



DUBAI AMATEUR FOOTBALL LEAGUE

SPONSORSHIP

2018-2019



WE ARE UNIQUE IN THE WORLD, REALLY!

THE MOST CULTURALLY DIVERSE LEAGUE IN THE WORLD?

As unique as the city of Dubai is, it follows that the football league in which its residents play, should be just as unique.

In short, we are a culturally inclusive, social but competitive amateur 11 a side football league, providing an opportunity for residents of the UAE with a wide variety of footballing abilities, to play in an organised and structured format. As a longstanding, respected league, we place high values in fairness, equality and safety for all teams and players.

We aren't just proud of being the largest amateur football league in the Middle East, with over 3500 players and over 80 teams playing each season, but more so in being a crosser of cultural divides - we encourage people of all nationalities, ethnicities and backgrounds to come together for the shared love of football.

We doubt that there is another league in the world quite like the Dubai Amateur Football League. With around 80 nationalities playing each season, the league is a melting pot of different playing styles and ideals. Even our referees, who are ultimately volunteers with a 'real' day job, come from a multitude of different countries, some with impressive past officiating pedigrees.

In terms of the age range of those participating in the league, we are as almost 'age diverse' as we are culturally diverse. Whilst the vast majority of the participating teams comprise of adults over 18, with the main body of players being aged between 23 and 32, recent seasons have saw participation from a small number of youth based teams, which when added to our participants from our Vets over 35s league, means that we have participants in the league aged from 15 to 55.

WE HAVE A HISTORY

OVER 30 YEARS OF AMATEUR FOOTBALL IN THE UAE

Operating for over 30 years, with roots back to sand pitches owned by the Creek in the 1980s, later to become part of the Dubai Exiles Rugby Club site at Al Awir

2001

Current 11 a side format introduced

2006

Became formally known as The Dubai Amateur Football League

2008

Expanded to three divisions

2011

Expanded to four divisions

2012

Addition of a dedicated over 35s (Vets) division

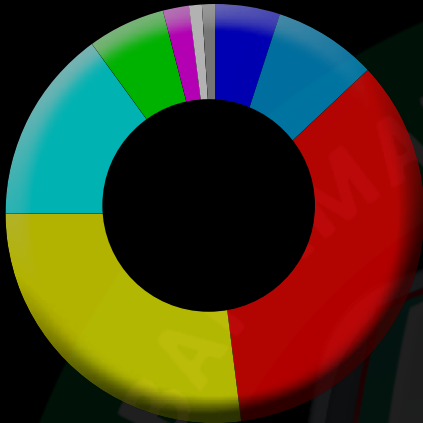
Since 2015

The league has operated each season between 46-55 teams in the regular league, with an additional 30 teams involved in our social football. Totalling over 3500 players playing each season in league, social and casual games.

OUR DEMOGRAPHICS

PROFILE OF OUR PLAYERS FROM THE 17/18 SEASON

PLAYERS BY AGE



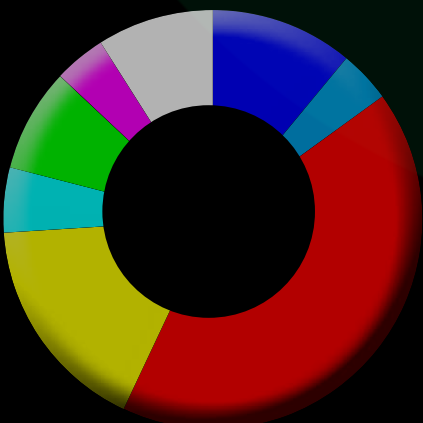
5%	Under 21
7.9%	Age 21-24
35.4%	Age 25-29
27.5%	Age 30-34
15.3%	Age 35-39
5.5%	Age 40-44
2.1%	Age 45-49
0.9%	Age 50-54
0.4%	Age 55+

BY NATIONALITY



4.1%	USA / Canada
52.8%	EU National
12.1%	Other Europe
6.7%	GCC Nationals
11.1%	Other Middle East
5%	Africa
4.1%	Asia
2.1%	South America
2%	Oceania

BY OCCUPATION



11%	Student
4.4%	Blue Collar
42.1%	White Collar/Professional
16.3%	Management
5.2%	General Manager
8%	Director
4.2%	C Level
8.8%	Business Owner

THE NEW 2018-19 SEASON

SET TO BE A BENCHMARK IN THE LEAGUES HISTORY

Although the Dubai Amateur Football League is approaching its 18th season in its present format, The 2018/19 season is set to be a further benchmark in the leagues history, with additional structure and activities being added, in order to serve a wider audience and achieve our goals of being an inclusive organisation with accessibility for all playing levels. Our pyramid is to provide playing opportunities from social players wishing to have an informal kick about on a casual basis, right up to highly competitive football capable of serving the highest levels of amateur football.

