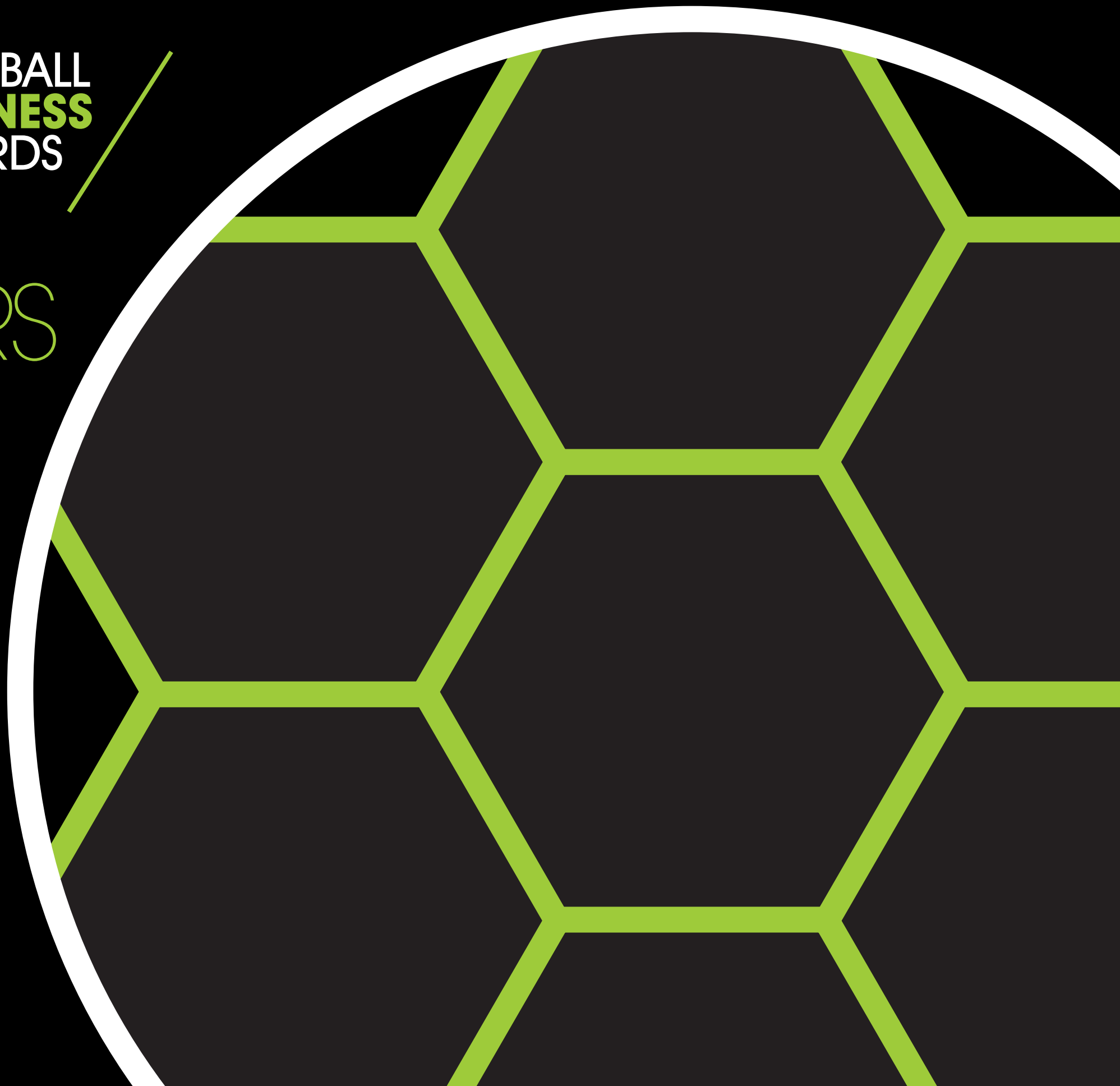




FOOTBALL  
**BUSINESS**  
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# WINNERS GUIDE





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# WELCOME

The Football Business Awards were launched 5 years ago to provide a platform to recognise the essential role that business plays in football, the positive impact of football on the community and the vital role played by the businesses which serve the game.

