Kestrel Vale FC

PRINCIPAL PARTNER · SEASON 2025/26

Partnership report

What we promised, what we delivered and what it achieved for Meridian Kitchens.

Prepared for
Meridian Kitchens

Period
August 2025 to May 2026

Partnership
Year 1 of 2

MERIDIAN KITCHENS

Sample report. Club and sponsor are fictional. Built with allez.

SEASON AT A GLANCE

Your brand reached more people than we planned, and the results beat every target.

Meridian Kitchens was on the front of our shirt for all 46 first-team matches and featured in 58 social posts. Unprompted recall of your brand among our fans rose from 14% to 38%, and 87 customers used the KVFC10 code.

18,400
Fans at home matches
23 matches, average 800

412,000
Social impressions
58 posts featuring you

4.1%
Engagement rate
16,900 likes, comments, shares

38%
Unprompted recall
Up from 14% in August

87
KVFC10 codes used
Target was 75

340
Children coached
4 co-branded sessions

In one line

7 of 8 promised rights delivered in full, 1 player appearance rescheduled to August 2026, and all four goals met.

DELIVERY

What we promised, and what we delivered.

Every right in your agreement, checked against what happened this season.

Right	Promised	Delivered	Status
Front of shirt, all first-team matches	46 matches	**46**	Delivered
Two pitchside boards	23 home matches	**23**	Delivered
Full page in the matchday programme	23 issues	**23**	Delivered
Social posts featuring Meridian	40 posts	**58**	Over-delivered
Hospitality guests	60 guests	**64**	Delivered
Co-branded junior coaching sessions	4 sessions	**4**	Delivered
Player appearances at your showroom	3	**2**	1 moved to Aug 2026
Partner page and link on our website	All season	**Live all season**	Delivered

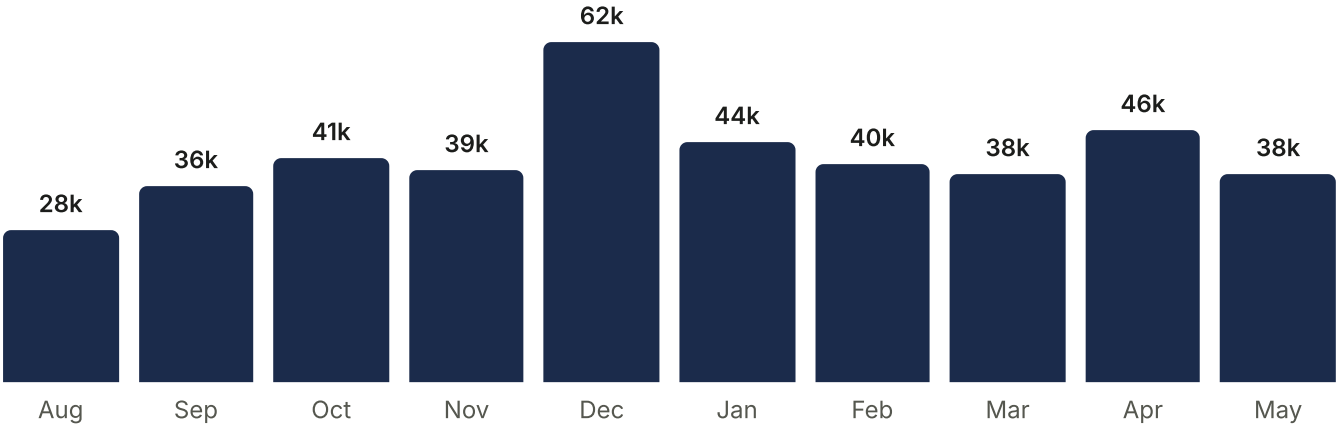
What we missed and how we'll fix it

One player appearance clashed with a rearranged cup tie in March. It's booked for your showroom open day on 15 August 2026, at no extra cost.

REACH

412,000 social impressions, peaking on Boxing Day.

Impressions of posts featuring Meridian Kitchens, by month. December's peak came from the Boxing Day derby, our biggest crowd of the season at 1,412.



Best performing content

1. "Meridian Moment of the Match" video series: 96,000 views across 23 videos
2. Boxing Day derby team photo: 31,000 impressions
3. Junior coaching day reel: 18,500 impressions

Website

2,140 visits to your partner page
610 clicks through to meridiankitchens.example
Target was 500 clicks

Social media EMV (equivalent media value)

£2,100 to £3,900

What it would cost to buy the same 412,000 impressions as paid social, at £5 to £9.50 per 1,000 (sample rates). Full EMV for every channel is on page 7.