The league is keen to further its inclusive ethos, developing social football activities for those whose fitness and ability does not quite reach the standard of the present league structure, as well as those that enjoy a game in a more relaxed and less competitive environment.

As part of this social structure for the 2018/19 season, we will be offering casual football games many nights of the week as well as introducing small sided and further 11 a side leagues with a social, community flavour.

Bringing all of this activity together will be a new app based administration and messaging system; allowing supporters, players, managers and league administrators, to have quicker, easier access to the services and data that they want.

Supporting the league new season is a significant media and PR plan, which includes radio, print and digital, providing value for league teams, sponsors and partners.

The league is well established, but the next phase of the Dubai Amateur Football League is just about to begin.

Be part of it; Organised. Structured. Professionally Ran.

THE NEW 2018-19 SEASON

THE SEASON IN NUMBERS

ACROSS LEAGUES & WEEKLY GAMES

PLAYERS + 3500

GAMES + 800

TEAMS + 80

REFEREES + 50

WEBSITE HITS + 500,000

SOCIAL MEDIA FOLLOWERS + 20,000



OUR MEDIA PROFILE

IS ABOUT TO GET A LOT BIGGER

Up to the current time, the Dubai Amateur Football League has never sought PR, or actively been involved in promotion. For the 2018/19 season, this is about to change, with a media plan that will see the Dubai Amateur Football League become high profile via a number of platforms.

PRINT

We have secured a media partnership with one of the UAE's highest distribution English daily newspapers. As part of this partnership, the league will have regular highlighted content, as well as promotional media throughout the season.

RADIO

We have also secured a media partnership with one of Dubai's leading English Radio stations. As part of this partnership, the league will have regular ads, feature content and promotional, which will include the backbone of the stations web content.

SOCIAL

Our content strategy will see explosive growth among our selected social media channels. Quality content will be fed regularly to provide both insight and interest to all those interested in amateur football in the UAE.



THE LEAGUE STRUCTURE

11 A SIDE LEAGUE DIVISIONS 2018/19

PROGRESSIVE ADULT LEAGUE

THE PREMIERSHIP 10 TEAMS. BOTTOM 2 TEAMS RELEGATED TO LEAGUE 1

LEAGUE 1 10 TEAMS. TOP 2 TEAMS PROMOTED TO PREMIERSHIP. BOTTOM 3 TEAMS RELEGATED TO LEAGUE 2.

LEAGUE 2 10 TEAMS. TOP 3 TEAMS PROMOTED TO LEAGUE 1. BOTTOM 3 TEAMS RELEGATED TO LEAGUE 3.

LEAGUE 3 12 TEAMS. TOP 3 TEAMS PROMOTED TO LEAGUE 2. BOTTOM 3 TEAMS RELEGATED TO LEAGUE 4.

OVER 35s 'VETS' LEAGUE

8-10 TEAMS. ALL PLAYERS 35 OR OVER.

PLAYER EXCEPTIONS; 2 X 34 YEAR OLD. GOALKEEPER ANY AGE.

SOCIAL & FRIENDLY GAMES

PLAYED AMONGST BOTH REGULAR PLAYERS AND THOSE NEW TO DAFL.
PLAYED THROUGHOUT THE YEAR.

SMALL SIDED LEAGUE DIVISIONS & GAMES 2018/19

'7 A SIDE' LEAGUE

PLAYED WEEKLY AT VARIOUS LOCATIONS

NO AGE RESTRICTIONS

CASUAL FOOTBALL

SMALL SIDED GAMES PLAYED A NUMBER OF NIGHTS EACH WEEK

ALLOWING PLAYERS WITH BASIC ABILITY TO GET INVOLVED IN DAFL



SPONSORSHIP OPPORTUNITIES

LEVELS OF SPONSORSHIP

WE HAVE A NUMBER OF SPONSORSHIP LEVELS IN WHICH YOUR COMPANY CAN BE INVOLVED WITH THE DUBAI AMATEUR FOOTBALL LEAGUE

TITLE

OUR HIGHEST LEVEL OF SPONSORSHIP.