The Awards celebrate and acknowledge the very best in football business - both within the clubs themselves and within businesses which serve the clubs. Our expectations of what could be achieved have been surpassed due to the enthusiasm of those within the business of football. Over 500 people attend the annual celebrations and thanks to our eminent judging panel and to our sponsors and partners, the event is now firmly established as the annual gathering at which to acknowledge success in Football off rather than on the pitch.

Here is a brief review of the winners in 2015. To find out more about the 2016 Awards visit [www.footballbusinessawards.co.uk](http://www.footballbusinessawards.co.uk)





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## BEST FAN ENGAGEMENT BY CLUB ASTON VILLA FC

With our first fixtures at Wembley in five years we had the opportunity to engage with fans on a new level to help them feel part of Aston Villa Football Club and bring them closer to the team. As part of a larger 14/15 fan initiative, we wanted supporters to feel they had a role to play, a direct influence on the performance on the pitch. We launched a range of initiatives in the build-up to both Wembley games across a variety of channels with this purpose in mind – leading us to our first FA Cup Final in 15 years.



### FINALISTS

Brighton & Hove  
Albion FC

Celtic FC and  
Stadia Solutions

Charlton  
Athletic FC

Everton FC

Manchester  
City FC

Tottenham  
Hotspur FC

### JUDGES COMMENTS

Great example of using the momentum of a Cup run to engage with fans deeply on social media. The speed and success of delivery makes this a great example of fan engagement.





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# BEST BUSINESS SERVING FOOTBALL - UP TO £2M TURNOVER/ DESIGNWERK

Designwerk are world leaders in strategic brand communication, working with some of the biggest names, brands and properties in global sport.

We design a wide range of brand identities, publications, exhibition spaces and digital communication materials. Our clients include federations, football clubs, rights holders,

## FINALISTS

Berks & Bucks  
County FA

Hampshire FA

Pro-Seven  
Soccer Ltd

marketing companies, sponsors, broadcasters, commercial partners and PR agencies.

These include UEFA, TEAM Marketing, the Premier League, City Football Group, Football League, America's Cup,

Celtic FC, Repucom, Sportfive, Soccerex, and many more.

We have a proven track record of helping to bring commercial success to several top football brands through our strategic thinking and creative solutions.

## JUDGES COMMENTS

Designwerk have shown how to build a small business through some key and high profile clients.

Their approach and delivery shows excellent innovation and that they are at the top of their game.





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# BEST BUSINESS SERVING FOOTBALL - OVER £2M TURNOVER

## adi.tv

ADI's technology is fundamentally changing the way fans experience the sports they love – whether they are in the stadium or watching on TV. In 2015 ADI completed a two year project to enable the Premier League and Football League to enhance the value of their respective rights by installing a network of fibre connectivity between ADI and every league stadium.

The resulting Live Venue network delivers live, super high resolution, match feeds from each venue to broadcasters – dramatically increasing the rights value by revolutionising the way in which the broadcasters access live match video feeds.

ADI now delivers over 12,000 live feeds each season – realising the vision that enabled the Premier League to boost television revenue to over £5bn and the Football League to have a highlights show that airs in a prime time slot on a Saturday night.



### FINALISTS

Magic  
Memories

Rippleffect

StreamAMG  
(UK Business)

### JUDGES COMMENTS

This service is already creating commercial and fan engagement opportunities up and down the country. This entry has had impressive impact and has directly enhanced the business of football in the UK.





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# BEST NON-MATCH DAY USE OF VENUE WHITE HART LANE, HOME OF TOTTENHAM HOTSPUR

White Hart Lane, the home of Tottenham Hotspur Football Club, is situated in one of the most deprived areas of London facing high unemployment rates. To address the need to get the unemployed back into work, the Club, through its Foundation, hosts regular jobs fairs at White Hart Lane to support people onto education and employment pathways. With over 250 local and national partners and links to government, the Club set about utilising these relationships and its iconic venue in the heart of the community to drive employment opportunities for Haringey residents as part of a longstanding desire to be there for the community 365 days per year, not just on matchdays



## FINALISTS

American Express  
Community  
Stadium

Emirates Stadium

Manchester  
United, Old  
Trafford

Stamford Bridge

Wembley Stadium  
- Ball Street and  
Vauxhall present  
Ian Wrights  
#OneMoreGame

## JUDGES COMMENTS

A great and innovative non-matchday use of the stadium. Tottenham Hotspur has used White Hart Lane to tackle massive local deprivation issues head on. By driving employment opportunities the club is literally changing lives.





