

**PASSION  
FOR FOOTBALL  
COMPASSION  
FOR OTHERS**



**Football Aid**



PASSION  
FOR FOOTBALL  
COMPASSION  
FOR OTHERS

**PASSION FOR FOOTBALL...**

The core concept of Football Aid is to allow fans, who have only been able to dream about it, the chance to experience the ultimate thrill of matchday; to pull on their favourite shirt, to walk down the tunnel to the sound of the crowd and to play on the hallowed turf of the Club they support, in a true 'money can't buy' experience.

**...COMPASSION FOR OTHERS**

Football Aid was created as a unique way of raising money for a wide variety of charitable and community voluntary organisations supported by our fundraising partners.

Through our parent charity Field of Dreams' multi-beneficiary grant award scheme, the funds raised from the Football Aid events are also distributed to a host of community and charity projects, plus charities nominated for funding by the Clubs that take part.



## Industry Supporters

- Continued support and endorsement from key stakeholders within the game such as UEFA, FA Premier League, Football League, SFA, SPL, LMA, PFA
- Regarded as the leader in its field, Football Aid - we can explore opportunities to maximise potential
- Football Aid has been a phenomenal success and I am extremely proud of the part the Premier League and all of our clubs have played in it.

**Sir Dave Richards, Former Chairman, FA Premier League**

- “Football Aid delivers a dream for football fans whilst helping to generate valuable funds for Premier League clubs’ chosen charities. The numerous events that Football Aid stages gives a huge amount not only to the clubs but their supporters and many good causes as well.”

**Richard Scudamore, Former Executive Chairman, Premier League**

- “We are delighted to continue to support Football Aid and the tremendous work they do throughout the country, providing fans, who are the lifeblood of football, with a unique opportunity to help raise funds for good causes and to live their dream at the same time. Football Aid is a wonderful achievement and we wish them continued success.”

**Neil Doncaster, Chief Executive, Scottish Professional Football League**



**Premier League**





# Passion for Football.....Compassion for Others



**Football Aid**



## A Game of Two Halves





## It's a Win-Win

- Regarded as the original and best in planning and delivery of 'Live The Dream' stadium events
- Extensive network of contacts at top clubs across Europe
- Deliver a wide variety of unique football centric experiential events
- Created the UK's most web-enabled football charity
- Delivered 700+ games at some of football's most iconic stadiums
- Allowed in excess of 18,500 supporters to truly 'Live the Dream'
- Pledged over £2.4m of grants and donations to a host of charity and community projects on a regional, national and international scale
- Supported in excess of 220 charity projects
- Expanded into Europe in 2003 with FC Barcelona (Pep Guardiola participated)
- Expanded further into Europe - Italy in 2014 with Sampdoria, Genoa and Bari, and Portugal in 2015 with Sporting Club de Portugal.
- Expanded into USA in 2018 delivering the inaugural event in partnership with Chicago Fire
- Significant reputation gain for the football industry
- Contributing in a meaningful way to industry CSR charters
- Football Aid continues to bring fans, brands, and clubs closer together while in turn promoting a positive reputation for all



## VITAL STATISTICS

# 55,000+

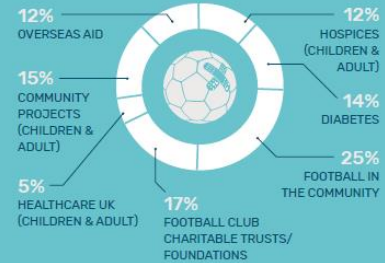
REGISTERED USERS ON THE SITE SINCE LAUNCH IN 2001



### AGE OF PARTICIPANTS



### CHARITIES FUNDED



# 220+

CHARITIES SUPPORTED

# 18,650+

PLAYERS HAVE TRULY 'LIVED THE DREAM'



# 700+

GAMES STAGED AT SOME OF FOOTBALL'S MOST ICONIC STADIUMS

# 550+

FOOTBALL LEGENDS HAVE TAKEN PART



# £6m+

HAS BEEN GENERATED IN POSITION SALES SINCE INCEPTION

# 5,750+

GOALS SCORED

### SOCIAL MEDIA

- FOLLOWERS: 6,000+
- LIKES: 4,100+
- VIEWS: 204,300+
- FOLLOWERS: 1,190+
- FOLLOWERS: 560+



# Football Aid



## PITCH DAY

## EVENT MANAGEMENT

FOOTBALL AID'S PITCH DAY EVENT MANAGEMENT IS A DEDICATED TEAM WITH UNRIVALLED EXPERIENCE IN ORGANISING AND DELIVERING THE ULTIMATE PITCH DAY FOOTBALL EVENT.





