

Collaborate

The Business Forum of City of Liverpool FC



**Support Your Community and
Deliver Your Social Value Through Football**

Welcome to History in the making!

Football has a long and illustrious history in Liverpool, not just with its two major professional clubs but also with early pioneers, individual players, schools football and amateur football. The Liverpool City Region produces more amateur footballers, more semi-professional footballers and more professional footballers per head than any other British city.

It is entirely accurate to say that Liverpool is a hotbed of football.

It is equally as accurate to say that football in Liverpool does not just exist at Goodison Park and Anfield. Nor is it merely a televisual sports entertainment pursuit. Football in Liverpool exists on a daily basis in school playgrounds, in parks, in 5-a-side centres, in sports centres, on the streets, in futsal leagues, in workplaces, in pubs and social clubs and in every neighbourhood across the city region.

Historically, the game has been a key factor in the development of local social capital. Literally thousands of children and adults don their boots and enjoy the game, and that is not to mention the army of organisers, volunteers, coaches and parents that give up their own time to ensure that football remains at the heart of the city's identity.

Below the Premier League there are nine divisions of football in which the City of Liverpool is not represented.

Gaps in the city's footballing infrastructure are all too apparent. In spite of the success of local teams at amateur level, there is currently no senior non-league football club playing football within the city of Liverpool. Equally as important, there is currently no facility for football to be played at Step 6 or above within the city.

This anomaly deprives the many talented local players who slip through the net of the professional clubs' recruitment networks the opportunity to play senior non-league football within the city.

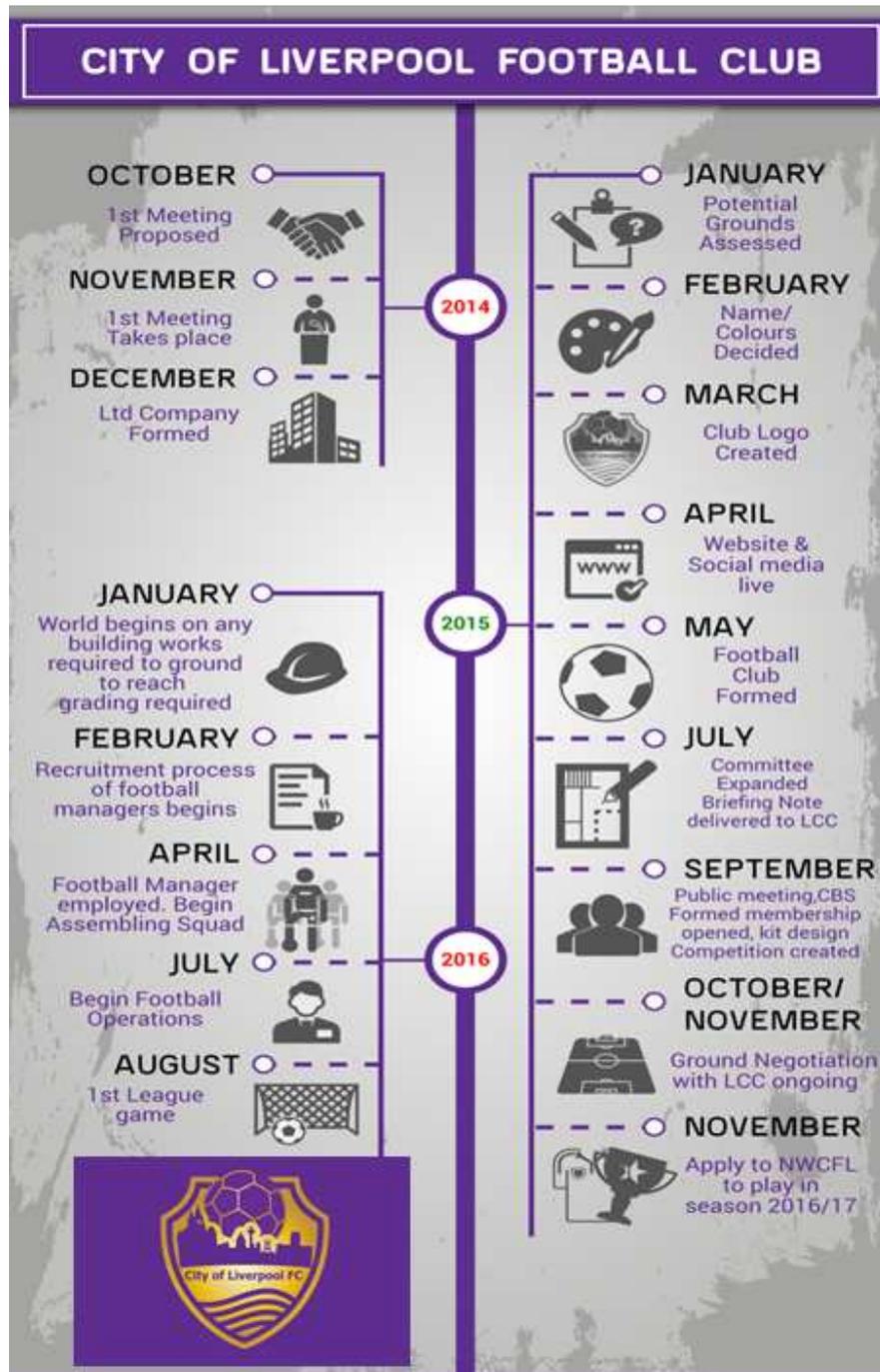
City of Liverpool Football Club will be an inclusive footballing expression of our city region identity, community owned and providing a foundation for grass roots football to thrive and grow.