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## BEST MARKETING OF A FOOTBALL CLUB WEST HAM UNITED FC

As West Ham United prepare for a new stadium with 19,000 extra seats, the Club's three-person marketing team, with no agency support, needed to both retain all existing Season Ticket Holders and recruit thousands more. Thanks to a comprehensive re-branding exercise, a headline-making pricing strategy, four brilliantly conceived sales campaigns, and

### FINALISTS

Brighton & Hove  
Albion C

Chelsea FC

Swansea City FC

stunning use of technology to bring the new Stadium to life, their results have been astounding, with 35 per cent of

existing Season Ticket Holders signing up new ones; 11,000 more fans joining the New Stadium Season Ticket Priority List; and all hospitality packages already sold out. A huge challenge faced; incredible results achieved.



### JUDGES COMMENTS

A good entry that showcases excellent results across the board but yet they have seemed to be able to keep their club identity and stayed true to their values.





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# BEST CLUB MARKETING INITIATIVE – THE PREMIER LEAGUE SOUTHAMPTON FOOTBALL CLUB / MISCHIEF PR / SHOW YOUR STRIPES

In April 2015, Southampton FC asked Mischief to create a kit launch campaign that played with the norm, got people talking and set a new benchmark for how football clubs unveil their latest shirts. What followed was a campaign that tore up the rulebook, ignited conversation amongst football fans, the media and the industry and was heralded for its innovative – and amusing – approach. Show Your Stripes achieved huge levels of engagement and also delivered results with Saints seeing a 20% increase in year-on-year sales of the new kit – making it the clubs most successful kit launch ever.



## FINALISTS

Aston Villa FC - Villa Cash scheme  
Manchester City - MCWFC 'Now It Begins'  
Seasoncard campaign  
Queens Park Rangers FC  
Swansea City FC  
West Ham United FC

## JUDGES COMMENTS

An innovative, clever, funky engaging campaign, resonating and engaging fans of all ages and achieving fantastic results.  
Humourous innovative and ground breaking.  
A huge success.





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# BEST CLUB MARKETING INITIATIVE - NON-PREMIER LEAGUE WOLVERHAMPTON WANDERERS #ENJOYTHERIDE - SEASON TICKET RETENTION

Wolves identified a need to address season ticket holder retention to maintain and grow matchday attendances. The two primary season ticket campaigns (Early Bird and Summer) were built around creative messages to resonate with the supporters and stress their importance to the Club's success, as well as taking advantage of multi-channel content opportunities to increase awareness and engagement of the two campaigns. For Early Bird the Club exceeded their retention target and met their overall goal before the season began in August, a level which had only previously been achieved with promotion to the Premier League



## FINALISTS

Celtic FC -  
CelticLIVE

Norwich City -  
City360

The Football  
Association - FA  
Cup Adventure

Walsall FC -  
We are with  
Walsall

## JUDGES COMMENTS

Very good results from what was a tough challenge. A well thought out campaign which was very well implemented.





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## BEST FOOTBALL CLUB HOSPITALITY ARSENAL FC

While the Premier League itself is fiercely contested, Arsenal's Hospitality offering is unrivalled. With sublime catering, luxury surroundings and an unsurpassed match-day experience, the Emirates Stadium hospitality attract blue-chip clients, including Barclays, BT, Citroen, Nike and Channel 4.

Arsenal is unique in the scale and breadth of its hospitality offering. From a simple match-day package on Club Level through to

### FINALISTS

Everton FC

Manchester  
City FC

boxes and the ultra-exclusive Diamond Club, Emirates Stadium caters for every hospitality need.

Across the season, the 350 match-day staff

have served over 87,500 covers, opened 62,500 bottles of wine and delivered to such a high-standard that 95% of club level business has been retained



### JUDGES COMMENTS

The Emirates offers an excellent range of hospitality offerings and Arsenal utilise the space they have very well. Outstanding facilities and attention to detail, as good as it gets in the football hospitality space.





