TONY DAVISON
MANAGING DIRECTOR
SAFC

SUNDERLAND A.F.C.

ONE CLUB
YOUR CLUB

SUNDERLAND AFC IS RAW. HONEST. REAL. AND PROUD OF IT.

OUR PURPOSE
TO BE A PROPER CLUB
AND PROUD OF IT

WHY
SUNDERLAND?

21ST CENTURY FOOTBALL

Fans = Punters

Players = Assets

Directors = Money men

Clubs = Franchises

Matches = Sports entertainment product

Agents = “All powerful”

SUNDERLAND AFC 2020

Fans, players, local businesses and directors working together

All are members of the same club

Match days are where we all come together to face the outside world

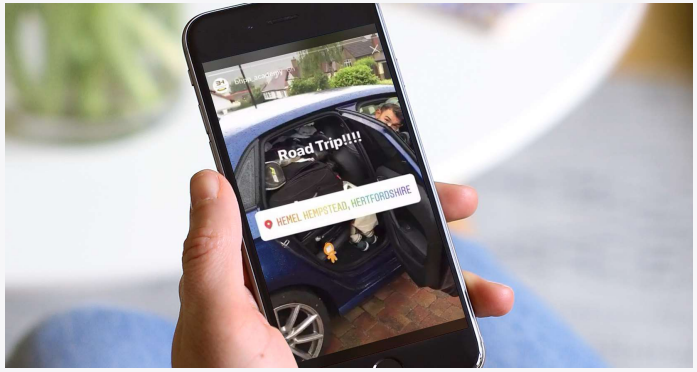
Agents expected to be open and transparent or face public exposure

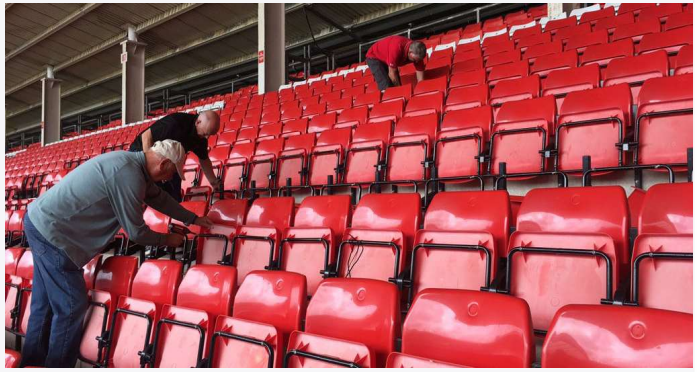
SUCCESS LOOKS LIKE THIS

Stage 1: An honest, sustainable, engaged club that mirrors the community it represents

Stage 2: Promotion, stability, non-football revenue growth, filling the Stadium of Light whilst maintaining values

Stage 3: Premier League, on a sustainable basis, with values recognised in UK and internationally. Expand Stadium of Light





HUMBLE & ACCESSIBLE

WE ARE TOGETHER

ACADEMY OF LIGHT

We had two graduates from our Academy of Light feature at the 2018 FIFA World Cup.

WINNING TEAM

ACADEMY

TALENTED PLAYERS • RIGHT CULTURE

DRIVE REVENUE

SUSTAINABLE FINANCIAL MODEL

Be humble. Work hard. Club before individual

Everyone has a part to play

From fans to forwards, ground staff to goalies:

One club. Your club.

