



Press release re: AFC Wimbledon new stadium commercial partnership

Media release dated: 27 January 2015

AFC Wimbledon to seek new stadium naming partner

AFC Wimbledon has recently announced plans to move to a new stadium, back home at the original Plough Lane site in Wimbledon. The stadium will be a unique 20,000 capacity design, owned by the fans and reflect the ethos of the club and its wider community. It will play a vital role in the future progress of the club since its re-birth in 2002. A full planning application has been submitted.

AFC Wimbledon believes the right brand can join the club, via a naming partnership, on its unique journey and be part of its future growth. The club has appointed Sport Collective to work with them to develop the new stadium commercial programme and to find suitable partners.

Erik Samuelson, Chief Executive of AFC Wimbledon said,

“It’s been no secret this club wants to move back home to Plough Lane and now we have the opportunity to do so. To help make this a reality and to continue the club’s growth we want to work with brands who share our ethos and vision. We are delighted to work with Sport Collective to help us achieve this.”

Peter Daire, Director at Sport Collective said,

“Wimbledon is completely unique. From winning the most famous FA Cup Final of the modern era to its re-birth and subsequent rapid rise, AFC Wimbledon is owned and operated by fans. The stunning new stadium is the next chapter, it offers brands a great opportunity to be part of a story that generates global attention”.

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AFC Wimbledon

AFC Wimbledon's remarkable rise began in 2002 after the club was reformed by a group of fans determined to preserve a glorious past. Following the formation of AFC Wimbledon, five promotions in nine years followed and in 2011 the club was promoted to the Football League after a dramatic penalty shoot-out win against Luton.

The club's rebirth came in 2002 after an FA commission allowed the old Wimbledon FC to relocate to Milton Keynes. Determined not to let a proud 104-year history die, which included 1988 FA Cup glory against Liverpool at Wembley, Dons supporters organised themselves and within just six weeks AFC Wimbledon – a club the commission had declared would be “not in the wider interests of football” – was born.

Sport Collective

Sport Collective was formed in March 2014 by The FA's two former commercial heads. Peter Daire (former FA group head of sponsorship) and Sean McAuliffe (former FA global head of business development) set up their new agency to work with sports rights holders to maximise commercial value and with brands to develop engagement strategies that deliver ROI.

The duo each has close to twenty years' experience in the commercial sport and media business, domestically and across international markets. Sean and Peter have spent their last seven years of their respective careers at The FA, negotiating and managing numerous high-profile agreements with the likes of EE, Vauxhall, Budweiser and Nike for example, which have made The FA arguably the most commercially-successful national sports governing body in the world.

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