## Living The Dream

SINCE 2000, FOOTBALL AID HAS BEEN GIVING FANS FROM AROUND THE WORLD THE CHANCE TO LIVE THE DREAM - TO WEAR THEIR CLUB'S COLOURS WITH PRIDE IN A UNIQUE AND TRULY UNFORGETTABLE EXPERIENCE.

Organising the perfect pitch day takes time, meticulous planning, and access to the right facilities and individuals.

From the dressing room to the hallowed turf - we provide a full experience, not just pitch access.

Our Pitch Day Event Management team have the expertise and extensive contacts necessary to organise a truly unforgettable event.







## The Pitch Day Pros

*We organise the following – so you don't have to:*

### Full logistical planning, administration and delivery of the event

Full dressing room experience with personalised team kit and manager's team talk

Player communication and management

Player packs to ensure participants are fully prepared for match day

Pre and Post-Match briefings and presentations

Fully personalised official replica team kit

Qualified match officials

Catering and hospitality

Administration and ticketing for players' guests

First aid professionals

A training guide, designed by a qualified physio, to maximise fitness for the match

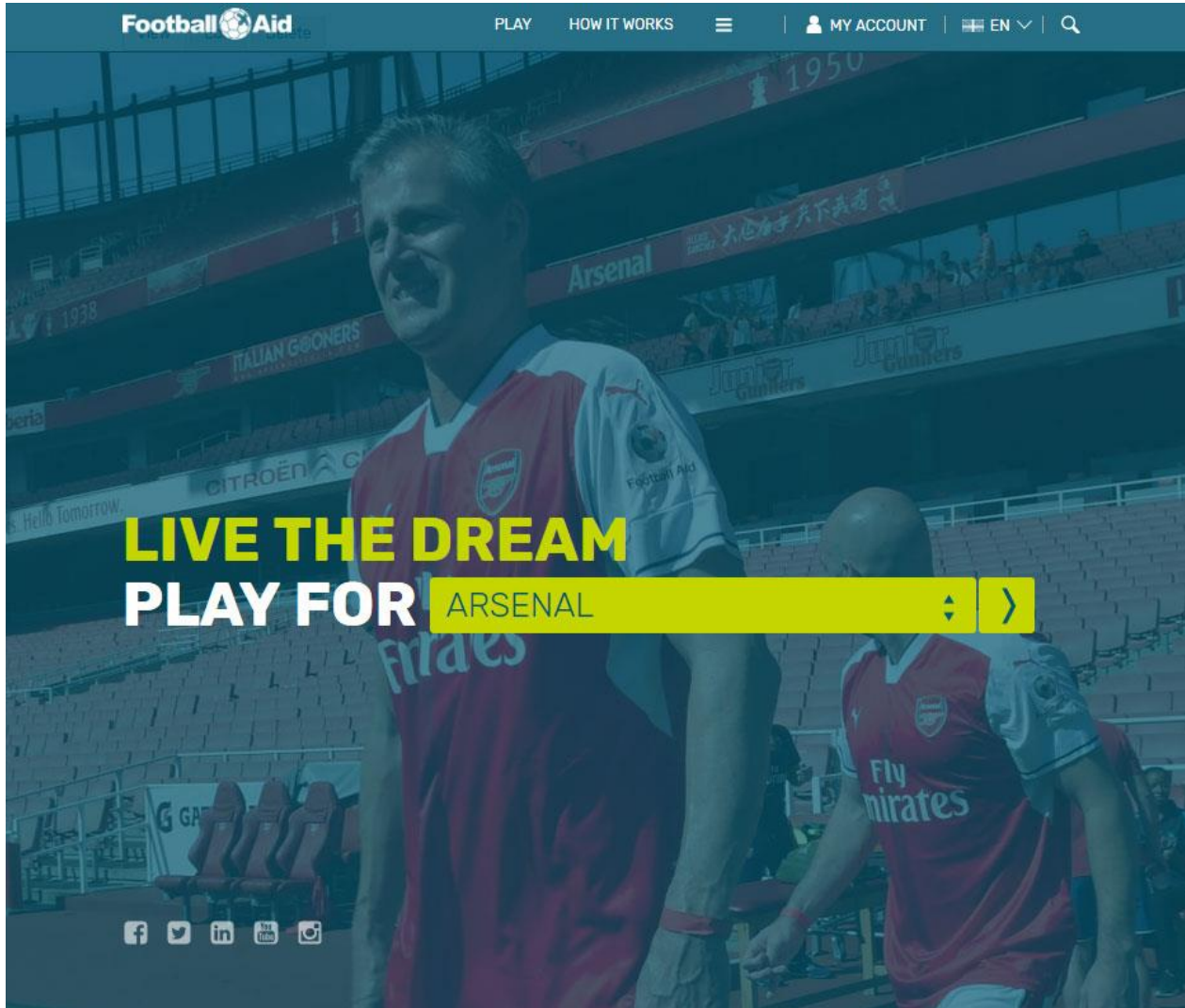
Man of the Match and Moment of the Match Awards





