



MORECAMBE FC

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Morecambe FC RFP Document

WE'RE IN IT
TOGETHER



Contents

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- Helping our partners realise their true potential
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Who we are

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Our vision

Why – To cultivate a sense of community, in the game of football and beyond, that brings powerful change to people’s lives and the club’s future potential.

What - A successful, sustainable, and professional football club.

How - By bringing people together on and off the pitch to work in partnership to champion Morecambe Football Club at every opportunity.

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**MORECAMBE
FOOTBALL
CLUB**

What underlying need does Morecambe Football Club fulfil?

To play a vital role within the community; providing fantastic match day and event experiences via one of the best event spaces in the area, **engaging with people locally** through the Club, community, and academy, and ultimately **being at the heart of the community** at every opportunity, making **Morecambe Football Club a source of pride for everyone.**



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What makes us unique?

The Morecambe spirit, on and off the pitch, captured in its fans, team, staff and board; the ambition, the warm-welcome, the competition, the support, the persistence, and the feeling that anything is possible. **Morecambe Football Club is a competitive football club that cares about and is accessible to its' community.**



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We respect our community

Our fans, the people of Morecambe & Lancaster, are what make this Club special. We understand that community means a lot to our fans. We work together to support and enrich the local community.

We do it the right way

Winning, is of course the desired outcome but winning can't come at the expense of our values and beliefs. We believe we should uphold our values both on and off the pitch, at all times.



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We develop top talent

Our Category 3 Academy aims to develop players to enhance the Football Club, whether this is to play for our First Team or to sell on to achieve their potential. We have developed players that have moved on and played for Premier League teams.

We're forward thinking

With our 3 year plan, the ambition is to be a sustainable League One club by the end of the 2023/24 season. We achieved League One status in the 2020/21 season, and now need to continue to drive the Club forward.





We Never Stop

We strive to improve every part of the Club, regardless of everyday pressures. We never stop believing we can do better.

Our Ambition

To create a positive impact from our partners no matter what size.



Helping our partners realise their true potential

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Shared Values Approach to Partnerships

- It is in our DNA to strive to achieve greater results and success, on and off the pitch.
- Its part of who we are and what we do.
- As a result we work to create impact beyond expectations.
- We're here to help our partners reach their true potential.



Why

A shared purpose between the Club and our partners to achieve mutual goals.

How

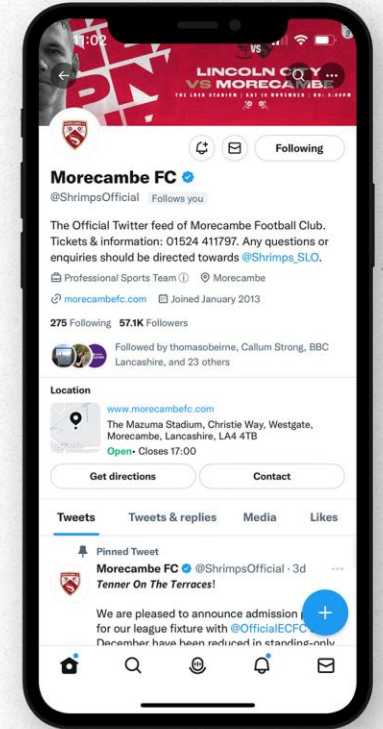
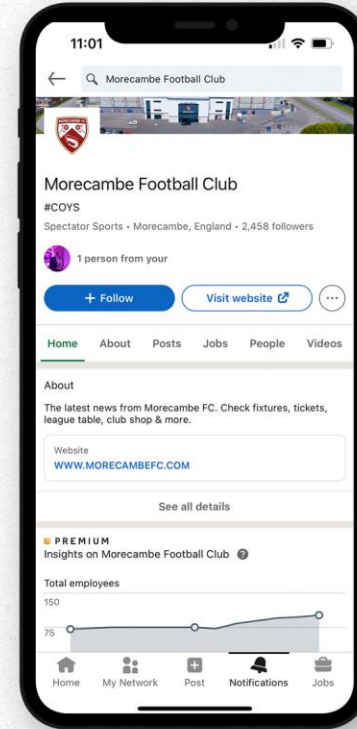
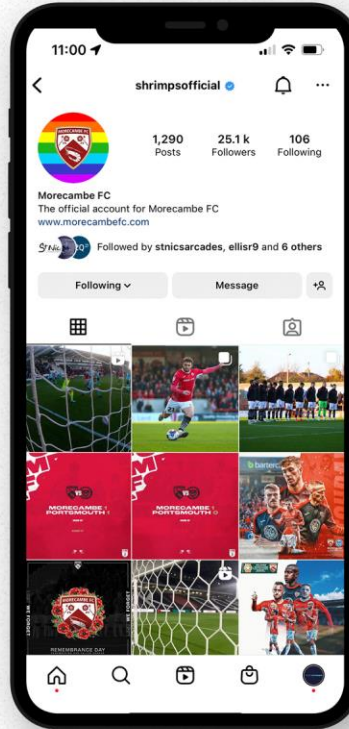
Agreed strategic targets to meet our objectives.

What

A set of measurable deliverables targeted to your business ambitions.



- At Morecambe Football Club we are serious about creating campaigns that have impact and reward. Our campaigns have world wide reach.
- We create content that delivers results for our partners.
- We support our partners in developing activations that connect with their audience.
- We celebrate your brand achievements and help reach your goals.
- We optimise our social channels to engage our fans with your brand.
- We enhance our partners brand.





Our audience

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Social Media



Facebook followers

32.5K



Twitter followers

56.8K



Instagram followers

24.9K



TikTok likes

23.9K

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TOGETHER,
WE THRIVE



Tyson Fury has announced that he will sponsor his local football club, League One outfit Morecambe.

Fury's 'Gypsy King' brand will feature on their home and away playing shorts for the 2022/23 season.



The West Australian

Fury thinking of buying local soccer club

The New York Daily Paper

Tyson Fury to sponsor League One Side and Local Football Club





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The stadium sponsorship opportunity

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What is available with our stadium sponsor partnership?

- Prominent branding on the front of the stadium
- Web story on partnership launch
- Launch video promoting the partnership
- Monthly social media education videos about your brand
- TV facing ground boards
- Minimum 4 player appearances with your brand per year
- Quarterly solus email to our database
- Exclusive executive box at the Manscaped Stadium for all matches and events
- Regular social media and website activations
- Worldwide iFollow TV branding
- Sponsorship of the players' tunnel
- Membership of the Morecambe FC Business Club and a presentation opportunity
- Local Road Signage including stadium name



Partner with us as we continue on the road
to something special

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