

# St. Kitts-Nevis Football Association

Founded 1932

President: Anthony Johnson  
1<sup>st</sup> Vice President: Ellis Hazel  
2<sup>nd</sup> Vice President: Alistair Edwards  
General Secretary: Stanley Jacobs  
Tel: (869)466-8502/2998  
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Web Site: <http://www.sknfa.com>



P O Box 465  
Basseterre  
St Kitts  
West Indies

AFFILIATES: LIFA, CFU, CONCACAF, FIFA

## **REQUEST FOR PROPOSALS:**

### **SPONSORSHIP OPPORTUNITIES WITH THE ST KITTS-NEVIS FOOTBALL ASSOCIATION**

The St Kitts - Nevis Football Association (SKNFA) is seeking proposals from prospective companies who would like to partner with the SKNFA throughout the forthcoming season. Under the leadership of a new president, Mr Anthony Johnson, the SKNFA is set to become the most successful sporting organization within St Kitts and Nevis. Since our successful election campaign earlier this year, our executive team has embarked upon a number of new and exciting initiatives in order to achieve the objectives set out within the Vision Document. The focus of our work is in keeping with our motto: "Putting Players First".

The new executive team is committed to enhancing the FIFA ranking for our National football team by establishing effective and productive working relationships with the presidents of the regional Football Associations and therefore attracting regional teams to compete at home and away against our National Team.

The new football season is only a few weeks away. The entire executive and management team are currently working behind the scenes to ensure that the forthcoming season is a tremendous success for all football players, managers, coaches, sponsors and stakeholders.

We are also working assiduously to introduce new competitions throughout the season and to compete in as many regional competitions as possible.

We are committed to creating a football league to be proud of but not just for the clubs and players, but for ALL football supporters – based at home or away.

We are therefore inviting you to partner with the SKNFA by becoming a sponsor of the Football League, FA Cup, Federation Cup and/or St Kitts-Nevis National Team. Interested companies are asked to submit a proposal, which should include details of the following:

- 1) An overview of your company and long term business objectives.
- 2) The mutual benefits of working together through sponsorship.
- 3) Your corporate and product marketing strategies to be utilized throughout the season.
- 4) Your investment.
- 5) Any other relevant information.

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Please submit your proposal to: Mr Stanley Jacobs, General Secretary, SKNFA.

- Via Email: [info@sknfa.com](mailto:info@sknfa.com)
- Via Post: SKNFA, PO Box, 465, Basseterre, St Kitts
- Via Hand: Football House, Lozac Road, Basseterre, St Kitts.

For any additional information, please contact: Ms Udora Farrell on 466 8502 or [udora.farrell@sknfa.com](mailto:udora.farrell@sknfa.com).

All proposals will be reviewed and assessed by a SKNFA Finance sub committee.

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## Useful Information for Sponsors and Partners

### About The Clubs and Players:

- ❖ There are 32 clubs registered with SKNFA.
- ❖ There are approximately 3350 football players, managers and coaches registered with the SKNFA. A total of 2550 players are under 20 years of age, the remainder (800) are aged over 20.
- ❖ There are 14 referees registered with SKNFA.
- ❖ The national team comprises of thirty personnel for any given match.

### About Matches and Competitions:

- ❖ Matches will be played on at least six grounds located throughout the twin island Federation.
- ❖ There will be at least eighty-eight football matches throughout the season.
- ❖ There will be at least six international matches during a twelve month period.
- ❖ On average, five hundred supporters attended the matches organized by the new executive team. For the major competitions (International friendly matches) and playoffs, an average of one thousand supporters attended the matches.
- ❖ There are approximately fifty volunteers and/or casual workers such as security personnel, ticket office operatives, drivers, police officers, etc for each match.
- ❖ Sponsorship opportunities are available for the National Teams (male, female and youth teams), Premier and Division 1 Leagues, Final Four and the FA Semi Cup Final.

### About the SKNFA Executive and Management Team:

- ❖ There are sixteen members of the SKNFA executive team.

**Marketing /Advertising Opportunities:**

- ❖ Stadium/ground/boundary billboard advertising,
- ❖ Advertising space within the VIP and team changing room areas,
- ❖ PA announcements at matches,
- ❖ Recognition and acknowledgement in press/media briefings,
- ❖ On the SKNFA website: Sponsorship recognition, corporate/product logo and/or link to the sponsor website,
- ❖ Company logo on football shirt, tickets, merchandise, etc.
- ❖ Access to VIPs, dignitaries, players, clubs and supporters,
- ❖ Option to purchase VIP tickets for matches and competitions,
- ❖ We are also willing to consider additional marketing/advertising opportunities.

**PLEASE NOTE**

The sponsor/partner shall provide Billboards/Boundary advertising boards and any other promotional material that your company may want to display at match venues or on the website.

Dimensions for bill/boundary boards: Standard 2ft x 8ft or 4ft x 8ft.

If you are interested in a sponsorship package with SKNFA, please contact **Udora Farrell on (1 869) 466 8502 or Udora.farrell@sknfa.com.**