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## BEST/MOST INNOVATIVE USE OF TECHNOLOGY EVERTON FC

Everton Football Club has always prided itself on its position as an innovator in the sporting arena, from the first club to wear numbers 1-11 on shirts, the first English club to boast a purpose-built stadium and, in a more modern context, the first club to launch its own official app across ios and Android platforms. That eagerness to remain ahead of the curve in order to deliver innovative and engaging digital platforms for fans has seen the Club move into uncharted territory in the last year with the runaway success of the latest iteration of its official Club app. It is a success story founded on engaging, innovative interactive content, access to free video and the ability to purchase tickets and retail from the app. A single app platform, it is a native solution that maximises the potential of Android, iPhone and iPad devices.



### FINALISTS

Aston Villa FC  
Chelsea FC,  
Stamford Bridge  
DBRLive by  
Supponor  
FIFA TMS  
SAP  
Stadia Solutions  
Sky  
Deutschland

### JUDGES COMMENTS

Lots of clubs talk about in house affiliate programmes but not many invest and get as strong results as this.  
An excellent project producing great results.





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# BEST FOOTBALL COMMUNITY SCHEME – THE PREMIER LEAGUE CRYSTAL PALACE FOOTBALL CLUB

The Crystal Palace Foundation's submission to the Football Business Awards is based on spotlighting how a comparatively small team can make a long-standing and far-reaching impression in our communities. We are proud to be based in South East London and believe we can be a key contributor and driver of the wider rejuvenation process, particularly in our home borough of Croydon. We stand for the passion of the fans, the tenacity of the CPFC team and the pride of our local communities. Raising the aspirations and broadening the horizons of our local people are key priorities and we firmly believe that we can, and do, provide the backdrop for positive change. To be selected among some of the most highly regarded Foundations, not just in London, but in the country, is a real honour for us.



## FINALISTS

Chelsea FC -  
Foundation

Everton in the  
Community

Manchester  
City FC

QPR in the  
Community  
Trust

Tottenham  
Hotspur  
Foundation

## JUDGES COMMENTS

A great entry showcasing an ambitious programme which is having a real impact. Some great partnership working and really good to see the programme being scaled up.





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# BEST FOOTBALL COMMUNITY SCHEME - NON-PREMIER LEAGUE ALBION IN THE COMMUNITY – BRIGHTON & HOVE ALBION FC

Albion in the Community (AIRC) is the official charity of Brighton & Hove Albion FC and this season is celebrating 25 years of the club's community work.

In the last 12 months alone AIRC has engaged with more than 30,000 people throughout Sussex

## FINALISTS

Derby County  
Community Trust

Football Foundation

Fulham FC Foundation

Kew Park Rangers

Sutton United FC

through a vast array of projects, ranging from health awareness campaigns and more than 30 impairment specific disability sports clubs to pioneering work with local schools and

sessions with the long-term unemployed.

AIRC's motto is simply: "Giving people a chance" and in its 25th year the charity continues to do just that for tens of thousands of people.



## JUDGES COMMENTS

Exemplary showcase of what a community club can do within a region, inspiring use of diverse projects to target those parts of society most needing help.





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# BEST PROFESSIONAL SERVICE BUSINESS SERVING FOOTBALL KSS

KSS has been successfully advising and designing for football for over 24 years. KSS create designs to deliver intensive sporting and spectator experiences, backed by sound commercial judgement to create significant additional revenue for our clients.

The value of the service is the consistency and engagement of the senior partners throughout the projects. We bring all our years of experience in football to the club and advise on the most appropriate business

## FINALISTS

Mills & Reeve

Onside Law

Pinsent Masons

Walker Morris

case as often as design.

Currently we are working on the Main Stand at Anfield, the proposed Riverside Stand at Craven Cottage and recently completed Brighton & Hove Albion FC's new Training Centre.



## JUDGES COMMENTS

A top class company delivering consistently excellent results. KSS is clearly gathering a significant reputation for delivering iconic stadiums or stadia enhancements that both look good, but critically help to drive essential revenue into the club.





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## BEST MATCH DAY EXPERIENCE CHELSEA FC

Operating a premier league football club with worldwide recognition presents both challenges and opportunity to remain at the top of their game, in performance and fan experience. Despite some cultural, space and time constraints operating on matchday at Stamford Bridge, Chelsea Football Club continues to distinguish itself with a large and ongoing commitment to putting supporters at the heart of the matchday experience. With the positive changes and investment made by the club this year, in particular for their home and away fan engagement initiatives and initiatives designed specifically to support a new generation of younger fans, Chelsea Football Club is committed and passionate about delivering a unique match day experience for different supporter segments whilst remaining a responsible business within its community. Such investment and steadfast commitment secures Chelsea Football Club's place as a strong contender for the Best Matchday Experience Award.



