



Port Vale Football Club – Front-of-Shirt Partnership Proposal

Project Overview

Port Vale Football Club is seeking a new front-of-shirt partner from the start of the 2026/27 season, to coincide with the club's official 150th anniversary year in 2026.

The club is therefore issuing an invitation to tender with a view to beginning an official partnership from June 2026.

At the end of the application process, the club will then enter into negotiations with the successful party for a multi-year agreement, which primarily includes exposure across both Port Vale men's and women's official first-team shirts.

These shirts have been sponsored by counter-fraud market leaders Synectics Solutions in each of the last six seasons - in a partnership which has delivered mutual value – and are a key part of our identity which matter greatly to our supporters.

Front-of-shirt sponsorship also includes exposure across the following touchpoints:

- Official player-issue and retail replica first-team shirts
- Via Sky Sports and ITV broadcast and highlights coverage in the UK
- Via club ambassadors – including Club President, Robbie Williams
- Via PVTV – the club's official streaming service – in eligible territories
- Via CBS, Paramount, DAZN and Golazo in North America
- Via BeIN Sports, Setanta Sports and ESPN/Disney+ in other eligible territories
- Via EA Sports FC and Football Manager – official video games
- Via club, division and league social media channels (stats below)
- Via print and digital press coverage

About Us

Over a storied 150-year history, we have established ourselves as a vital part of the English football story.

Founding members of the Football League Second Division in 1892, we strive to maintain a culture of high performance both on and off the pitch, as the first team to have beaten all other 91 clubs in the professional pyramid.

In the area we proudly call home, we deliver life-changing and award-winning work to those who need it most, acting as the bedrock of the Burslem community.

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Underpinned by shared values of valiance, tenacity and respect, our people are at the heart of everything we do, and Vale Park is a place where everyone can belong.

We believe supporters are the lifeblood of both our club and our game. We are accessible, allowing people of all ages and backgrounds to be part of the action, providing an experience which can be shared from one generation to the next.

On the pitch, we contribute heavily to the development of young players by creating pathways through first-team opportunities and ongoing investment into our Academy.

From our industrial roots in the Mother Town, to our modern-day aspirations for another 150 years of growth, we aim to bring people together – to support, to enrich, and to inspire.

We are Port Vale, the English Football League’s community club.

Our Reach

Port Vale have a cumulative total of more than a quarter of a million followers across all social media platforms, achieving over 100m impressions on X/Twitter alone between August 2024 and January 2025.

As a true community club, throughout 2023/24, the Port Vale Foundation engaged 4,808 participants across 38 different programmes, focusing on sports, health, education, community engagement, and supporting vulnerable families.

Over 90% of participants felt that the Foundation had a positive or very positive influence on their sense of community. Additionally, 92% of participants reported improvements in their physical wellbeing, and 88% noted an enhancement in their mental wellbeing. A highlight of the year was the Foundation's recognition as the “English Football League Project of the Season” for League One. This award was given for the Community Cupboard and Lounge initiative, developed in collaboration with Stoke-on-Trent City Council and North Staffordshire Combined Healthcare Trust.

Our Ambition

The aim of this tender process is to identify and form a partnership with an organisation whose values match our own, centred on one of the club’s most sought-after pieces of inventory.

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Applicants should be seeking to partner with a growing football club which is at the very heart of its community, and whose exposure across broadcast, digital media and in-person via various outreach programmes is at its highest-ever levels and continuing to expand.

The club – under the stewardship of Carol and Kevin Shanahan - has ambitious growth plans and prides itself on both its culture and approach to partnerships, which continue to have a positive lasting knock-on effect on our local community.

Your Proposal

Applicants should note that there is not a fixed format for the tender; we would encourage proposals to be creatively presented and limited to no more than 10 slides or pages. Video submissions are also accepted, up to a duration of five minutes.

The process is an opportunity for you to tell us more about your organisation and its values, as well as why you and Port Vale are a strong fit.

Please include the following:

- Basic information
- Why you are a strong fit
- Your connection to Port Vale
- Your team/structure

Please also include your company's registered office address, company number, main contact name, email address and telephone number.

Let us know why you are the best company to deliver this project, including reference to your values and vision. Describe your interest in Port Vale and our community, and how this will inform your approach. Outline who will be involved and in what roles.

Submission Process

Please submit your proposal via email to commercial@port-vale.co.uk before the **deadline of 5pm on Monday 9th June 2025**.

Any queries relating to the tender process should also be submitted via email to commercial@port-vale.co.uk

Responses to submissions will be issued via contact details provided by Monday 9th July. Companies with whom the club would like to progress their interest may be invited to present their proposal in person.

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The process is due to be completed by Monday 4th August 2025.

Terms And Conditions

- This Invitation To Tender (ITT) and any of the information presented in it does not constitute an offer or invitation on the part of the Club (or any other person) to enter into the Contract relating to the services.
- No information set out or referred to in this ITT shall form the basis of any contract. Any prospective service provider shall be required to enter into the Contract, acknowledging that it has not relied on, or been induced to enter into such an agreement by, any representation, warranty, assurance or undertaking save as expressly set out in the Contract.
- The Club will not in any circumstances be liable for any costs, expenditure, work or effort incurred by a company in carrying out enquiries in relation to, proceeding with, or participating in, this ITT, including if the process is terminated or amended by the Club.
- All intellectual property rights in this ITT and all materials provided by the Club or its professional advisors in connection with this ITT are and shall remain the property of the Club.
- The Company shall, at their own expense, ensure that they comply with the requirements of all legislation and regulatory requirements in force from time to time in relation to the use of personal data that is disclosed in this ITT.
- Once the Club has reached a decision in respect of contract award, it will notify all applicant companies of that decision. The Club will not be obliged to discuss reasons for declining any response.
- Port Vale FC promotes equal opportunities and positively encourages responses from suitably qualified and eligible companies regardless of any individual's sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.
- Port Vale FC is committed to the safeguarding of vulnerable groups.