

auto1line
INSURANCE GROUP

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SCORE
FOOTBALL CENTRES

**PARTNERSHIP
PACKAGES
2023-2024**



Score FC

Who are we?

Score FC is the North Coast's leading indoor football facility situated on Hillmans Way, in the shadows of the Coleraine Showground's. Every player, regardless of ability should have the opportunity to play football in an environment that professionals would be proud of, that's why our motto is #PlayLikeAPro.

We opened in 2015 and have five 5-a-side pitches that are installed with the latest 4G professional surfaces which are all enclosed making for a fast paced game and with Score FC offering indoor facilities, you can rest assured that the weather will never affect any game.

ADVERTISING AT SCORE FC



Advertising at Score FC positions your brand directly in front of over 4,000 North Coast residents every week.

Advertising opportunities at Score FC consist of pitch boards, league sponsorship, kids party room, product placement and PlayCam.

PARTNERSHIP OPPORTUNITIES

PITCH BOARDS

Your branding placed around the outside of the pitch with a maximum of eight boards per pitch.

LEAGUES

Title sponsorship of our Monday, Tuesday & Wednesday Night Leagues, Goal of the Month and Team of the Week Competitions.

KIDS PARTY ROOM

Large wall available for advertising along the main walkway to all five pitches.

PRODUCT PLACEMENT

Prime positions available for product placement.

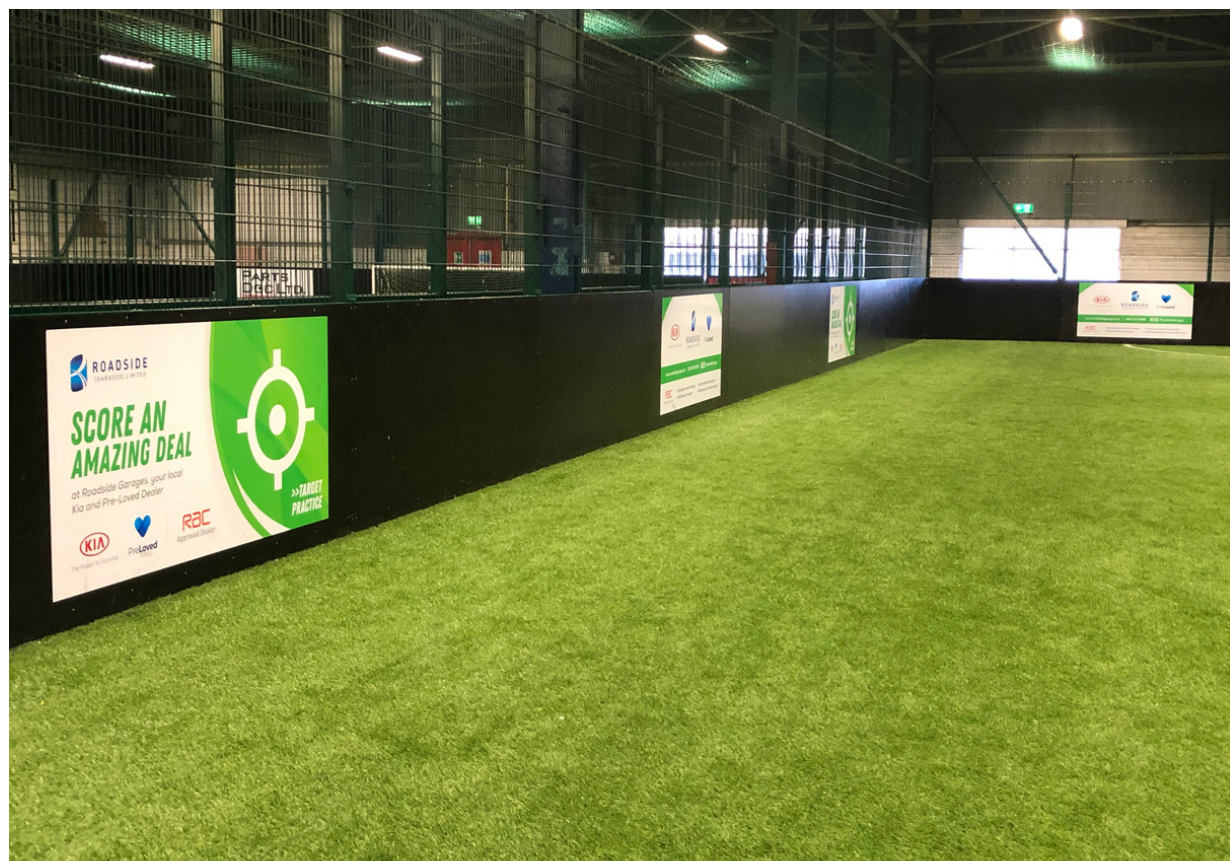
PLAYCAM

Your branding used as the outroll on all clips submitted by players that are then shared online.

