



# The FA Cup Sleeve Sponsor

#StrongerTogether





The **FA Cup** is without doubt one of the world's most prestigious and globally recognised domestic cup competitions in World.

Generating **extensive media and television coverage** in the UK and globally.

As the **World's oldest cup competition**, the heritage and tradition associated with the competition is unheralded.



# SLEEVE SPONSOR



Have your brand alligned with one of the most widely recognised domestic cup competition by becoming official **'Sleeve Sponsor'**



Your brand logo would feature on one sleeve of the **Walsall FC** playing shirt through the rounds of the club's **FA Cup Campaign**



Benefit from a **marketing** and **branding** package tailored to meet your business objectives

# FA CUP STATISTICS



**9.96M**  
AVERAGE  
PER ROUND



**288.3M**  
GLOBAL AUDIENCE  
FOR THE SEASON



**1.87M**  
TOTAL  
ATTENDANCE

**19.52M**  
AVERAGE  
PER ROUND



**12,197**  
AVERAGE  
ATTENDANCE



**87,647**  
ATTENDED  
THE FINAL

# SLEEVE SPONSOR

Company branding on one of the sleeve of all first team playing squad shirts in the Emirates FA Cup  
(Home & Away Kits applicable)



3 minutes of Big Screen advertising  
(applicable to home games only)



PR & Website launch campaign



Ongoing social media promotion during the duration of the club's involvement in the competition



Additional bespoke activation applicable to meeting brand objectives  
(to be agreed with the club)



# PRICING STRUCTURE

The pricing structure for this would take into consideration the progression the club makes in the competition, so the further we do progress the increase in the sponsorship package

**ROUND 1 TO 2**  
**£1,000 +vat**  
(Non televised)

**ROUND 1 TO 2**  
**£1,500 +vat**  
(Televised)

**ROUND 3 TO 4**  
**£2,250 +vat**  
(Non televised)

**ROUND 3 TO 4**  
**£3,000 +vat**  
(Televised)

**ROUND 5 TO QF**  
**£4,250 +vat**  
(Non televised)

**ROUND 5 TO QF**  
**£5,500 +vat**  
(Televised)

**SEMI - FINAL**  
**£9,000 +vat**

**FINAL**  
**£15,000 +vat**





**WALSALL FOOTBALL CLUB**

**#StrongerTogether**