



Press Release: Wednesday 12<sup>th</sup> June 2019

### Subject: League Sponsorship

The league was saddened to hear last week that Carlsberg PLC would not be renewing its sponsorship of the league due to a national change in both its core product and its marketing strategy. Carlsberg have been the leagues main sponsors since 2007 and we owe them a tremendous “Thank You” for their support for regional football throughout the past 12 seasons.

Although disappointed with the late notification of the change, the league itself is in a good financial position and will be able to continue to make prize money payments based on last years amounts for at least the coming 2019/20 season. (although plans to increase them will have to be put on hold until a new sponsor can be found)

From August the league will be running two Step 6 Divisions with 40 senior clubs representing towns from throughout Devon & Cornwall. Membership runs from Falmouth and Penzance right up to Honiton and Ilfracombe, with an SWP team in, or near, every major town & city throughout Devon & Cornwall.

A sub-committee of the league board is being put in place with a view to obtaining new long term sponsors, but we recognise the short timescale for the coming season and therefore are also keen to hear from any company that maybe in the market for an initial deal to cover the new season, and maybe beyond.

We feel that our “product”, our commitment to football at this level and our track record of promoting our Sponsors makes us an attractive proposition for any Regional or National Company who wants, or can benefit from, the exposure and marketing across the Devon & Cornwall area.

The league is covered on a daily basis by local radio, regional and local newspapers, social media and websites both provided by the league and those that cover football throughout the country.

The 40 Clubs in membership also have their own dedicated supporters attending matches, reading programmes, seeing ground advertising and following local media coverage.

Our footprint is extensive and our reputation is strong, a partnership with us maybe just what a company or business may need – If you wish to discuss potential sponsorship packages with us, we would be delighted to discuss further.

Please contact Company Secretary Philip Hiscox at [phil@swpleague.co.uk](mailto:phil@swpleague.co.uk) or by calling 077888 97706 for initial confidential discussions.

*Notes: The league cup competition remains Sponsored by “Walter C Parson Funeral Directors Ltd” and the league has a commercial agreement with “Onesport” regarding provisions of match-balls etc. As such we cannot entertain sponsorship from companies in direct competition with those services.*