We understand sponsors all have different requirements and we have provided this in our new offering.

Our commercial partnerships are key to the sustainability of the club and our new proposals will be crucial for the club to grow.

Media Activities

Our social media channels have grown exponentially leading to a huge increase in followers, engagements, visitors and overall reach of the club over the last season. We look to further develop this in the coming season with further exciting improvements coming soon.

We also have a state of the art website which has had some fantastic success since being developed in the summer of 2023 which provides some excellent commercial opportunities itself.

Community

We look to further develop our relationships with the community of Leith across a wide range of areas including with our youth teams with our Our Club. Your Club initiative which is designed to further develop the player pathway while also encouraging players and parents to be more involved with the first team.



Our History

Leith Athletic were originally formed in 1887 and reformed in 1996. Since reformation in the club have won the East of Scotland League, East of Scotland League Cup, The King cup twice and The Alex Jack Cup on five occasions.

The team currently play in the East of Scotland 1st Division with ambitions of securing promotion to the East of Scotland Premier League in future.

Our club has a great history in terms of winning honors but also in terms of the player pathway and development with many of our former players moving on to play at higher levels, including Leith Athletic Ambassador Darren McGregor who famously won the Scottish Cup with Hibernian in 2016.

We are a proud club with ambitions to grow and be successful. With the support of our loyal fan base and our sponsors we aim to push on and achieve our goals.



Our Values

Ambition

Ambitions to be challenging at the top end of the table this coming season with the aim of securing promotion to the East of Scotland Premier League

We Are Leith

A proud history of being a part of Leith which runs right through the club from the youth set up, right through to the 1st team.

Player Pathway & Development

Many of our first team players have played within our youth team set up, a pathway that has been crucial to the 1st team squad for many years and will continue to be for years to come.



Our Club.Your Club

Leith Athletic Football Club have over 600 children and adults playing across a full range of age groups which plays a huge part in the overall Leith community. The youth section of the club then feeds into our Under 20's team which in turn feeds into our first team with many of our current first team players having come through the pathway.

This coming season we are looking to develop the relationship from first team level all the way down through the age groups with a goal of further engaging with players & parents/guardians as we look to encourage the community to support the first team on a match day at Meadowbank Stadium where many of our youth club players will aspire to play for the Leith Athletic First Team in future.

The Our Club. Your Club initiative looks to achieve a number of key goals with a fundamental target of welcoming more youth team players & their parents/guardians to play their part in the first team's successes.

Player Development Manager

A new role created to develop the relationship between the first team and the age groups which involves regularly watching matches tracking our first team stars of the future.



Our Club.Your Club

First Team Player, Kayne Paterson – ‘It means such a lot to me personally to play for Leith. I joined the club when I was 5 until 15 which included playing in a Scottish Cup final at U16s. I also received my 10 year award in that time before moving on to other clubs. Leith has always been my boyhood club and is a privilege for me to come back and play first team football here. There is family sense to the club as well – my dad and uncle coached at the club as well as my brother also playing as a young player.

Looking ahead to next season as a team we have to be pushing for promotion. We have proven since the turn of the year we are a match for anyone in the league. On a personal level it will be to try and get as many goals as possible to help the team try to achieve this.’

First Team Player, Sonny Swanson– ‘I think Leith show a prime example of how amazing the pathway system can be. I don’t think there is many clubs that have used the system as well as us. Not only do you have players coming through the pathway system you also have players turning into coaches starting from the young ages making there way to coaching a first team with John and Finnley. When you also look around our team you so much quality that has come from the pathway. You have Jamie Smith (captain) and Dylan Greatorex (vice captain) who have both come through to lead the first team so amazingly at such a young age. You also have players like Cammy and Riley who at both such young ages have been given an amazing opportunity to showcase there talent and now both have the best opportunity to go and progress through the leagues if they want to.

