



**Fat Fives  
Football**

# **COMMERCIAL OPPORTUNITIES**

**2025 EDITION**

# REASONS TO SPONSOR US



## BE BEHIND EVERY POUND LOST AND EVERY GOAL SCORED

At Fat Fives Football, we are more than just a football league; we are a movement dedicated to promoting health, fitness, and community spirit. Through our unique weight-loss-focused football competition, we inspire individuals to achieve their fitness goals while fostering teamwork, motivation, and accountability. We invite your business to be a part of this transformative journey as a league sponsor, gaining unparalleled exposure and engagement with a passionate and growing audience.

Sponsoring Fat Fives Football is not just an investment in marketing; it is an investment in community well-being, positive change, and a brand association with success and transformation. Since its founding in 2023, Fat Fives Football has helped make positive life changes for almost 170 men in the North East of Scotland. From men in their early 20s, right through to those heading towards their 50s, Fat Fives Football has proven itself to be an effective, fun and inclusive football league with an engaging, supportive and caring community of men at its core.

With over 800kg (and counting) combined being shed by our members and a growth of our members by over 500% in 2 years, Fat Fives Football is one of the fastest-growing weight loss programmes in the North East of Scotland.



## WHY SPONSOR FAT FIVES FOOTBALL

- **Engaged and Loyal Audience:**  
Sponsors gain access to a dedicated community of players and supporters who value brands promoting health and well-being. There are opportunities for direct engagement through events and promotions.
- **Positive Brand Alignment:**  
Partnering with the league associates your business with health, teamwork, and social responsibility, building trust and goodwill with a diverse audience.
- **Custom Sponsorship Opportunities:**  
Flexible sponsorship packages allow brands to tailor their involvement, including title sponsorship, shirt branding, and exclusive promotional opportunities.
- **Media and PR Benefits:**  
Sponsors receive media exposure through local press, social media, and league communications, along with recognition in player success stories and major league milestones.

# TEAM SHIRT SPONSORSHIP



## BETTER TOGETHER WITH FAT FIVES FOOTBALL

Fat Fives Football are excited to offer businesses the chance to showcase their brand on our team shirts, gaining valuable exposure while supporting a passionate and growing community. As a shirt sponsor, your logo will be front and centre during every match, event, and online content, ensuring your business stands out to a highly engaged audience.

This is more than just advertising; it's an opportunity to align your brand with teamwork, dedication, and positive lifestyle change. Whether you're looking to increase local visibility or reach a wider market, our sponsorship packages offer an impactful way to promote your business.

Join us and be part of something special. Let's grow together!

All team shirt sponsorship packages include:

- A framed team shirt of the team you are sponsoring
- Dedicated advertisement section on the Fat Fives Football website with advertisement text of your choosing and links to your business website and social media pages

Business logo displayed on our weekly social media graphics

- 2x dedicated social media posts across our social platforms per season of sponsorship

## PACKAGES AVAILABLE

- Contact us for package pricing details:  
[admin@fatfives.football](mailto:admin@fatfives.football)



# LEAGUE NAME SPONSORSHIP



## LEAD FROM THE FRONT TO SHAPE BETTER FUTURES

Fat Fives Football are offering a unique opportunity for a forward-thinking company to become the official sponsor of our league. As the headline sponsor, your brand will be at the heart of everything we do—featured on team kits, league materials, social media, and events, reaching a passionate and engaged community.

This partnership goes beyond just visibility; it's about aligning your brand with a movement that promotes teamwork, health, and personal growth. With every match, weigh-in, and celebration, your business will gain unparalleled exposure while supporting a league that makes a real impact.

Join us in shaping the future of the league—let's build something incredible together!