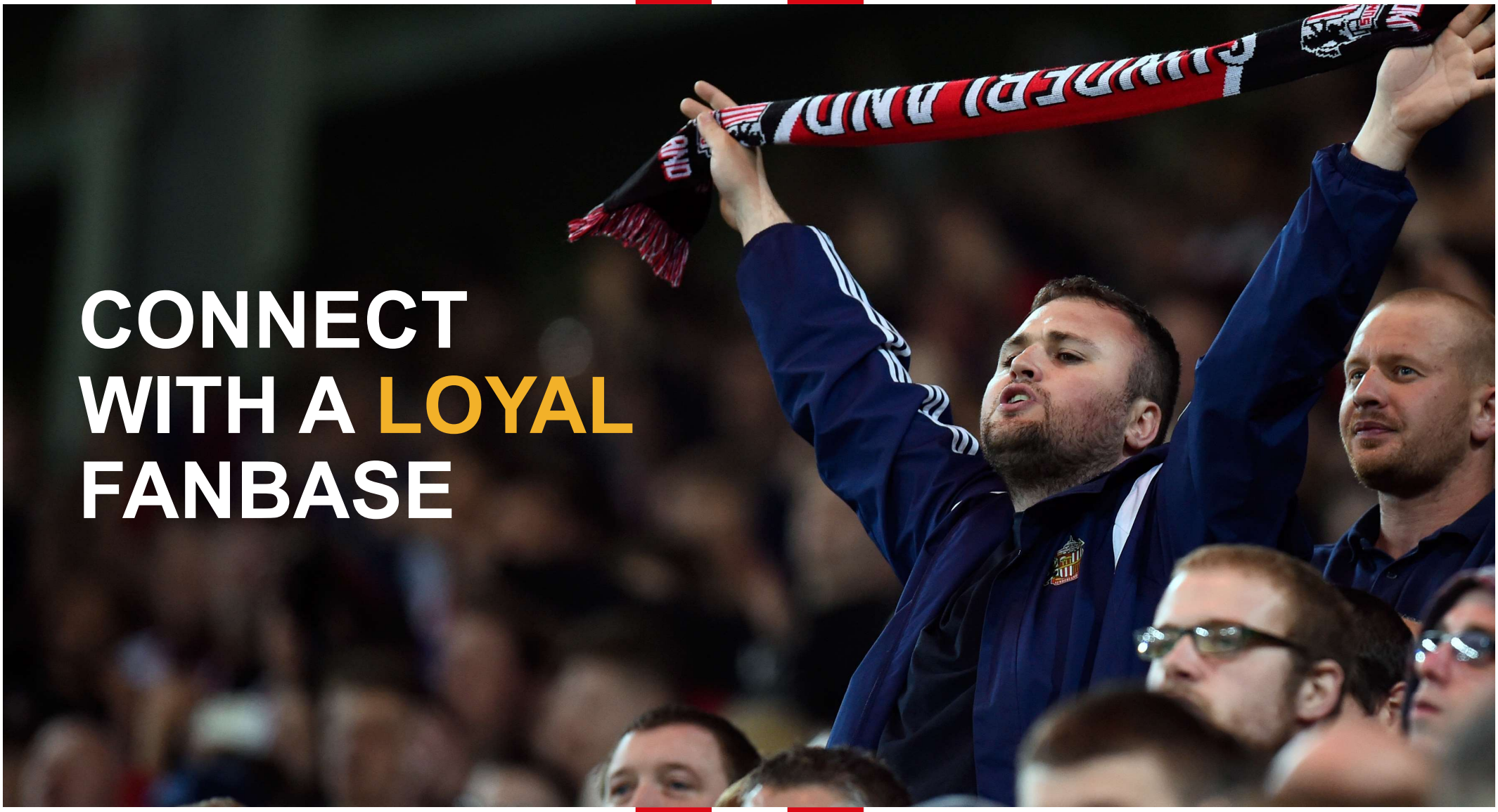
Supporting Small Businesses

SAFC is central to the Sunderland and surrounding