PITCH BOARDS

| | Sponsorship Boards | Annual Cost Per Pitch | Annual Cost Per Sponsorship Board |
|----------------|-----------------------|-----------------------|-----------------------------------|
| 1 Pitch | <i>8 Pitch Boards</i> | <i>£3,200</i> | <i>£400</i> |
| 1 Board | <i>1 Pitch Board</i> | | <i>£450</i> |

- All sponsorship boards are 2m x 1m
- Prices include artwork design and printing
- All prices are net of VAT



LEAGUES



- Monday, Tuesday and Wednesday Night Leagues
- League Title Sponsorship (your branding featured on our website, app and social media)
- Bib Sponsorship (used by over 1,500 players per week, featuring your branding)
- Goal of the Month and Team of the Week Title Sponsorship and Prizes

KIDS PARTY ROOM



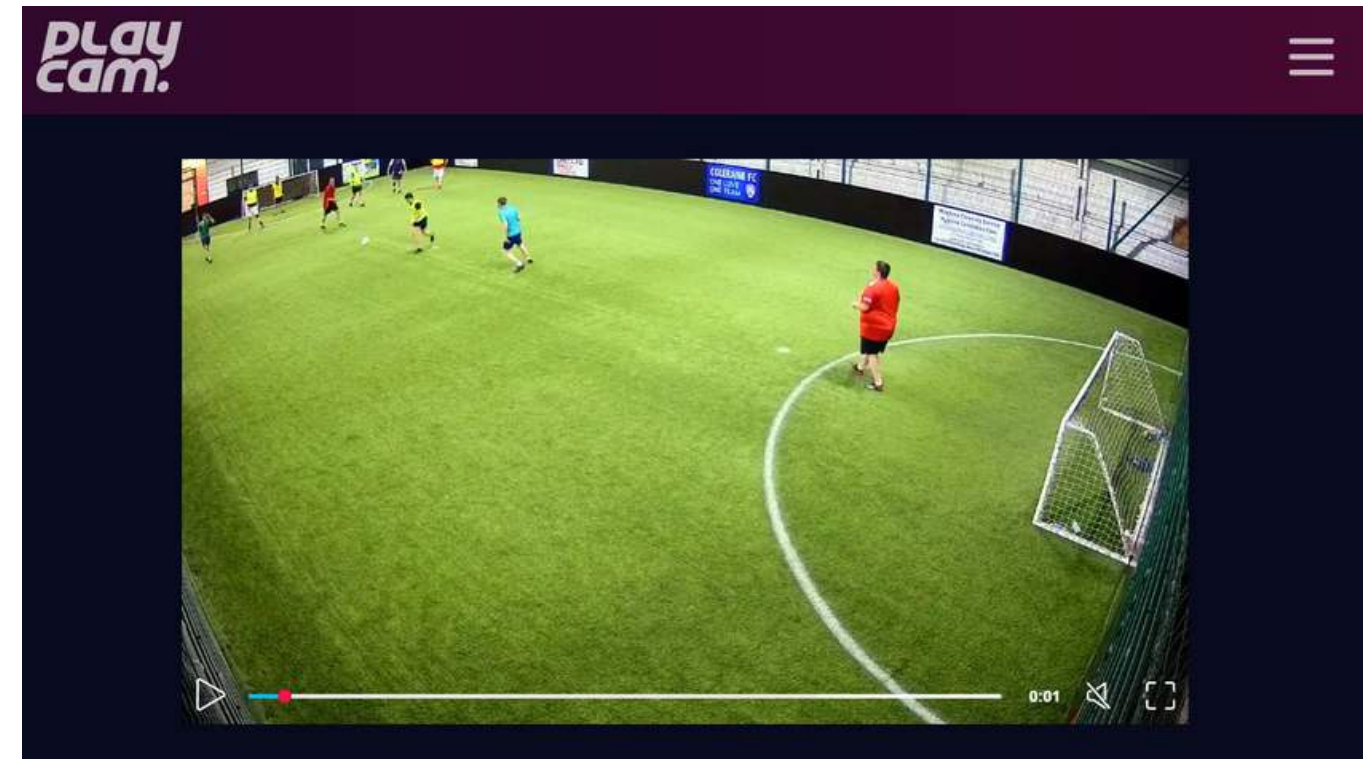
- Averaging 10 birthday parties per week, plus other ad hoc events
- Average of 14 kids per party, plus adults supervising, dropping off and collecting
- All pitches are accessed by walking past the party room

PRODUCT PLACEMENT



- Prime positions for product placement and branding
- Weekly footfall of over 4,000 North Coast residents who all use one entry and exit
- Score FC is also home to Jumplanes, Crossfit Causeway, Causeway Combatives & Syka Gymnastics

PLAYCAM



- Using PlayCam we record all games in HD. Players can download their goals, skills and funny moments
- You can have your branding featured at the end of these videos with a five second ad
- Videos are shared across our social media and by players on their personal accounts and group chats
- One video has been viewed over 2.4 million times on TikTok
- Across all platforms we average 86,500 views per month (2023)

SOCIAL MEDIA PRESENCE



FACEBOOK

Over 8,000 Page Followers

Weekly post reach of over 10,000



INSTAGRAM

Over 2,850 Page Followers

Weekly post reach of over 15,000

Average engagement rate of 7.85%

Score FC Mobile App has over 700 active users



PARTNER FEEDBACK

"Advertising at Score FC has been great for us and helped attract many repeat customers to our business".

"We gain a lot from advertising with Score and would highly recommend".

"Score has enabled us to engage with the local community and give something back".



Questions?

Talk to us!

SCORE FOOTBALL CENTRES

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A group of men are playing football on a field. The image is overlaid with a semi-transparent red filter. In the center, there is white text that reads "#PLAYLIKEAPRO" in a large, bold, sans-serif font, and below it, "SCORE FOOTBALL CENTRES" in a smaller, bold, sans-serif font. The background shows several players in motion, some wearing green and black kits, and others in blue and black. A sign with the word "auto" and a number "1" is visible in the background.

#PLAYLIKEAPRO

SCORE FOOTBALL CENTRES