I also look at around and see the likes of myself, James Burt, Brodie Mackenzie and Finnley Martin who all played together from 6/7 years old at Leith Links for Leith Athletic for years and have now become a vital part of the first team and most importantly all enjoying are football at a great level. It’s a club that just want you to enjoy and love football and I think that’s the most important part’

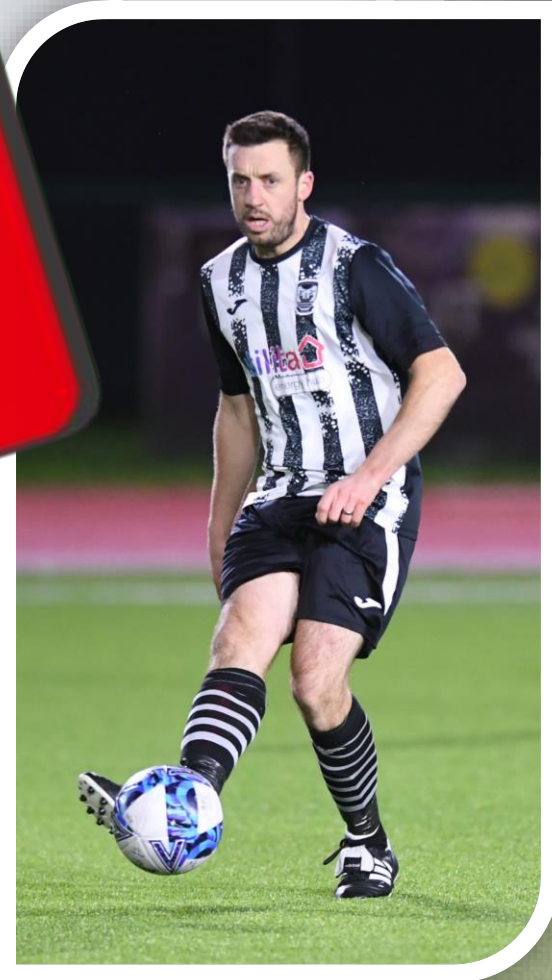


Sponsorships



First Team Strip Sponsorship

SOLD OUT





Social Media Sponsor

Includes -

- Company name featured in Bio for Twitter & Instagram
- Company name on Twitter and Facebook header image
- Company name on social media graphics (such as the Half time, full time from a match day)
- Company name on team sheet graphic
- Company logo on sponsors page on website

Thoughts of 2023/2024 Social Media Sponsors, Mortgage Haven UK –
'Sponsoring the club's social media this season has been brilliant for our business and brand awareness due to the level of content. We have generated clients who have found out about us through Leith Athletic which has given us a great return.'

Only £500 Per Season

The image displays four social media graphics for Leith Athletic F.C. featuring Mortgage Haven UK sponsorship. Each graphic includes the club's crest and the Mortgage Haven UK logo.

- HALF TIME:** A graphic with the Leith Athletic F.C. crest at the top, the text "HALF TIME" in large, bold, white letters, and a sponsor banner at the bottom that reads "Social Media Sponsors mortgagehavenuk.co.uk Mortgage Advice | Insurance & Protection Mortgage Haven UK".
- NEXT MATCH:** A graphic with the Leith Athletic F.C. crest and Blackburn United Football Club (BUFC) crest at the top, the text "NEXT MATCH" in large, bold, white letters, and match details below: "Leith Athletic v Blackburn United", "East of Scotland 1st Division", "Friday 16th February", "Meadowbank Stadium", "Kick Off 8pm". The sponsor banner at the bottom is identical to the Half Time graphic.
- STARTING LINE UP:** A graphic with the Leith Athletic F.C. crest at the top, the text "STARTING LINE UP" in large, bold, white letters, and a list of players below: "1. Ross McRae", "2. Ryan Day", "3. Adam Zajac", "4. Craig Hume", "5. Riley Carson", "6. Dylan Greatorex", "8. Andrew MacKenzie", "9. Kayne Paterson", "10. Stephen Scott", "11. James Burt", "30. Sonny Swanson". Below the list are two players in Leith Athletic kits. The sponsor banner at the bottom is identical to the other graphics.
- CLUB STATEMENT:** A graphic with the Leith Athletic F.C. crest at the top, the text "CLUB STATEMENT" in large, bold, white letters, and the sponsor banner at the bottom, which is identical to the other graphics.



Website Sponsorships



Category 1-

New 4 company advertising slot added under upcoming matches. Large logo slot, prime advertising position –
£300 per season

Category 2 –

Large advertising area below league table on website homepage –
£300 per season

Category 3 –

Smaller logo banner on website homepage – 6 slots available
£100 per season



Banner Sponsorship

Includes -

- Company banner visible at all home matches at Meadowbank Stadium
- Company name/Logo on sponsors page of official club website
- Invitation to all club hospitality matches (minimum 4 matches each season)
- Two social media shoutouts per season
- Two season tickets

Only £350 Per Season

'Add a Banner' –

Social media sponsors and website sponsors (category 1 & 2) can add a banner to their package for just £150 for the 1st season.

