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Monday 18th November 2013

FA Charter Standard Community Clubs

Dear Club Secretary

Nike Partner Club Programme

I am delighted to share the details of an exciting new opportunity, exclusive to FA Charter Standard Community Clubs. In partnership with Nike, the Nike Partner Club programme has been created, where Community Clubs can sign up and receive a significant number of benefits from Nike, while committing to purchasing Nike kit and equipment throughout their club. The benefits Nike Partner Clubs will receive are:

- Nike will supply a one off bursary of £80 for each team in your club to be redeemed against FA level 1, level 2 coaching courses, FA Youth Modules 1, 2 & 3 or FA Emergency Aid and Safeguarding workshops. E.g. if you have 25 teams in your Club you will receive a one off bursary account of £2,000 with your parent County FA.
- A dedicated online Club web shop for members and supporters to view and buy club branded Nike product.
- A 25% discount on all Nike kit and equipment purchases.
- Free product allowances linked to the level of spend.
- Invitations to Nike organised events at St George's Park.
- Opportunities to win and be presented with free tickets to England Internationals and Premier League games plus visits from International players to your Club.
- Entitlement to promote the club as one of an elite group of Nike Partner Clubs and have the right to utilise Nike branding thus raising club profile and supporting player & sponsor recruitment.

Nike Partner Clubs will hold this status for three seasons and commit to wearing exclusively Nike match kit starting from season 2014/15. Recruitment of 125 Nike Partner Clubs is starting now and Clubs need to register their interest by 29 November 2013. Places will be allocated on a first come first served basis.

If you would like to register an interest or obtain further details, please email Nike directly at nikepartnerclub@nike.com. On receipt of your email a Nike representative will be in contact with yourself and be able to provide more information and answer any questions you may have.

Yours sincerely



Mick Baikie, National Club Services Manager

