

INTRODUCTION

2 January 2010

Julian Gamble
Blue & Gold Supporters Club
King's Lynn
Norfolk

Dear Sirs:

In advance of our meeting, we submit the following overview of our approach and the services we offer to KLFC.

We look forward to the next phase in the selection process.

At Your Service,

Fred Popp
Chief Executive
SME

A Promise To Deliver

Much work lies ahead to resurrect the King's Lynn Football Club, among the tasks facing the custodians of the club — the development and management of a vibrant and modern team identity.

The success of King's Lynn Football Club is important to our region. It fuels pride, promotes our ideals and style of life and provides fans with emotional highs and lows we can't otherwise experience in everyday life. As Chief Executive of an international sports branding consultancy, I have committed myself to working with the Council, the Blue & Gold Trust and any future custodians of the club to sharpen our focus, re-build the brand and engage the KLFC Community. Because our European offices are here in King's Lynn we offer our services free, for the love of the game and our contribution to our Region.

In its simplest form, branding relates to a club's ability to create a relationship with fans, players, corporate partners and the media; through an appealing promise. Successful clubs deliver on a promise that is desirable, distinctive, sustainable and credible. It used to be: Build the club first, build the brand later. The strategy we recommend is just the opposite: Start with the King's Lynn FC 'brand promise.' Lead with it. Turn the brand into the driver of the club, not just another way of packaging it.

My company, SME, has worked with some of the world's most popular professional and amateur sports properties and teams. For each and every brand we develop, there are unifying principles common to the delivery to all of them. Successful sports brands must...

Be distinct

At the foundation of the club's position is a clear blueprint of whom the club is targeting, who the competition is for share-of-heart, and how the competition will be beaten.

Keep your promises

This is an industry that typically measures success in wins and losses. The promise that King's Lynn FC forges must extend well beyond on-pitch performance and permeate everything the club does and stands for.

Get emotional

The long-term ambition is to generate an emotional bond with our Community on multiple levels — aspirational programmes for youth development, unforgettable experiences, tribal badges on merchandise and clothing, and cultural ideals shared by people across the region.

Begin advocacy at home

King's Lynn FC can stand apart from other clubs by a consistently thoughtful and fan-centric commitment to service that its players and staff deliver day-in and day-out.

Create a dialogue

Old-world marketing involves a one-way flow of information to the consumer—with a take-it-or-leave-it approach. Today, community platforms and shared experiences enable fans to bond with and influence the club they support. Openness and transparency must be the hallmarks of KLFC's relationship with our Community.

There is much work to be done, from strategies to designs, uniforms, websites, brochures and logos. We stand at the ready to serve and re-build the King's Lynn Football Club brand and help drive the club forward.

KING'S LYNN FOOTBALL CLUB: WHY SME?

1. We have successfully helped our clients create emotionally vibrant brands that position them for long-term success
2. We have experience serving football clients with passion, professionalism and innovation
3. We love the game and have experienced first-hand its unique power to break down barriers and unite cultures
4. Our solution provides KLFC with direct support from Fred Popp (SME Europe Chief Executive)