INCLUDE NAMING RIGHTS TO THE OVERALL DUBAI AMATEUR FOOTBALL LEAGUE

DIVISION

A KEY SPONSOR LEVEL WHICH INCLUDES NAMING RIGHTS TO A LEAGUE DIVISION

CUP

THE LEAGUES CUPS RUN THROUGHOUT THE SEASON AND PROVIDE A CORE SPONSORSHIP OPPORTUNITY

TEAM

SPONSOR A TEAM AND BE INVOLVED AT THE GRASSROOTS LEVEL OF SUPPORTING A CLUB



SPONSORSHIP OPPORTUNITIES

SPONSORSHIP ENTITLEMENT

OUR SPONSORSHIPS ALLOW FOR VARIED ENTITLEMENTS TO SUIT YOUR INDIVIDUAL REQUIREMENTS, WHICH CAN INCLUDE

NAMING RIGHTS

FOR LEAGUES, DIVISIONS, & TEAMS

BRANDING & EXPOSURE

ON OFFICIAL COLLATERAL, ACROSS DAFL MEDIA & ADVERTISING, LEAGUE WEBSITE, SOCIAL MEDIA, TROPHIES & AWARDS, MATCH OFFICIALS

SIGNAGE

AT MAJOR DAFL GAMES

PROMOTIONS

IN APP TO OUR PLAYERS CLUBS & SUPPORTERS, WITH MEDIA PARTNERS, ACROSS SOCIAL MEDIA, EMAIL TO DATABASE

COMMUNITY

CONNECTING WITH THE DUBAI FOOTBALL PLAYING COMMUNITY



SPONSORSHIP PACKAGES

TITLE SPONSORSHIP

AN EXAMPLE OF OUR TITLE SPONSOR ENTITLEMENTS

LEAGUE TO BE KNOWN AS DUBAI AMATEUR FOOTBALL LEAGUE POWERED BY 'TITLE SPONSOR'

PREMIERSHIP DIVISION TO BE TITLED 'TITLE SPONSOR' PREMIERSHIP

'POWERED BY' 'TITLE SPONSOR NAME' TO APPEAR ON

- ALL LEAGUE COLLATERAL, INCLUDING THE DAFL LEAGUE LOGO
- ON EVERY WEB AND APP PAGE (HYPERLINKED)
- ON ALL SOCIAL MEDIA POSTS & STATIC PAGES (HYPERLINKED)
- ON EVERY RADIO & PRINT AD
- ON ALL TROPHIES & AWARDS (MONTHLY & ANNUAL AWARDS)
- ON ALL SIGNAGE AT KEY GAMES

HTML BANNER WITH SPONSOR NAME, LOGO AND HYPERLINKS ON EVERY COMMS MESSAGE (HYPERLINKED)

WEB TAKEOVER WITH HYPERLINKS FOR 16 WEEKS OF THE SEASON (1 WEEK INTERVALS SPREAD OVER SEASON FOR MAX IMPACT) SEPTEMBER 18 - APRIL 19

DEDICATED HYPERLINKED MONTHLY PROMOTION/SHOUTOUT VIA EDM BASE, PUSH ON APP, AND SOCIAL (8 OVER SEASON)

PERMANENT PROMOTION OF PROMO/SHOUTS ON LEAGUE WEB/APP/SOCIAL

KEY BRANDING AT ANNUAL AWARDS PRESENTATION

INDUSTRY CATEGORY EXCLUSIVITY



SPONSORSHIP PACKAGES

DIVISIONAL SPONSORSHIP

AN EXAMPLE OF OUR DIVISIONAL SPONSOR ENTITLEMENTS

SPONSORED DIVISION TO BE TITLED 'DIVISIONAL SPONSOR' LEAGUE X

'DIVISIONAL SPONSOR NAME' TO APPEAR ON

- ALL LEAGUE COLLATERAL,
- ON EVERY WEB AND APP PAGE (HYPERLINKED)
- ON ALL SOCIAL MEDIA STATIC PAGES (HYPERLINKED)
- ON EVERY PRINT AD
- ON EVERY COMMS MESSAGE (HYPERLINKED)
- ON ALL SIGNAGE AT KEY GAMES

WEB TAKEOVER WITH HYPERLINKS FOR 5 WEEKS OF THE SEASON (1 WEEK INTERVALS SPREAD OVER SEASON FOR MAX IMPACT) SEPTEMBER 18 - APRIL 19

DEDICATED HYPERLINKED MONTHLY PROMOTION/SHOUTOUT VIA EDM BASE, PUSH ON APP, AND SOCIAL (8 OVER SEASON)

PERMANENT PROMOTION OF PROMO/SHOUTS ON LEAGUE WEB/APP/SOCIAL

KEY BRANDING AT ANNUAL AWARDS PRESENTATION

INDUSTRY CATEGORY EXCLUSIVITY



THE NEXT STEP

TO GETTING INVOLVED

CONTACT US, AT

LEAGUE@DUBAIFOOTBALL.COM

LET US KNOW HOW YOU WANT TO BE INVOLVED, WITH AS MUCH DETAIL AS POSSIBLE.

WWW.DUBAIFOOTBALL.COM