CONTENT PERFORMANCE

Video and community posts did the heavy lifting. We'll double them next season.

They were half of your posts (29 of 58) but brought 60% of impressions and 76% of engagement. Matchday graphics were a quarter of posts and the weakest performers.

Content type	Posts	Impressions	Per post	Engagement	Next season
Moment of the Match videos	23	186,000	8,100	**4.9%**	Double
Community and junior reels	6	62,000	10,300	**6.0%**	Double
Player features with Meridian	8	58,000	7,300	**3.4%**	Keep
Sponsor offers (KVFC10 code)	6	28,000	4,700	**3.0%**	Keep
Matchday graphics with logo	15	78,000	5,200	**1.6%**	Change
All content	**58**	**412,000**	7,100	**4.1%**	

Engagement rate by content type



Next season

Two Moment of the Match clips per match, a community reel every month, player features filmed as video, the KVFC10 offer inside video posts, and 10 fewer static matchday graphics.

RESULTS

All four goals we agreed in July were met.

We set these goals with you before the season, measured a starting point in August, and tracked them every month.

Goal and measure	Start	Target	Actual	Status
Raise local awareness Unprompted recall among fans	14%	30%	**38%**	Met
Generate sales leads KVFC10 code redemptions	0	75	**87**	Met
Drive website visits Clicks to your website	0	500	**610**	Met
Back the community Children in co-branded sessions	0	300	**340**	Met

Fan survey, May 2026

412 fans answered. 61% named Meridian Kitchens when shown a list of local businesses, and 47% said they would consider Meridian for their next kitchen.

Reported by Meridian Kitchens

23 kitchen orders worth £138,000 came from customers using the KVFC10 code. These are Meridian's own sales figures, shared with us for this report.

How we measured: fan surveys in August 2025 and May 2026 (same questions), unique code tracking, and link clicks from our website. Survey results reflect fans who chose to answer.

YOUR FEE AND ITS EQUIVALENT MEDIA VALUE

Your £6,000 fee bought £4,000 to £7,700 of equivalent media, plus hospitality and £138,000 in sales.

Equivalent media value (EMV) is what it would cost Meridian to buy the same exposure as advertising, channel by channel.



Channel	Exposure	Bought as	Rate	EMV
Social media	412,000 impressions	Paid social	£5 to £9.50 per 1,000	**£2,100 to £3,900**
Website clicks to Meridian	610 clicks	Paid search	£2 to £4 per click	**£1,200 to £2,400**
Match streams and highlights	42,000 views with logo on screen	Online video ads	£8 to £15 per 1,000	**£300 to £600**
Shirt and two boards, in stadium	55,200 fan impressions	Local outdoor	£4 to £8 per 1,000	**£200 to £450**
Matchday programme	6,900 copies	Local print	£25 to £40 per 1,000	**£150 to £300**
Total equivalent media value				**£4,000 to £7,700**

0.7x to 1.3x
the fee, in equivalent media value alone

£2,880
hospitality for 64 guests, at £45 a head. Not media, so not in EMV

£23
in sales for every £1 of fee, from Meridian's own figures. Sales, not profit

How EMV is worked out: exposure × the going rate to buy that exposure as advertising. Rates are sample figures for this report. Each exposure is counted once, in its own channel. Stream views count only time with the logo on screen (35%). Fan impressions count one per fan per placement. Community work isn't valued. EMV is a guide to scale, not a return on investment.

YEAR 2

What we'll keep, what we'll change, and when we'll talk renewal.

Keep

Front of shirt, the Moment of the Match series and the KVFC10 code. They drove most of your reach, clicks and sales. Double the video and community content (page 5).

Improve

Book player appearances before the fixture list comes out, and add a showroom offer to the matchday programme.

Try

A Meridian Kitchens family stand day, with a prize draw to grow your local customer list.

Renewal timeline

Feb 2027
Year 2 review meeting

Mar 2027
Renewal proposal sent

31 Mar 2027
Decision on renewal

31 May 2027
Current agreement ends

Thank you for backing Kestrel Vale

Questions about this report: Sam Carter, Commercial Lead, commercial@kestrelvale.example