areas' business community

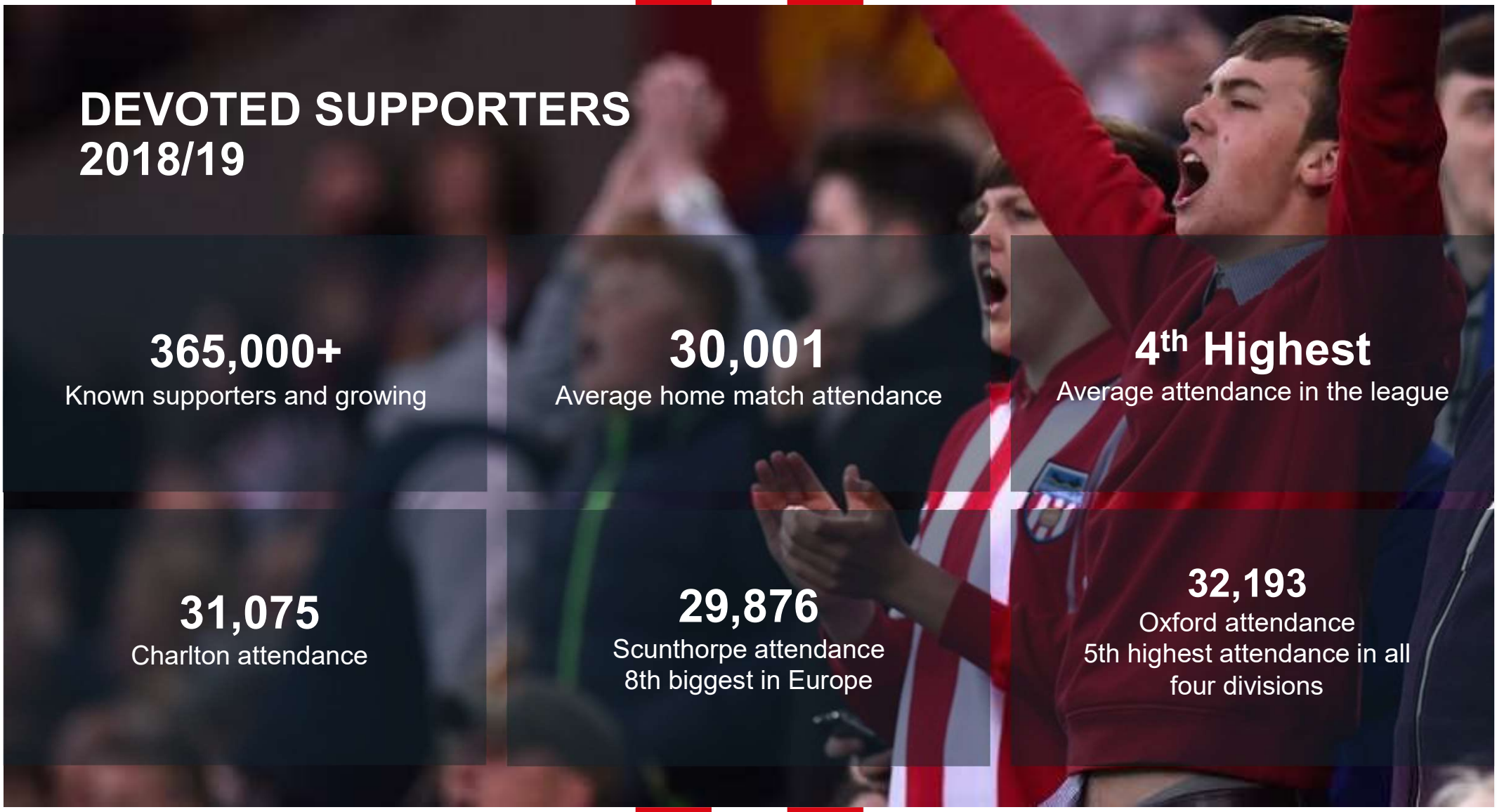
Driving trade and tourism – when we're winning, so is the area

