



Charity Partnership Tender

The EFL is inviting applications from organisations to be its Official Charity Partner. The partnership will commence from the start of the 2018/19 season lasting initially for a minimum of two seasons and a maximum of three seasons. The partnership could be extended beyond this period, without a repeat of this tender process, if the arrangement is deemed to have delivered significant benefit.

The partnership will be for the UK only with the EFL being able to partner, directly or indirectly, with other charities in overseas territories.

The following information provides an overview of the EFL and outlines the steps to follow to apply to be the EFL's Official Charity Partner.

About the EFL

Formed in 1888 by its twelve founder members, the EFL is the world's original league football competition and provides the template for leagues the world over. With 72 member clubs, it is also the largest single body of professional clubs in European football and is responsible for administering and regulating the Sky Bet EFL (which consists of the Sky Bet Championship, Sky Bet League One and Sky Bet League Two), the Carabao Cup and the Checkatrade Trophy, as well as reserve and youth football.

League clubs deliver competitive, exciting professional football in towns and cities throughout England and Wales to a dedicated fanbase of passionate supporters. With 18m admissions last season, more people watch EFL matches than any other sporting competition in the UK.

Professional football clubs are an integral part of the towns and cities from which they take their name and, in many, deliver the biggest single form of communal activity in their local area. They also play an active part in improving the lives of local people through the work of the EFL Trust and club Community Trusts.

The EFL Trust is a registered charity that governs, advises and audits the charitable trusts associated with the professional clubs of the EFL, who have a combined annual turnover of over £44 million, and 2,500 members of staff including teachers, coaches, professional health and social workers. Using the 'Power of Football', The Trust continues to flourish, delivering life improving projects, which engage with over a 1.5 million people per year, focusing on education, sport, inclusion and health.

Traditionally the breeding ground for the stars of the future, the EFL continues to play a key role in identifying and developing the next generation of footballing talent and its clubs invest over £90m every year in this area. There are more than 8,500 young footballers between the ages of 8 and 18 on the



books of EFL clubs making EFL Youth Development the world's largest centrally co-ordinated Youth Development programme.

Through its education partner, League Football Education, the EFL – in conjunction with the PFA - delivers two-year apprenticeships to more than 1300 young footballers registered with League clubs. Thus ensuring that young players between the ages of 16 and 18 can continue their academic development in conjunction with their footballing development.

On behalf of its clubs, the EFL generates the commercial revenue that sustains football's growth. Through the sale of collective rights, sponsorship, licensing and other commercial activity The League delivers £100m of income to its member clubs every season. EFL matches are beamed into the homes of football supporters in every corner of the globe and are shown in more than 180 countries every week, reaching approximately 290m homes. As a result, clubs generate more than £700m of revenue annually and contribute £300m in taxation to the exchequer. Clubs employ more than 2,000 full time professional footballers, 1,300 apprentice footballers and approximately 20,000 full-time and part time staff.

Working at the behest of clubs, the EFL has a number of strategic objectives in place which include but are not limited to:

- Ensuring the game is truly accessible to all
- Working to the highest standard of governance
- Driving attendances
- Growing the wider EFL audience – broadcast, digital and other
- Achieving an increase in distributable revenue for Clubs.
- Maintaining the integrity of all EFL Competitions.
- Growing the business internationally, ensuring a growth in revenues and reach.
- Developing more and better home grown players.
- Improving the perception of the EFL and its Clubs.
- Delivering the required and appropriate level of change necessary to ensure the long term stability, viability and future growth of our competitions.

To be considered for the EFL's Official Charity Partner you must meet the following criteria:

- Be a registered charity with UK wide reach
- Use the partnership to champion a cause that offers lasting and sustainable impact in the UK.



- Have relevance to the EFL and its audience
- Have sufficient resources to manage the partnership

Applications should consist of no more than four sides of A4 and consider the following points:

- Why your organisation wishes to be Official Charity Partner of the EFL in the UK and why it would be a good fit
- What your main objectives from an EFL partnership would be?
- How your organisation is delivering and making a difference to their specific cause and agendas
- What is the single point of difference the charity can bring to the EFL and its 72 Clubs
- How will the EFL and its clubs help elevate and contribute to your work?
- How would your organisation be able to work with and support the aims of the EFL Trust and its Club Community Trust network
- What would your fundraising target be and how will the funds be utilised?
- How will you ensure a sustainable legacy from the partnership?
- What would 12 months activity with the EFL and its clubs look like? Consider assets, clubs and competitions to activate the partnership over the period
- What resource that would be available to bring the charity partnership to life

How will your charity benefit from partnering rights with the EFL?

Subject to agreement, the eventual package of rights may include:

EFL – Official Charity Partnership Rights

- Designation Rights
- Photographic Rights
- Shirt Number logo rights
- Digital Rights
- Wembley Final Rights (at 5 EFL finals)
- EFL Awards table



Instructions

Applications should be submitted via email to charitypartner@efl.com by **Friday 8 December**.

Those charities shortlisted for the next phase of the process will be notified **w/c 18th December** and invited to present to an EFL panel **w/c 8th January 2018**.

A final decision will then be taken by the EFL Board in **February 2018**.