With the globalisation of the Premier League brand reducing clubs' reliance on territorial loyalty, alongside the high cost of watching professional football, there is an increasing disengagement of the traditional support for the city's professional clubs. Within this context, supporter activists from across the Liverpool City Region's football spectrum have identified a space for a new community-owned football club with a strong civic and social identity, clearly linked to the city and city region and firmly anchored through its democratic community-ownership structure.

The ultimate goal of City of Liverpool FC is to be a professional community-owned football club for the City of Liverpool, playing in the Football League, housed in our own stadium within the city boundaries and sourcing the majority of our football talent from our own infrastructure and the wider City Region.

We're on track!

Below is the timeline that we created in November 2014. It's unaltered since then and as you can see we are bang on schedule to play our first game in the North West Counties Football League on August 6th 2016:



Where you come into it!

COLlaborate is how you join with City of Liverpool Football Club to bring football back to its roots in Liverpool, linking you to a network of businesses, social enterprises, community organisations and other agencies who are committed to working locally and proving that good business is good for our communities.

City of Liverpool Football Club doesn't just want to sell you an advert or a sponsorship package. We want you to join with us in making our community-owned football club a vehicle for social value and wider community benefit - delivering your social value through the city's passion for football.

Social Value is the wider financial and non-financial impact of your work, including the wellbeing of individuals and communities, social capital and the environment.

COLaborate will engage businesses, alongside community and social enterprises, social landlords and others who share our community-focused values and see the value of City of Liverpool Football Club as a means of selling this collective message to a wider audience.

Through working with City of Liverpool Football Club, you will be delivering social value in a visible and highly effective way. The benefits of your good business to the community will be evidenced and promoted, enhancing both your profile and your ability to work with key public agencies that are required by legislation to maximise Social Value in their procurement and public service delivery.

COLlaborate is very much a two way street. Through your support, City of Liverpool Football Club will grow and prosper as a footballing expression of our civic and social identity. Through your association with City of Liverpool Football Club your enterprise will be seen as one that has not just economic value but demonstrable social value too.

Much more than football.

Our network and reach is extensive and growing. City of Liverpool Football Club has deep roots within the Liverpool City Region. Through **COLlaborate** our network becomes your network. Our business events and matchdays will put you in contact with thousands of potential customers and suppliers, generating a positive image along with opportunities for business and community engagement.

Alongside, and integrated with, **COLlaborate** we will be delivering the **COLlective** initiative, bringing together community and voluntary organisations to enable them to expand their networks and activities through City of Liverpool Football Club. **COLlective** will see our football club develop into a thriving community hub that you can both support and draw support from through your membership of **COLlaborate**.

For each business supporting COLlaborate we will provide a local community or voluntary organisation with a complimentary COLlective package of match tickets and matchday promotion.

The Brass Tacks



Feature	Bronze	Silver	Gold	Shirt Sponsor
	£500 or £50/month	£1,000 or £95/month	£2,000 or £180/month	£20,000 per annum*
COLlaborate Business Forum membership				
Quarterly COLlaborate events				
Your business featured on the COLFC website; regular features on members, members' blogs & links to every members' website				
Weekly COLlaborate email to various COLFC databases				
Advert in matchday programme; to be sent in downloadable format to all COLFC members				
Directors' Lounge access; pre-match hot buffet, half-time sandwiches, post-match refreshments & networking				
Lead generation and direct sales to COLFC members and our COLlective community & voluntary sector members				
Choice of individual player sponsorship, subject to availability				
Advertising board at stadium				
Complimentary Season Tickets (Accompanied children free of charge)		2	4	10
Matchday programme sponsorship				
Table of 10 @ end of season awards dinner				

*Separate home and away shirt sponsorship packages may be available, please contact us for details

For each COLlaborate package purchased we will provide a local community or voluntary organisation with a complimentary package of match tickets and matchday promotion

The People of the City

Some comments from the People of Liverpool about City of Liverpool FC...



“This has GOT to happen, our City is crying out for an affordable alternative to Premier League football”

“Really looking forward to watching and being a part of a local football club that represents what football clubs should be about!”

“I can’t wait to be able to start following a team representing my city with my son for affordable prices”

“Just what the City is in desperate need of – a local club for local people, that represents the whole city – COYP”

“I wish to give my full backing to the club and support them to their fullest extent, I feel it is a great opportunity to be part of something special and I am looking forward to it immensely”



“Full time support Home & Away with 2 kids in tow & friends as well, long overdue”



“I’m delighted to be a part of COLFC- I think it’s very important for us to actually have a local community, non-league club in the City”

Pledge Your Support

Join City of Liverpool Football Club and **COLlaborate** in the unique business forum that enables you to achieve your social value goals through the city's community-owned football club. Help us to build a thriving community sporting asset for Liverpool!

Name & address of business _____

Owner/Director's Name _____

Email address _____ Mobile No: _____

I/we pledge to join the **COLlaborate business forum by making the following payment arrangement in favour of CITY OF LIVERPOOL FOOTBALL CLUB**

(Please tick **one** option as appropriate)

Bronze		Silver		Gold		Shirt Sponsor
£500	£50 per month	£1,000 per month	£95 per month	£2,000	£180 per month	£20,000 per annum

**Please return this form to:
City of Liverpool Football Club
Everton Park Business Centre
94 Great Homer Street
Liverpool
L5 3LF**

Or Contact peter@colfc.co.uk for more information or to discuss your bespoke **COLlaborate package**