

The Football League  
and ITV's Year of Promise

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# ITV's Year of Promise What is it?

ITV's Year of Promise is a major campaign for the year 2000 that gives everyone, individuals and organisations, the chance to make a positive contribution to the future through the making and keeping of promises in a way that will be remembered for years to come.

**As part of ITV's Year of Promise Nationwide Building Society and The Football League are launching "Season of Promise." All Nationwide Football League clubs are being asked to contribute to the "Season of Promise" by making their own special promises.**

# The "Season of Promise"

## How will it work?

Nationwide Building Society has established a Financial Marketing Support Grant totalling £10,417 for each Nationwide Football League Club.

To qualify for the grant, clubs are being invited to make a promise that meets key criteria, namely, that each club's promise must help disadvantaged and/or minority groups\* and increase attendances at Nationwide Football League matches.

Your promise may build upon or enhance an existing community project that your club is already involved in or it may be a new stand-alone initiative. The Football Promise List at the back of this pack provides good examples of some potential Promise ideas.

Whatever your Promise, both Nationwide and The Football League hope that you will use the money to help raise your profile and strengthen your relationship with the local community.

**Remember, there will be significant media attention around ITV's Year of Promise, so be sure to consider how your Promise can attract media coverage.**

# How can you maximise your Club's promise?

All clubs who meet the "Season of Promise" criteria will qualify for the £10,417 grant from Nationwide Building Society.

ITV's Year of Promise is a further opportunity for your Club to gain national and regional exposure, by being part of a major event which is outlined in more detail on page six of this pack.

**ITV's Year of Promise will be looking to involve clubs who have made promises that are seen as innovative and have also utilised all areas of their Football Club. You can maximise your Club's promise by:**

- Involving your local media to promote, facilitate or take part in the Club's promise.
- Communicating the promise to your fan base, including your supporters' clubs and encouraging them to participate.
- Featuring your promise in your match programme, Club magazines and web-site with your regular news items.
- Making a promise that your Club will be remembered for in years to come.
- Building upon your existing programmes in your local community with your Club's Community Department.

# What to do next...

Within this pack there is a "Season Promise" Registration Form:

- Clubs need to complete and return this to Gary Linke at The Football League's London Office. Please note that the Promise Form needs to be signed by the Club chairman, or another member of the board.
- All forms must be received by Friday 24th September 1999.
- **Remember, the more interesting and impactful the Club's promise is, the more likely it is to receive press and television coverage and have the added benefit of being featured in ITV's Year of Promise.**

# What will ITV do?

ITV is investing heavily in the Year of Promise campaign, committing extensive programme and promotional airtime at both a network and regional level.

Each promise will be recorded and set down as a lasting legacy for the future.

The campaign will be launched in October – both on screen and in the high street through major support from retail partners.

## How will your promise be remembered?

Once ITV's Year of Promise launches in October clubs will have the opportunity to formally register their promise on the Digital Archive. Further details will be sent to clubs in future correspondence.

## ITV Network Programming

The more interesting/innovative your promise, the more likely it is to attract media attention for your Club.

ITV will also be looking to feature major football promises on the Day of Promise, 1 May 2000.

*Remember –*  
This could be your Club!

# ITV Programming

## ITV Network Programming

ITV Network Launch: a 75-minute prime-time programme detailing how to register, and providing a wealth of promise ideas to kick-start viewers' imaginations.

The "Season of Promise" will be announced within this programme.

A 30-minute synopsis show on ITV, updating viewers on the campaign.

ITV's Day of Promise – a defining 14-hour day of television that brings the campaign to a climax.

## Regional Programming

Every ITV broadcaster will use regular programme time throughout the campaign to feature ITV's Year of Promise, inspiring local viewers with ideas and running stories of promises registered in their region.

Regional news desks will be looking for strong stories, which could include your Club's promise.

# Promise Ideas

## Charity Help

The Club promises to help a local charity. For example, the Club organises a charity football match before a league match, with a guest appearance by a celebrity fan – the money raised goes to help improve access for disabled people within the community, (in restaurants, public places) and at football matches. Everyone involved with the event is invited to the next home game.

## Better Health Campaign

The Club encourages children/schools in the local community to get healthy through sport/fitness. Players could speak at local schools to encourage and motivate kids to be more involved in sport and invite them to a home game.

## Community Challenge

The Club promises to help to provide "street safe" sports areas in the local community, (eg skateboarding, rollerblading areas, car parks which could be marked out and used for basketball matches etc). The Club could also pledge to turn "wasteland" areas into marked out football pitches. Players could promise to run special coaching sessions at the Club, those who get involved could be invited to the next home game.

## Club Facilities

When the Club is not being used for football matches – open up the ground for family open days/local events – encourage families/the community to come to the ground, (and to attend football matches if they currently don't). Similarly, open up other facilities, (gym, offices etc) to the local community when the Club is not using them. Cookery classes could be held in the kitchens etc. Those who use the Club facilities could be given tickets to a future match.

## Creches

The Club offers creche facilities to encourage more women and families to football matches. Discount tickets for women could also be offered to encourage more families to attend.

## Elderly

The Club forms a link with the local community with the aim of improving the relationship between the generations. This could take the form of encouraging younger people to bring their parents/grandparents to football matches and offering special discount family tickets for them. The Club could also promote greater respect for the elderly – encouraging the neighbourhood to do more to help this section of the community by offering to shop for them, walk their dogs, and to visit them on a regular basis.

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## Family

The Club creates special family enclosures to encourage young fans/female fans and families to attend matches in safety.

## Schools

The Club players give football "masterclasses" to children (including girls) at a local school. The promise is that they will take it in turns to visit the school/s on a regular basis. In return the children they are coaching receive special family discount tickets to attend the Club's matches. The Club could also create special school scholarships and have special "School days" at the Club.

## Study Support Centres

Clubs could invite children to the ground where they would take part in development activities based around football topics. Those attending could be brought to matches as an incentive for working harder.

## Job Swap

The team do a "job swap" with local teachers or people who run the local pre-school playgroup, chefs in local restaurants etc. Players have to deal with changing nappies, dealing with tantrums, reading stories, preparing meals etc, while the real teachers, chefs etc get to play a match at the club, (and get the player's wage for one day). The club could also invite the local school to a future match.

## Urban Regeneration

The team help out on a local urban regeneration scheme such as clearing out a canal, clearing land etc. Those who get involved would then be invited to attend a future match.

## Women and Football

The club encourages women and girls to become more involved in football and to attend matches, (this would create a more family atmosphere at football games). One of the players becomes a "mentor" for girls' football teams at the local schools. The Club hosts the final of an inter-schools girls' football competition, with the support of a local celebrity.