### FINALISTS

Brighton & Hove  
Albion FC  
Everton FC  
Queens Park  
Rangers FC

### JUDGES COMMENTS

The build up to the game and marching band are impressive. And the various branding and message walls within the concourse, along with free match day photo's and give-aways are a good touch. All in all an excellent submission with lots of fan match day interaction.





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# BEST CORPORATE SOCIAL RESPONSIBILITY SCHEME MANCHESTER CITY FC

Since 2005, Manchester City has specifically reported its corporate responsibility activity and results, building upon the Club's founding principles of community engagement. The Club's 2015 Corporate Responsibility Report – recognising ten years of CSR at Manchester City – provides results and looks forward to the next period. The creation of local employment, training and skills development, apprenticeships with long term outcomes, local procurement and responsible environmental practices contribute to the Club's positive impact upon the local community. The Club's CSR work remains important for community access and engagement and is key to its ongoing business development.

## JUDGES COMMENTS

It is good too see wealthy football club owners investing in the infrastructure of a deprived area. This scheme is far in advance of anything seen before and has had a really impressive impact on the local community.



## FINALISTS

Aston Villa FC  
/ Villa in the  
Community

Chelsea  
FC Foundation  
- Education  
Department

Football  
Foundation  
& Barclays  
Spaces For  
Sport

Liverpool  
FC Foundation

The Scottish  
Professional  
Football  
League Trust /  
Scottish Water

West Ham  
United / West  
Ham United  
Foundation





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## SPONSORSHIP/PARTNERSHIP OF THE YEAR SAP AND THE GERMAN FA

SAP owns a sponsorship portfolio consisting of 42 different rights holders in 34 markets. In 2013, SAP signed a deal with the German Football Association (DFB) to become a premium partner and will serve to further develop the DFB's software infrastructure, and co-innovate a 'Match Insights' solution using the SAP HANA platform to enhance player

### FINALISTS

NETELLER and Crystal Palace FC

AIA and Tottenham Hotspur FC

Vanarama and The National League

performance and take football to the next level. The partnership allowed SAP to create a 360 marketing communications plan to present the DFB match

insights tool, showcase technology, host clients at the World Cup, enhance fan experience and lead Germany to World Cup glory

### JUDGES COMMENTS

This partnership provides a very strong and creative example of product showcasing, not only to assist the team with performance and analytics but also provide fans with a greater and more comprehensive viewing experience.







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# BEST BRAND ACTIVATION INVOLVING FOOTBALL BUDWEISER DREAM GOAL

A brand new media platform for amateur footballers – Budweiser Dream Goal – would celebrate the greatest goals never seen. Every fan has seen and shared online the professional goals scored in front of millions, but what about the incredible moments created on boggy pitches across the country each week? We wanted to make famous the goals that deserved a bigger audience. Fans would be invited to film their games and ‘send in their screamers’ for the chance to have their goal broadcast to the nation and analysed by the very best TV pundits. A campaign of this unparalleled scale would have been impossible just a few years ago. However, we knew that advances in phone technology have given the public the chance to capture and share millions of hours of high-quality amateur footage each weekend.



## FINALISTS

Continental  
Tyres

EA SPORTS

PlayStation  
Schools' Cup

Snack Media  
with Arsenal FC

## JUDGES COMMENTS

A fantastic competition which gave fans the chance of a life time, Great to see a major brand focus their campaign on real unknown heroes. A great piece of activation with strong results to back it up.





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# BEST FOOTBALL CLUB TO WORK FOR BRIGHTON & HOVE ALBION FC

A new category introduced in 2015 aims to champion those clubs working particularly hard to foster a great working environment. Employees themselves nominated the clubs they work and judges chose the winner based on both the quantity and importantly the quality of the nominations received..

As an employer Brighton & Hove Albion FC focuses on integrating all employees so the club has a real family feel. All staff are supported in their roles and they create a healthy, fun environment that benefits all.

The Club continually encourages an energetic and positive atmosphere no matter what the circumstances. Truly a shining example in their approach.

