



SCOTTISH FOOTBALL
Supporters Association

A truly unique partnership opportunity...

The **independent** voice of Scottish football supporters



1. WHO ARE WE?

The Scottish Football Supporters Association (SFSA) is a new, not for profit, members' organisation that has been created to build long term success for Scottish football by enabling the involvement of thousands of ordinary Scottish football fans in its development.

This independent association provides a platform for every fan, of every club in Scotland to have a say in the running of the Scottish game and to unite and influence key stakeholder groups including individual clubs, footballing authorities and Scottish Parliament.

The SFSA is a voluntary organisation funded by donations from fans and other interested parties who believe that it is essential that the interests of the key stakeholders are represented and that football clubs and football authorities are held accountable.



2. WHY DO WE NEED TO EXIST?

There is currently no independent fans organisation run by Scottish fans, for Scottish fans, and this is an anomaly which puts Scottish football supporters at a disadvantage to their European counterparts.

In England and Wales a similar structure already exists in the form of the The Football Supporters' Federation (FSF) which represents the rights of English and Welsh football supporters.

Throughout Europe, there is a growing demand for reform and for fans, the most loyal of all paying customers, to have a more significant input. A European

fans network exists — the FSE (Football Supporters Europe) which provides a powerful, united and influential voice for football fans to speak up on issues that affect the modern football game including ticketing, fan culture, discrimination and policing — see **www.fanseurope.org**. The SFSA would join this network providing even greater influence on European-wide supporter issues.



3. WHAT DO WE WANT TO DO?

The role of the SFSA can be split into four key areas (these may expand depending on the future needs and wants of the members):

A. Fan Representation & Reclaiming the Game

Our starting point is that the game needs to be reclaimed by the people whose time and money makes it possible and can make it grow. A strong, vibrant, representative fans' body will be a focal point for those needing to hear the views of Scottish supporters, whether it's the media, Scottish Government or the football authorities (national and global). While fans' views differ on some topics, the

SFSA can generate collective will on subjects that matter to all supporters, like ticketing, stewarding or policing.”

B. Supporting Community Ownership & Fans' Rights

The SFSA believe that Scottish football clubs can be best served by having the interests of their community at heart. This means that the key stakeholders in the game — the fans — must have their views heard. It is also



our belief that the long term future of the Scottish game is best served with football supporters playing an ever increasing role in the management and ownership of their clubs. The vast experience and knowledge held within the SFSA, including knowledge of the various European ownership models, will serve and support the work of any fans groups in Scotland to further the democratic aims and ownership objectives they wish to achieve.

C. Campaigns

Strategically managed and co-ordinated supporters campaigns have been sadly lacking in Scottish football for many years. This has allowed the footballing authorities and many clubs to disregard the will of

the paying public in terms of changes in policies and procedures in Scottish football. The absence of one unified fans' organisation to represent the views of all supporters has been a key factor in this.

D. Research & Marketing The Scottish Game

If we want to improve the Scottish game we need to constantly research and evaluate ways to improve it. Who better to provide answers to the problems faced by the modern game than the fans of Scotland's football clubs.

The collective knowledge, commitment and love that Scottish fans have for the game makes them key to this process.



5. WHO CAN JOIN?

The SFSA is free to join for both fans' groups and for individuals who have a common aim of ensuring that Scottish football thrives for future generations to enjoy.

There will be three categories of membership:

Individual

Fans' Groups

Affiliates
& Associates



6. WHY GET INVOLVED?

The SFSA will be free to join for all members and will be managed by an experienced voluntary start-up team initially.

We are actively seeking contributions to costs from the football authorities, as is the case throughout the rest of Europe. But we also want solid commercial partners as part of a diverse, entrepreneurial approach to funding.

This fantastic opportunity will allow your brand to be associated with every football fan in Scotland, to be part of an initiative which will make a positive impact on one of Scotland's greatest passions and be part of a wider

European football fan movement.

By becoming a partner in the SFSA you will have the opportunity to generate an affinity with a wide geographic and demographic audience with a passion and loyalty which is second to none.



7. THE STRUCTURE

A **Company Board** will drive overall strategy and work to ensure that the organisation is properly structured and is connected politically with the football authorities, the Scottish Government, strategic partners, our European network, and the media.

Our Football Panel will have responsibility for ensuring an effective two way communication process between the Fans Parliament and the Company Board.

Our Fans Parliament will see fans from each senior club represent their fans at an annual congress and sharing

information through our cascade process.

For the initial launch all these positions will be filled by volunteers until we reach maximum trading capacity (18 months / 2 years) and a democratic voting structure will be put in place.



8. THE OFFERING

What can the SFSA offer its strategic partners?

- Fantastic CSR for your business in a nation obsessed with football
- Access to a captive audience of loyal and passionate fans throughout Scotland
- A tax deductible sponsorship that will really make a difference
- Input into the strategic direction of the SFSA concept as a challenger brand
- Extensive media exposure — at launch and subsequent developments and announcements
- Branding — your company logo applied to all marketing assets — PR launch, digital, literature and social media on an ongoing basis
- Access to all SFSA events including political and consumer
- Access to a database which we plan to grow to 100,000 within a year of launch



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Are you ready?

If you would like to join this exciting movement please get in touch with our commercial and strategic developer:

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