We support local businesses through:

- supplier and trade opportunities
- high quality hospitality and conference facilities bring businesses and events into the area
- tailored advertising and sponsorship packages create brand and business promotion opportunities
- Foundation of Light – CSR
- apprenticeships and workforce development
- Key voice within the City – work closely with area stakeholders to create and drive city development strategy


CONNECT
WITH A LOYAL
FANBASE

DEVOTED SUPPORTERS 2018/19



365,000+
Known supporters and growing

30,001
Average home match attendance

4th Highest
Average attendance in the league

31,075
Charlton attendance

29,876
Scunthorpe attendance
8th biggest in Europe

32,193
Oxford attendance
5th highest attendance in all four divisions

SUPPORTER PROFILE

44%
are aged between 22 and 40

78%
are male

65%
have lived at their residence for 11+ years

£20k - £30k
Average household income

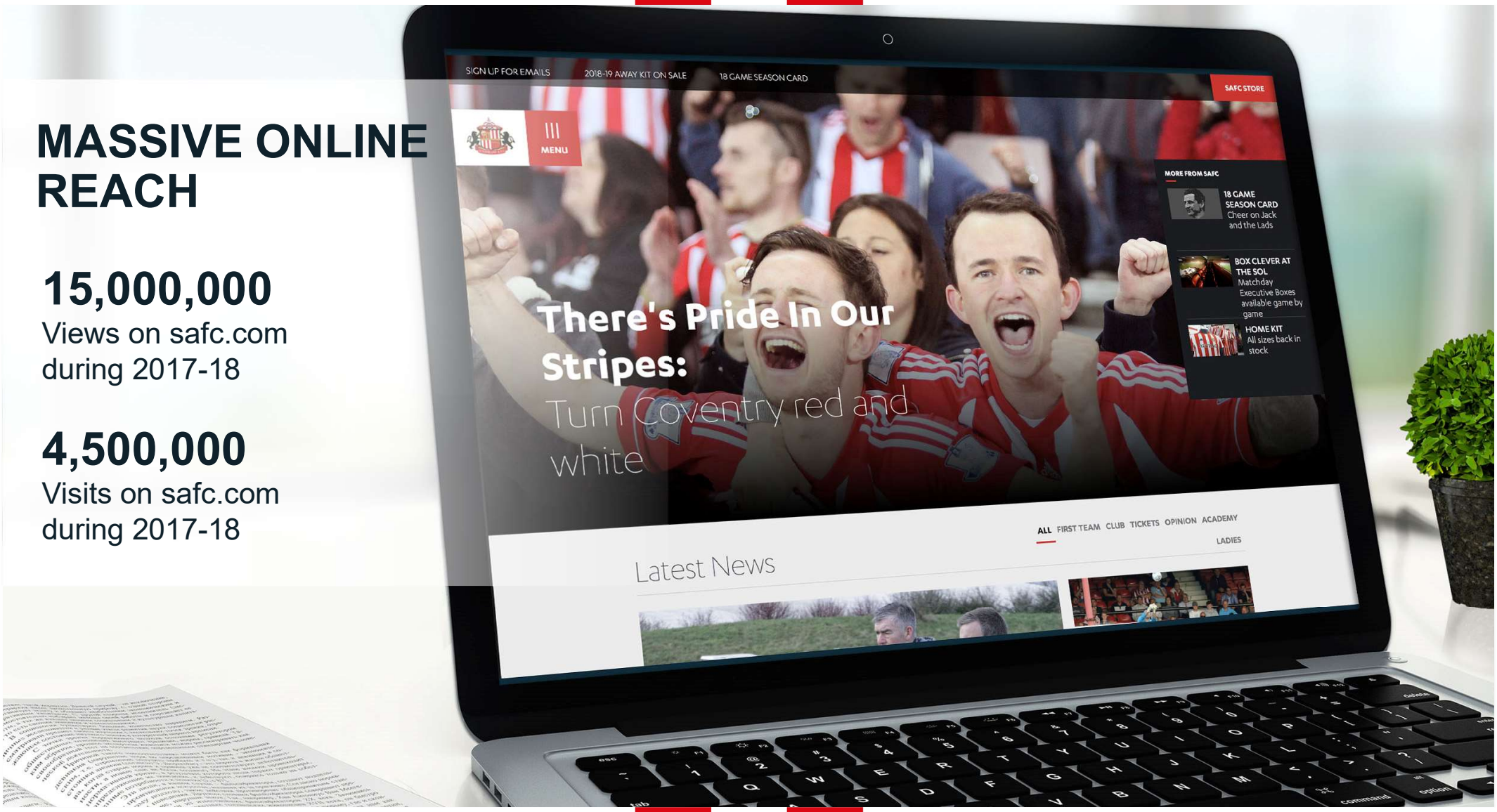
27%
are older families with no children

Source: Sports Alliance, May 2017

MASSIVE ONLINE REACH

15,000,000
Views on safc.com
during 2017-18

4,500,000
Visits on safc.com
during 2017-18



EE
14:39
65%
mobile.twitter.com
19
85
285
Sunderland AFC @S... · 24m
First up, player head shots
4
3
26
Show this thread
Sunderland AFC @S... · 40m
Team photo 2018/19 coming up...
#SAFC #HawayTheLads
SUNDERLAND A.F.C.
Facebook
1.7 Million
Instagram
180,000
Twitter
850,000
We have the **twelfth highest** Social media numbers in English football
Source: Facebook, Twitter, Instagram - March 2018

YouTube
14th most viewed YouTube football channel for the 2018-19 season

CASE STUDY:

Aphrodite

aphrodite

- Founded in 1994, Aphrodite is a leading designer menswear shop selling brands such as Moncler, Canada Goose and Belstaff
- Became SAFC official team news sponsor
- Features on the club's digital channels every matchday
- Exclusive offers to season card holders
- Members of In Business

BUSINESS

ONE CLUB YOUR CLUB

BUSINESS

Brand new business club for
North East businesses

Over 80 businesses are putting
SAFC at the heart of their business

BUSINESS

Unique event series

Promote your business via club channels

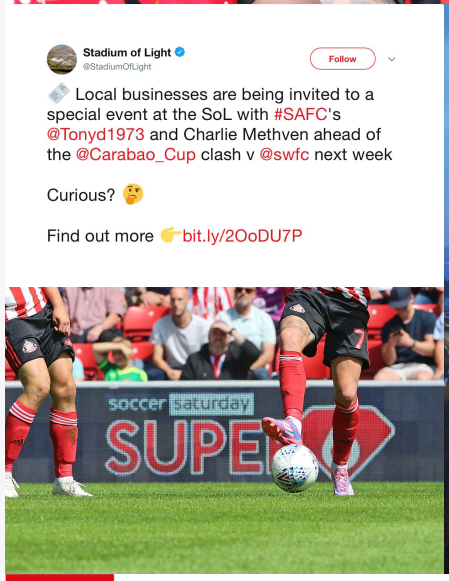
Support the Foundation of Light to deliver health, education and well-being all over the region

Fund the Academy of Light to create the stars of the future

Exclusive hospitality, ticketing and event offers

Networking opportunities with other businesses

Just £1,000 plus VAT per year
or £90 per month



RAW. HONEST. REAL.
TOGETHER WE WILL SUCCEED
ONE CLUB YOUR CLUB