



# MEDIA PARTNER PROPOSAL

[www.yoursportswindon.co.uk](http://www.yoursportswindon.co.uk)



## ABOUT YOUR SPORT SWINDON

**Your Sport Swindon was launched a decade ago by experienced journalist and marketing expert Steve Butt to deliver much-needed media coverage for all local, grassroots sport.**

**While other local media organisations tend to focus mainly on professional sport, Your Sport Swindon's sole focus is on creating vital exposure for our local, grassroots sports teams and players.**

**The Your Sport Swindon cameras are pitch side every week, filming sports events across the region and shining a light on the amazing people involved in local sport.**

**Described by many as the "local Sky Sports", Your Sport is covering local sport like nobody else in the country. We film over 500 matches each year and cover all sports from football and rugby to hockey and American football.**

**We have a large, captive and local audience who love our coverage, and this means our platform is perfect for local businesses to advertise on and gain brand exposure.**



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# WHY BECOME A MEDIA PARTNER?

**There are multiple reasons to become a Your Sport Swindon media partner.**

**Having been an established local business since 2015, Your Sport Swindon has become the go-to platform for local sports coverage.**

**We have become a trusted local media brand, and therefore, our audience has huge faith in the media partners that we work with.**

**This means our platform is a really effective way to showcase your business; gain brand awareness and attract new customers.**

**By becoming a Your Sport media partner, you are also playing a huge part in enabling us to cover even more local, grassroots sport.**

**We reinvest our revenue back into the business to create opportunities for young aspiring sports journalists to work with us. Working closely with local schools, colleges and universities, we provide a pathway for young students to learn the trade.**

**Ultimately, becoming a Your Sport media partner will increase exposure for your business but also align your brand with a popular community project that is making a difference in the local community.**



**30,000+**  
UNIQUE WEBSITE VISITORS

**1.3M+**  
SOCIAL MEDIA REACH

**8,000+**  
SOCIAL MEDIA FOLLOWERS

**500+**  
MATCHES COVERED A YEAR

## OUR AUDIENCE

**Over last decade, we have developed a large, local and captive audience that loves watching our content and trusts our brand.**

**Our website attracts 30,000 unique users per annum, the majority of whom are returning visitors.**

**We have a wide demographic of people viewing our content, many of whom are homeowners and could be looking for a new door, replacement windows, or to add a conservatory to their property.**

**Your Sport Swindon also boasts a large following on our social media platforms, which include Facebook, X and Instagram.**

**Our social media reach exceeds 1.3million per annum, and we have over 8,000 followers on our social media platforms.**

**We also have a database of 2,500 subscribers that we can mailshot with news and special offers.**

# TESTIMONIALS



***We have been proud partners of Your Sport for over five years & our collaboration continues to deliver real value.***

From the outset, we were drawn to their exceptional work within the community & recognised the importance of aligning the Moovahome brand with such a positive and impactful organisation.

Beyond brand visibility, Your Sport Swindon has provided us with innovative opportunities to engage their audience in a strategic & effective way, contributing directly to our business growth.

In addition, the extensive networking carried out by Steve & his team has been a significant benefit, helping to strengthen our connections across the region.

We would strongly recommend partnering with Your Sport Swindon to any organisation looking to support a community-focused initiative while also gaining tangible business benefits.

**ASHLEY CAIN, MANAGING DIRECTOR, MOOVAHOME**



***Our partnership with Your Sport Swindon has been extremely successful & pivotal to driving new customers to our venue.***

Initially, we signed a short term advertising deal with Your Sport Swindon during what is usually a quiet time for our country pub & restaurant.

Such was the success of this campaign that we brought Your Sport in to run all our marketing campaigns.

Now, Your Sport are practically part of our team as they manage our social media platforms & even design all our menus.

We could not be without them now.

**DAVID ROTHWELL, MANAGER, THE SUN INN**



# OUR PARTNERS