Football Aid

# Sophisticated Technology Platform





# PLAY FOR YOUR CLUB OR COUNTRY

Securing a place in Football Aid 2020 couldn't be easier - just create a Registration, pick your Team or Event, choose a Position, then book your place with a Buy Now or Sponsored to Play payment online.

Showing results for: Positions available



**Arsenal**  
Emirates Stadium

 [PLAY NOW](#)



**Birmingham City**  
St. Andrew's

 [PLAY NOW](#)



**Blackburn Rovers**  
Ewood Park

 [PLAY NOW](#)



**Bolton Wanderers**  
University of Bolton Stadium

 [PLAY NOW](#)



**Celtic**  
Celtic Park

 [PLAY NOW](#)



**Derby County**  
Pride Park

 [PLAY NOW](#)



**England International**  
Wembley Stadium

 [PLAY NOW](#)



**England Training Day**  
St George's Park

 [PLAY NOW](#)





# CELTIC

Celtic Park

Home > Play > Celtic

## FOOTBALL AID 2020

Positions are now available in the Football Aid 2020 games at Celtic Park. Choose the Celtic Game 1 or Game 2 in the Upcoming Fixtures to secure your position now!

### UPCOMING FIXTURES

#### CELTIC GAME 1

Celtic Park

Date to be confirmed  
ko tbc (likely to be morning)

[BOOK NOW >](#)

#### CELTIC GAME 2

Celtic Park

Date to be confirmed  
ko tbc (likely to be afternoon)

[BOOK NOW >](#)



### “ PLAYER STORIES

*Please take my greatest praise for the day I had on Thursday (9th May) at Celtic park.*

*All your staff on hand during the day were exceptional and I could not fault a single thing! I'd say the day ranked up there along with the birth of my children and wedding day as one of the best days of my life!!*

GORDON BUCKLEY

[READ MORE >](#)



# CELTIC

Celtic Park

Home > Play > Celtic > Celtic Game 2

## HOW TO TAKE PART

**1 REGISTER OR SIGN IN TO YOUR ACCOUNT.**

**2 FIND YOUR PREFERRED POSITION.**

**3 BUY NOW**  
Book a position with a single payment online.

OR

**SPONSORED TO PLAY**  
Book a position with a one off £100 deposit, then pay off the balance anytime before Fri 31st Jan 2020.

OR

**4 MAKE A BID**  
Positions will usually be available for Auction Bidding between January-March 2020.

## CELTIC GAME 2

Live the Dream

Celtic Park

Male only event

Date to be confirmed

Ticket allocation: 12

Kick off ko tbc (likely to be afternoon)

Positions are now available in the Football Aid 2020 - Celtic Game 2 at Celtic Park! To secure your place pick the Celtic HOME or AWAY team, click BID/BUY, choose BUY NOW or SPONSORED TO PLAY and then follow the instructions to make payment online. Positions cost £525 +£15 Shirt Printing Fee (45min) and £995 +£15 Shirt Printing Fee (90min) and players receive a personalised official kit included in that cost.

Home	Away		List View
	 <b>11</b> CENTRE FORWARD 90 minutes SOLD	 <b>9</b> CENTRE FORWARD 90 minutes SOLD	
	 <b>8</b> LEFT MID 45 minutes BID / BUY	 <b>10</b> CENTRE MID 90 minutes SOLD	 <b>6</b> CENTRE MID 45 minutes SOLD
			 <b>7</b> RIGHT MID 90 minutes SOLD





## CELTIC

Celtic Park

[Home](#) > [Play](#) > [Celtic](#) > [Celtic Game 1](#) > [Centre Half](#)

## HOW TO TAKE PART

**1 REGISTER OR SIGN IN TO YOUR ACCOUNT.****2 FIND YOUR PREFERRED POSITION.****3 BUY NOW**  
Book a position with a single payment online.

