



# SUSSEX THUNDER AMERICAN FOOTBALL CLUB



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# OUR SPORT

In the 1980s it was going to be the next big thing, but the great American Football boom in the UK did not last. However, after spending several years with a lower profile, the popularity of American Football in the UK is once again on the rise.

The sport is throwing off the shackles of 'minority status' and is now attracting a loyal and growing UK fanbase. And with good reason. America's professional league, the NFL, boasts huge television numbers on Sky Sports in addition to BT/ESPN also carrying extensive coverage of the US Collegiate game. In addition, the NFL is committed to 4 regular season games in London each year until a minimum of 2020. The new Tottenham Hotspur stadium has been built specifically to hold NFL games, so the possibility of a full time NFL London franchise moving to London is not out of the question.

Domestically, more than 100 senior and university teams currently compete in BAFA (British American Football Association) National leagues, to say nothing of the countless youth, junior and cadet programmes bringing this great game to more and more of the nation's children. The outlook for the sport in the UK has never been brighter.



# OUR ORGANISATION

The primary aim of the Sussex Thunder is to promote the growth of American Football to people of all ages in Sussex and beyond. The Sussex Thunder senior team is now entering its sixteenth year of competition since re-starting league play in 2003. The team has continued to go from strength to strength, with the crowning moments being the capture of the National Division 1 title in 2008 and 2012. The club currently plays in BAFANL Division 1, with our goal for the coming season being to secure promotion to the Premiership Division in 2020. The Sussex Thunder demands the highest standards of its coaching staff and this is reflected in the successful teams we have produced in recent years. The club has also seen an incredible net inflow of members over the past few years. The friendly, family ethos of the club is something of which we are justifiably proud.





# OUR OUTREACH

The Thunder organisation brings the excitement of American Football to the county of Sussex and represents the region at a national and international level. We attract players from all over the South East, from as far away as London, Essex, Kent, Surrey and Hampshire. Sussex itself is represented, players and coaches are drawn from local Brighton and Worthing as well as from further afield, Eastbourne, Crawley and Mid-Sussex for example.





# MEDIA

Sussex Thunder are widely recognised as the leading American Football team in the country when it comes to media. Our in-house team of designers, photographers, videographers and social media experts are at the top of their game.

We produce High Definition video highlights of all of our games, alongside a high quality photo gallery of images, so you can be sure your company will be shown in the best possible light.

On Social Media we are continuing to expand our outreach. We now have over 95,000 views on Youtube. Our Facebook page has over 2,600 followers with exceptionally high engagement rates, we have over 2,200 Twitter followers and over 1000 followers on our Instagram account.

**Individual Player Sponsorship for the 2018 season is £350.**  
**For this you will receive:**

- Sponsored Player will have their club subscription paid for the season
- 10 Social media posts (spread across Facebook, Instagram and Twitter if all applicable) with sponsored player graphic showing company logo and company's handle 'tagged'. Additional money can be put behind any post and directed at specific audiences if desired. Payment for these 'boosted posts' added to sponsorship cost.
- Specific Social media shout out when player is mentioned in game coverage. (Example: Player A, sponsored by company A, takes the handoff, races through the line and is in for the Thunder touch-down!)
- Company Logo placed on our brand new website
- Gameday banner to be put up at each home Sussex Thunder game at our brand new facility at the University of Sussex, Falmer

# CONTACT US

FOR FURTHER INFORMATION,  
PLEASE CONTACT:

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