



PRORED!



PUT YOUR CLUB IN THE SPOTLIGHT
2014/15 SEASON





PRO RED!

INTRODUCTION

SWINDON Town are delighted to launch the Pro Red initiative in association with Swindon Town Football in the Community Trust.

Pro Red is a scheme designed to connect STFC with youth football clubs in Swindon and the surrounding areas. Any youth club in the area can affiliate with a number of benefits on offer. The scheme is unique, and focuses on building a long-term relationship with what is the only professional football club in Wiltshire.

As an affiliated club, you can buy discounted tickets to every Swindon Town home (league) match with either 5% or 10% of those ticket sales going directly back to your club. You can also select a match to showcase and celebrate your club. On your selected matchday, your club will get the chance to play on the County Ground pitch at half-time, parade around the pitch before the game and to form a guard of honour as the two teams emerge from the tunnel. Clubs will also be assigned an STFC First Team Player as their Player Ambassador for the season. He will make two guest appearances per season to your club events.

Adam Wainwright, the club's Marketing and Hospitality Executive, explained the thinking behind Pro Red.

"It's extremely important that the football club form very close links with the community," he said. "Naturally, these clubs play football week in, week out and we want to forge a relationship and encourage them as much as we can to support their local, professional football club through an affiliate partnership scheme.

"We want to show junior football clubs that we are approachable and we're very keen to build bridges and take an active interest in junior football in the region."

Swindon Town Football in the Community Trust Manager Jon Holloway stated: "The Pro Red initiative is fully focused on encouraging Swindon Town fans of the future while forming mutually beneficial partnerships with local junior football clubs. This project mirrors our aims and ethos within the Community Trust and that is why we are very keen to help the club in promoting and delivering this exciting scheme."

We understand the tireless amount of effort that goes into grass roots football and we want to be able to really connect whilst at the same time, introducing the next generation of fans to affordable live football and opening the doors to Swindon Town Football Club.

For more information about the Pro Red scheme, please contact Andrew Ealey on **01793 421303** or email **andy@stfc-fitc.co.uk**



PRO RED!

SWINDON TOWN FOOTBALL CLUB PRO RED INITIATIVE

Pro Red Package:

Adult Tickets £15, Senior Citizens & Young Adult Tickets £10 & Junior Tickets £5.
(Ratio – 1 Adult to 5 Juniors Attending)

(Minimum of 50 participants - 5% of ticket sales back to participating club)
(100+ Participants - 10% of ticket sales back to participating club)

- 5% or 10% of ticket sales back to participating club
- Assigned a Player Ambassador
- 100+ ticket sales receives a signed Swindon Town home shirt
- Opportunity to play on the pitch at half-time
- Parade your whole club around the pitch in team kit (pre-match)
- Opportunity to form a Guard of Honour
- Mention in matchday magazine
- After Match Q&A with an STFC player
- Local club managers to drive sales get the opportunity to pose questions to Swindon Town manager. An informal evening with pay bar separate to the matchday; incentives for managers/ group leaders etc.

For more information contact Andrew Ealey on: **01793 421303**
or email: **andy@stfc-fitc.co.uk**





PRO RED!

PRO RED APPLICATION FORM:

Player Name: _____ Team (e.g. U7)/Manager: _____

Parent/Guardian's name: _____ Contact phone/email: _____

Match you are booking for (specify date/opponent): _____

*Where would you like to sit? (delete as appropriate): **Don Rogers Stand** **Arkells Stand** **Town End**

Number of Tickets Required: **Adult (£15):** **Concessions** (£10):** **Child*** (£5):**

*subject to availability **Concessions are OAPs, Students (must bring NUS card), Young Adults (16-18)
***Child tickets are for children aged 15 and under.



SWINDON TOWN FOOTBALL CLUB PRO RED TERMS & CONDITIONS:

1. All tickets are subject to availability.
2. An Invoice will be raised once terms and conditions have been signed.
3. The Invoice must be paid in full before any tickets can be redeemed.
4. Additional tickets can be purchased throughout the year at the same price (Adult £15, Senior Citizens/Young Adults £10 & Under 16's £5).
5. Cashback will be paid on or before 30th June 2015.
6. Tickets purchased are for Swindon Town FC 2014/15 home league fixtures only.
7. Group ticket deals cannot be used in conjunction with any other ticket promotion that the club may run from time to time.
8. Every attendee from any of the participating clubs must complete an STFC contact details form.
9. Every attendee of a participating club must be affiliated to the participating club through a current player i.e. as a parent, guardian or relative.
10. The affiliation scheme requires each participating club to nominate one person as their prime point of contact. All correspondence must be directed through this person.
11. Swindon Town FC requires all ticket requests to be submitted a minimum of 5 working days before the chosen match.
12. Once tickets have been issued to the club's nominated representative, they will have sole responsibility for the distribution of these tickets to those who are eligible to participate in the scheme.
13. The affiliation agreement will end on Saturday 7th May 2015.
14. The Club Day which is being made available to affiliated clubs will be subject to availability and will be secured on a first-come first-served basis. The Club Day will only apply to the 2014/15 Swindon Town FC home fixtures.
15. Player Ambassador's will be appointed on a strictly first-come first-served basis and the Player Ambassador will be exclusive to the affiliated club. There will be no dual representation.
16. Player Ambassadors will be committed to a minimum of two appearances during the term of the affiliation agreement, providing the required venue for such appearances is within a reasonable geographic reach of Swindon Town Football Club. A minimum of 2 week's notice is required when submitting a player appearance request.
17. The date of the coaching staff Q&A to be confirmed on a date/evening suitable.
18. Swindon Town FC reserve the right to terminate the affiliation scheme if it has reason to believe the participating club is in breach of any of the stated Terms & Conditions.