OR

SPONSORED TO PLAY

Book a position with a one off £100 deposit, then pay off the balance anytime before Fri 31st Jan 2020.

OR

**4 MAKE A BID**  
Positions will usually be available for Auction Bidding between January-March 2020.

## CELTIC GAME 1

## Live the Dream

Celtic Park

Male only event

Date to be confirmed

Ticket allocation: 12

Kick off ko tbc (likely to be morning)



## Centre Half

No: 5

Home team

45 minutes

Bidding opens: 19/09/19 1:00 pm

Bidding closes: 31/01/20 12:00 pm

Website time: 30/10/19 12:09:49 pm

(All times displayed are for the Europe/London timezone.)

Buy now price: £ 525.00

BUY NOW

Buy now with deposit

SPONSORED TO PLAY

Please note, a fee of £15.00 for shirt printing is not included in these costs. This fee will be added to the final amount payable.



## LIVERPOOL

Anfield

[Home](#) > [Play](#) > [Liverpool](#) > [LFC Foundation - Junior Player Buddy](#)

## HOW TO TAKE PART

- 1 REGISTER OR SIGN IN TO YOUR ACCOUNT**
- 2 FIND YOUR PREFERRED POSITION**
- 3 BUY NOW**  
Book a position with a single payment online

## LFC FOUNDATION - JUNIOR PLAYER BUDDY

## Liverpool FC v Manchester City Junior Player Buddy Auction

Anfield

Sun, 10 Nov, 2019

Kick off 16:30pm

Children aged 6 to 11 years only

Ticket allocation: 2



Foundation

THE CLUB'S OFFICIAL CHARITY

**PLEASE NOTE: OUR JUNIOR PLAYER BUDDY POSITIONS HAVE NOW ALL SOLD**

This is an incredible opportunity for your child (aged from 6 to 11) to have a 'Junior Player Buddy' matchday experience with LFC and walk out with the First Team onto the Anfield pitch during the Liverpool FC vs Manchester City game on Sunday 10th November 2019 (16:30pm ko).

Our Junior Player Buddy package includes: -

- Welcome for Junior Buddy and 1 x parent/guardian on match day by a Club representative
- A complimentary LFC kit (please advise size and wear your own trainers)
- Match ticket for Junior Buddy and 1 x parent/guardian to sit with the Liverpool fans



# Foundation

THE CLUB'S OFFICIAL CHARITY

**PLEASE NOTE: OUR JUNIOR PLAYER BUDDY POSITIONS HAVE NOW ALL SOLD**

This is an incredible opportunity for your child (aged from 6 to 11) to have a 'Junior Player Buddy' matchday experience with LFC and walk out with the First Team onto the Anfield pitch during the Liverpool FC vs Manchester City game on Sunday 10th November 2019 (16:30pm ko).

Our Junior Player Buddy package includes: -

- Welcome for Junior Buddy and 1 x parent/guardian on match day by a Club representative
- A complimentary LFC kit (please advise size and wear your own trainers)
- Match ticket for Junior Buddy and 1 x parent/guardian to sit with the Liverpool fans
- A complimentary snack and soft drink for your child
- Junior Player Buddy to walk out on the pitch with a first team player
- Complimentary match day programme

There are 5 x 'Junior Player Buddy' places for sale, with each one available to BUY NOW for £1,500.

Just choose a position from the Liverpool HOME team below, click BID/BUY, choose BUY NOW, then follow the instructions to make payment online.

All funds raised from the auction will be donated to the LFC Foundation which creates life changing opportunities for children and young people.

Home	Away			List View
12	13	14	15	16
JUNIOR	JUNIOR	JUNIOR	JUNIOR	JUNIOR
PLAYER	PLAYER	PLAYER	PLAYER	PLAYER
BUDDY	BUDDY	BUDDY	BUDDY	BUDDY
90 minutes	90 minutes	90 minutes	90 minutes	90 minutes
SOLD	SOLD	SOLD	SOLD	SOLD




[Video Link](#)


# THANK YOU FOR HELPING US CHANGE THE GAME




Football Aid  
8 Melville Street  
Edinburgh  
EH3 7NS


0131 220 5999  
info@footballaid.com  
www.footballaid.com

 [facebook.com/footballaid](https://facebook.com/footballaid)

 [twitter.com/FootballAid](https://twitter.com/FootballAid)

 [youtube.com/FootballAidMan](https://youtube.com/FootballAidMan)

 [linkedin.com/company/football-aid](https://linkedin.com/company/football-aid)

 [instagram.com/football-aid](https://instagram.com/football-aid)