Club Chairman, Ger Freedman –

'Our sponsors are crucial to the success of the club. Banner sponsors have been especially critical to how we operate. We are looking forward to launching a host of new sponsor packages which we are really excited about. I would like to thank all our current and past sponsors once again for their support of Leith Athletic and we look forward to welcoming new sponsors this coming season'



Matchday Sponsorships

Home Match Sponsor

- Two match tickets for sponsored match.
- Opportunity to select Man of the Match.
- Sponsor/company name on match promotion graphics & posts
- Sponsor/company name on matchday graphics & posts.

Only £50

Away Match Sponsor

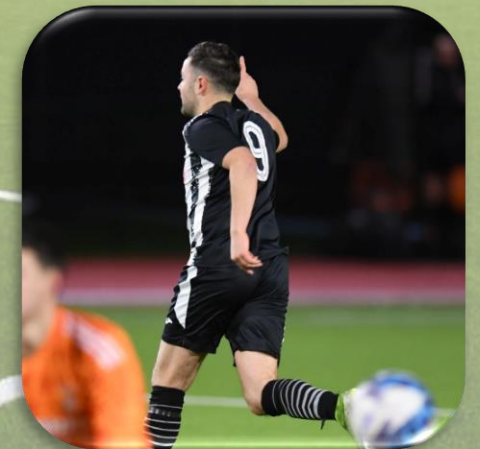
- Opportunity to select Man of the Match.
- Sponsor/company name on match promotion graphics & posts
- Sponsor/company name on matchday graphics & posts.

Only £40

Match Day Mascot Package

- Two adult free tickets
- Walk out with team captain
- Photo with team and/or a player of your choice
- Signed football by the matchday squad

Only £25





Man of the Match Sponsor

Includes -

- Man of the Match announced for all home and away matches
- Company/sponsor name mentioned on every man of the match post.
- Company/sponsor logo featured on sponsors page of official club website.
- Invite to match hospitality for one match for two people.

Only £500 Per Season





Player of The Month Sponsor

Includes -

- Player selected presented with a small trophy with sponsor company name included
- Company/sponsor name included in monthly social media post
- Opportunity to present Player of the Month award to the selected player
- Company/sponsor logo featured on sponsors page of official club website.
- Invite for match hospitality for one match for two people.

Only £500 Per Season





Matchday Hospitality

Great value matchday hospitality packages hosted in the hospitality suite at Meadowbank stadium.

Access to hospitality suite available between 12:30pm – 2:30pm.

Pre-match hospitality includes 4 drinks tokens (beers, wines & soft drinks) with post-match buffet hospitality provided by The Hoppy.

To secure your place please contact Ger Freedman on 07818697528 or email admin@leithathleticeos.co.uk



MATCHDAY HOSPITALITY

AT MEADOWBANK STADIUM

INCLUDED

- Game entry & Seat in Stand
- Pre-match hospitality suite access including 5 drinks tokens (beers, wines & soft drinks) & Snacks
- Post match buffet at The Hoppy

JUST £20 PER PERSON

Call Ger Freedman – 07818697528

Or Email – admin@leithathleticeos.co.uk





Player Sponsorship

Includes -

- Social media shoutout at the start of the season
- Sponsors name included on player profile on players page of the official club website
- Sponsor graphic used for all goal updates, man of the match awards, player of the month awards, birthday messages

Priced at just £50 per sponsorship



**SONNY
SWANSON**

HOME SPONSOR

AWAY SPONSOR

TRAINING KIT SPONSOR



www.leithathleticeos.co.uk





Community Sponsorship

Includes -

- Two season tickets for 2024/2025 season.
- Name/company logo on sponsors page of our official club website.
- Match sponsorship for a randomly selected match through the season. (home match, match ball or away match sponsorship)
- Social Media shoutout.
- Home match tickets provided to the community – 8 tickets in total provided through local schools & other causes.

Only £150 Per Season





To book a sponsorship package or for more information

Contact Ger Freedman

E : admin@leithathleticeos.co.uk

T : 07818 697528