## FINALISTS

Arsenal FC  
Everton FC  
Fulham FC  
Southampton FC



## JUDGES COMMENTS

As an employer Brighton focuses on integrating all employees so the club has a real family feel. All staff are supported in their roles and they create a healthy, fun environment that benefits all. The Club continually encourages an energetic and positive atmosphere no matter what the circumstances. They are truly a shining example in their approach.





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# FC BUSINESS FOOTBALL CEO OF THE YEAR HUW JENKINS - SWANSEA CITY

Every football club Chief Executive had the opportunity to vote for the CEO of the Year award in the individual leagues. Many of them did so and as such the winners in this category have truly been judged by their peers. The overall winner – Huw Jenkins, Swansea City FC - has been chosen by the writers and editors of the FC Business magazine.

Since promotion to the Premier League in 2011, Swansea City has gone from strength to strength. With strong leadership and a clear vision they have made great progress, which saw them finish in 8th place in the Premier League last season. Under Huw's guidance and with a team of dedicated staff Swansea are not only making great strides on the pitch, but off it too.



## FINALISTS

fcbusiness CEO  
of the Year -  
The Championship  
Jez Moxey  
Wolverhampton  
Wanderers

fcbusiness CEO  
of the Year -  
League One  
Bob Symns  
Peterborough United

fcbusiness CEO  
of the Year -  
League Two  
Jason McGill -  
York City

fcbusiness CEO  
of the Year - SPFL  
Peter Lawwell -  
Celtic FC





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# GLOBAL FOOTBALL AMBASSADOR SIR TREVOR BROOKING

As a footballer, Sir Trevor Brooking made 47 appearances for England over an eight-year period, playing under four different managers. He won his first cap against Portugal in Sir Alf Ramsey's last game in charge of England in 1974, and went on to play for Joe Mercer, Don Revie and Ron Greenwood who also managed him at Club level. Never sent off, he was a cultured footballer with superb passing skills and an intelligent attacking style of play. A one-club man, he turned out 636 times for West Ham United.

Since retiring from playing football he has had two successful careers, one in TV and radio and the other in sports administration. He has held positions as chair of the Eastern Region Council for Sport and Recreation, vice-chair of the then Great Britain Sports Council and between 1999 and 2002 he was chair of Sport England. In January 2004, he joined the Football Association as Director of Football Development, a role which gave him total of control of coaching and development in English football, as well as a role in appointing future England managers. His commitment to the development of improved coaching standards both at grassroots level with children through The FA's Skills programme, and through the promotion of coaching qualifications across the professional game has been considerable.

Appointed as Member of the Order of the British Empire (MBE) in 1981, elevated to CBE in 1999, and knighted for his services to sport in 2004. The recipient of this year's Global Football Ambassador award is Sir Trevor Brooking.





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# SPONSORSHIP & PARTNER PACKAGES

If you are part of the Football Industry, if you value innovation and strive for professional excellence and achievement, then you should make sure you become part of this exciting event. The Football Business Awards is a unique gathering of senior representatives from the world of Football with Club CEOs as well as other influential figures scattered around the room. Packages can be tailored to suit your needs but a sample package is listed below.

## CATEGORY SPONSORSHIP PACKAGE BEFORE THE CEREMONY

- 150 word profile on Football Business Awards 2016 website
- Your company logo with hyperlink will be shown in a premium position on the website
- Your company logo on promotional HTML emails and other event materials
- “Sponsor of the Football Business Awards 2016” logo available for your use
- Your company name in press releases pre and post event and on social media
- Your company logo on tickets issued to all attendees
- An invitation to the highly exclusive judge’s lunch in September

## AT THE CEREMONY

- Your company logo on the stage set of the Awards
- Your company logo shown on AV presentation and signage at the Awards
- Your company logo on menu cards on all tables
- Reference to your company in the Awards presentation script
- A senior representative from your company will present the trophy to the category winner
- Your company logo on screen with details of the category finalists and winner
- Platinum Hospitality table for 10 at the Awards Ceremony



## POST AWARDS

- Reference to your sponsorship and your company logo in the official “Awards Review” email
- Opportunity to send a message to the Football Business Awards LinkedIn Group
- Reference to your support in post event materials, press releases etc.

**The cost for this category sponsorship package is £7,500 plus vat.**

If you wish to sponsor then contact  
[marc@footballbusinessawards.co.uk](mailto:marc@footballbusinessawards.co.uk)