

# official sites

## What Your Official Site Provides



*Sportnetwork is one of the fastest growing sports websites in the world. Our motto is **Real Clubs, Real Fans, Real Sport**, which means that as well as devoting lots of pages to the big professional clubs we are just as interested in grass roots sport.*

*Our official sites offer clubs of every size the opportunity to have a **FREE** website, which gives you...*

- **the opportunity to make money for your club through advertising and sponsorship on the site.**
- **a very attractive site which helps attract players and keep the supporters interested.**
- **an easy to use operating system which allows anyone used to doing the club programme or newsletter to keep the site updated.**
- **a much higher profile for your club because you are part of a big network and you don't have to worry about search engines.**
- **no annual server costs.**

A look at any official site on [www.sportnetwork.net](http://www.sportnetwork.net) will show you how many features there are and how attractive a site can look.

The Home Page carries your club logo and the name of your site, and the whole site is based on your club colours. Simply provide us with your letterhead or club badge and we'll provide your logo.

The content is very much up to you, The operating system, which is described later, is very easy to use and does not need any special IT skills.

A typical Official site will use the navigation bar links at the side of every page to take readers to things like Fixtures, League Tables, Player Profiles, Officials, Location of the club, Junior Section etc etc. You decide.

Every site also has its own Message Board, important in establishing your own community, but you can decide whether you want it to be Members Only, where contributors have to register their e-mail address and log in before posting a message or not.

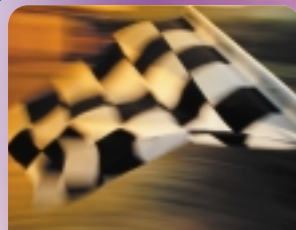
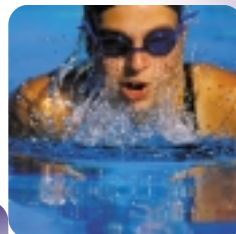


## Unofficial Sites

Our unofficial sites are the "Fanzines" of the web. They look different to the official sites, but have many of the same technical features, and help provide the sense of sporting community, which is important to keep bringing people back to Sportnetwork.



[www.sportnetwork.net](http://www.sportnetwork.net)



## Your Site Name

You may want your existing website address to be transferred so that it links directly to your new Sportnetwork site address. We would be more than happy to do this at no charge.

If you do not have an existing address, but would prefer your own domain name, we will be happy to set this up for you. A "www.ourclub.co.uk" address will cost £20 for two years. We would also be able to set up e-mail addresses for you and club officials using this new address i.e. clubsec@ourclub.co.uk at a cost of £10 for every 5 addresses.

## Making Useful Money For Your Sports Club

You will be able to make money for your club from the website in much the same way you make money from match sponsorship, programme advertising, or perimeter advertising boards.

The site allows you to sell up to 10 'tile ads' which are the square adverts at the side of every page. You can also attract a sponsor for the whole site, whose name and logo etc appear on every page, or you can have a sponsor just for the Message Board page which tends to be the most frequented page.

We share the proceeds of advertising and sponsorship with you. If you arrange the ad or sponsorship we share the proceeds 50-50. If you pass on a possible contact to us and we arrange the advert or sponsorship we will pay you 40%.

The amount of money which can be raised depends very much on the size of the club. However, we have set minimums for all clubs which are very much in line with the lowest levels of programme and perimeter board advertising... and our ads have the benefit of being visible every minute of every day.

## Revenue

Using your site to its full potential could therefore produce at least £2,000 from tile ads, and £800 from sponsorship. If you provided the advertisers and sponsors through your normal contacts this would mean we would split the revenue 50-50 and your club would get £1,400 in addition to its free website on Sportnetwork. Of course, it may be that potential advertisers/sponsors are willing to pay more for the opportunities provided by being involved with your site and Sportnetwork.

Another major benefit to you is that after sponsorship/advertising has run for 11 months we will automatically contact the advertiser in order to seek renewal for another year which, again, we would share.



# www.sportnetwork.net get started...

### Tile Ads

140 x 140 pixels £200 per year *min*  
on every page

### Site Sponsorship - Banner ad

468 x 60 pixels £500 per year *min*  
on every page

### Message Board Sponsorship

468 x 100 pixels £300 per year *min*

**sport**  
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