All league shirt sponsorship packages include:

- A framed team shirt of a team of your choosing or a framed general league shirt

Customised league branding across all our team shirt sleeves (see graphics for sleeve position), inclusion on all our weekly graphics with social media highlight to business social pages/website

- Dedicated content section on Fat Fives website to highlight business and partnership with league

League winner shield renamed to feature customised league logo and invitation to present league shield at each end-of-season award ceremony

- Dedicated monthly social post advertising business services with customisable content at your discretion

Business logo and customised league logo displayed across all social media platforms graphics (pages banners, profile and page avatars, video intros etc) and any print advertisement produced

- Customised league branding on training merchandise (as worn by all staff)

## PACKAGE PRICING

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# AWARD SPONSORSHIP



## CELEBRATE THE LOSSES, WIN THE RECOGNITION

We go beyond the game - Fat Fives Football is about inspiring individuals to challenge themselves, celebrate progress, and adopt a healthier lifestyle. Our awards recognize those who show dedication, resilience, and achievement in their fitness journeys and on the pitch. Sponsoring an award gives your business valuable exposure while supporting a community-driven initiative that makes a real difference.

By sponsoring an award, you're not just promoting your business—you're celebrating the dedication and achievements of our players while inspiring others to reach their goals. This is a unique opportunity to leave a lasting impact on a growing community that values hard work, commitment, and positive change.

Each season we have the following awards available for sponsorship:

- Golden Boot (Top Goal Contributor)
- Player of the Season
- Weight Loss Points League Winner
- Most Weight Lost
- Team Weight Loss

Sponsoring any award will include:

- Business logo and social mentions to social pages/accounts on weekly graphics across all our platforms

Invitation to present award to winning team/individual at end of season award session with social media posts generated and shared of presentation

- Trophies to feature business logo, business logo and link to website/social pages to feature on website pages linked with award

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# GENERAL SPONSORSHIP



## SHOW YOUR SUPPORT FOR THE CHAMPIONS OF LOSING

We know that a little support can make a massive difference. That's why at Fat Fives Football we are delighted to offer our General Sponsorship package, an affordable and effective way to show your support for the Fat Fives Football mission, our community, and members commitment to positive change.

Becoming a general sponsor is an easy way to support a growing community while boosting your brand's visibility. We would love to have you on board for this season and beyond.

Becoming a general sponsor gives you and your business:

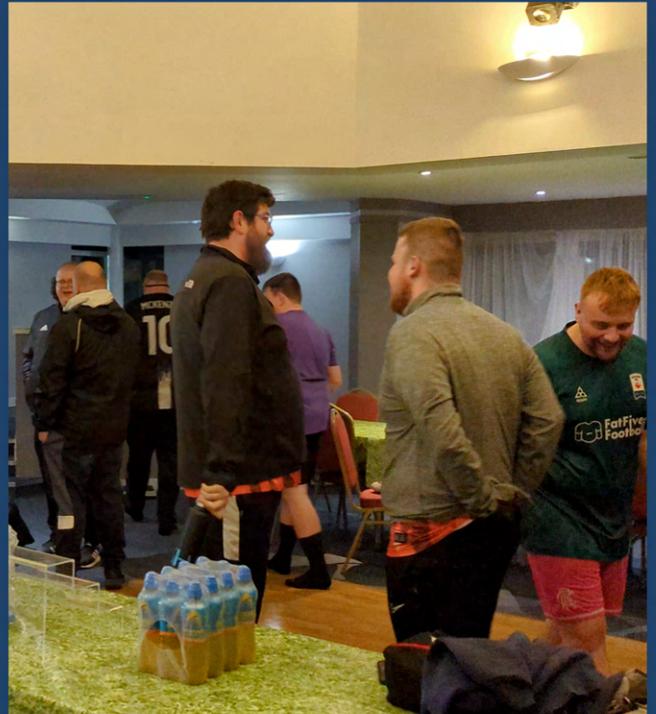
- Inclusion of your business logo, a brief description of your business and link to your business website on our dedicated sponsors' page on the Fat Fives Football website

Once a season inclusion in our General Sponsors spotlight social media post which will link to your business social page/profile across our social platforms

- Business logo/branding inclusion on any sponsor-related print material created for marketing purposes

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**ADMIN@FATFIVES.FOOTBALL**

**WWW.FATFIVES.FOOTBALL**