



Chelsea Football Club

Ed Connock, Head of Sponsor Activation

25th February 2012

What Partners Bring

Revenue

Financial Resources

Data Collection

Engagement

Global Reach

Local Market Insight

Shared Values



Chelsea FC to be the BEST

- **Best Partnerships**
- **Best Fan Engagement**
- **Community Spirit at the Heart**



International Positioning

FOOTBALL DEVELOPMENT

YOUTH

EDUCATION

HEALTH

CFC-LED GRASSROOTS
INITIATIVES

PARTNER-LED
INITIATIVES

PRE-SEASON TOURS

here to | here to
play | stay
www.chelseafc.com



here to | here to
play | stay
www.chelseafc.com

International Positioning

FOOTBALL DEVELOPMENT

YOUTH

EDUCATION

HEALTH

CFC-LED GRASSROOTS
INITIATIVES

PARTNER-LED
INITIATIVES

PRE-SEASON TOURS

here to | here to
play | stay
www.chelseafc.com



here to | here to
play | stay
www.chelseafc.com





www.chelseafc.com/foundation



www.chelseafc.com/foundation

FOOTBALL CLUB





International Positioning

FOOTBALL DEVELOPMENT

YOUTH

EDUCATION

HEALTH

CFC-LED GRASSROOTS
INITIATIVES

PARTNER-LED
INITIATIVES

PRE-SEASON TOURS

here to | here to
play | stay
www.chelseafc.com



here to | here to
play | stay
www.chelseafc.com

Current Partners



International Positioning

FOOTBALL DEVELOPMENT

YOUTH

EDUCATION

HEALTH

CFC-LED GRASSROOTS
INITIATIVES

PARTNER-LED
INITIATIVES

PRE-SEASON TOURS

here to | here to
play | stay
www.chelseafc.com



here to | here to
play | stay
www.chelseafc.com



AFC WEST CHAMPS 1995
AFC WEST CHAMPS 1999
MFC WEST CHAMPS 2004

MFC WEST CHAMPS 2005
MFC WEST CHAMPS 2006
MFC WEST CHAMPS 2007

SOUNDERS FC 0 | CHELSEA FC 3 83:44

WES FIELD
Bud Light
JONES

JOES

JOES

The Official Football Club for the Seattle Seahawks

US 100 2006

100% COTTON 100% MADE IN THE USA



Chelsea Football Club