

A dynamic action shot from a soccer match taken during a heavy rainstorm. Two players are in motion on a green field. The player on the left is wearing a blue kit and is captured mid-air, having just kicked the ball. The player on the right is wearing a white kit and is sliding on the grass. The rain is depicted as a dense field of white streaks, creating a sense of intense atmosphere. In the center of the image, there is a large, dark circular graphic with a white border, containing the text 'WITHAM TOWN FC' in white, bold, sans-serif capital letters.

WITHAM TOWN FC

A proposal to become a media partner of Witham Town FC

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WELCOME

to a proposal for us to become media partners of Witham Town FC

Thank you for reading this proposal for White Applied to become online media partners with Witham Town.

Over the last few years Scott and myself have become big fans of Witham Town and have spoken many times about how we can contribute to a team that we have begun to love and support. By coincidence a former project has led us to become owners of the www.withamtown.com web address that we feel could be used to give the team a greater online presence and help with SEO.

We want to create a new online presence for the club that matches the leading sports clubs in the world and also gives the opportunity for the club to use the site as a source of revenue to be spent on improving the club and facilities. We are also extremely interested in increasing the social media presence of Witham Town and using our skills and knowledge to grow the

brand online.

“Our aim is not to take away anything that the club currently do but to use our experience and knowledge to improve on what the club already has.”

We hope this introduction booklet provides you with knowledge of professionalism and skill and gives you confidence about taking the next step with us.

Martin and Scott
Martin White and Scott Darney
White Applied



White Applied is a digital company that provides new-media published content in the form of software projects. At the core it is a software company bringing ground-breaking and exciting projects to the public.

TWEEET



ABOUT US

The new-media nature of White Applied's products mean we are able to expand audience numbers without having to increase prices for advertisers. Dedication to becoming key media operatives within the UK, as well as expanding the brand as a franchise, means giving considerable focus to graphic design, flexible advertising solutions, responsive web design, varying forms of media, amazing content and pushing the boundaries of what is possible through technology.

White Applied is a technology company producing various software projects; contracted web-design and consultancy; and content distribution channels that provide new-media published content that with advertising solutions for businesses primarily, although not limited to, the Essex area.

The ultimate goal is to produce a technology product that becomes the leading entity in its field worldwide. All other parts of the White Applied business model are contributing factors to that goal.

White Applied's bespoke software is used by many large companies to produce their products, including the following: Starbucks, Marks and Spencer, Eat Natural, The Location Collective, Events Reel, Locations Reel, Canvas Events, AMT Chocolate and Pret A Manager. Recently we have produced bespoke software for the British entertainment industry that is a contributing factor to choosing the locations for majority of big budget movie productions, including James Bond, Fast and The Furious, Mission Impossible and many more.



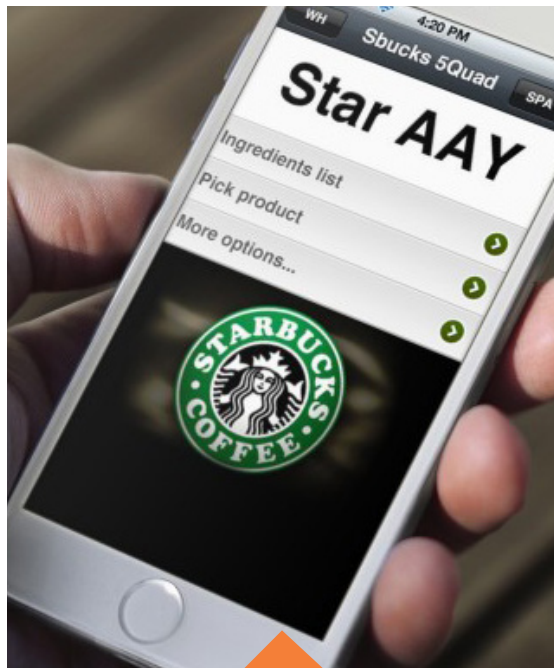
OUR PORTFOLIO

We are extremely proud of our public client list, however we have also worked for many companies that we are unable to publicly name.

Our 5Quad software is used in tracking warehouse movements for large companies such as Starbucks and Marks and Spencers, whilst our bespoke location software is used by many location managers when choosing production venues for fashion shoots for Vogue magazine and movies such as James Bond, Imitation Game and Mission Impossible. Recently our software was used in the production of TFI Friday at the old Central St Martins Fashion Institute building in London.

SOME EXAMPLES OF OUR WORK

view www.whiteapplied.com for more



Starbucks

Uses our 5quad software to purchase products and track movements on the go.



Events Reel

Uses our software to provide news content and events news for the PR and events industry.



Marks and Spencer

Uses our software to track ingredients in their products and assist with product recalls and distribution.



SERVICES AND SOLUTIONS



Web Design

Responsive Design is an art of understanding expectations at a variety of screens sizes. We were early adopters of the technique, continue to push its boundaries, and include it in all new projects.



Integrated Solutions

Every key data metric you need from all of the social, commerce, and web services you use in one convenient place.



Testing

Our projects are tested on every conceivable device that they will be used on, including wearables and emulators.



Social Media

We can perform regular social media updates on all platforms. This keeps you in touch with your audience as well as developing new customers through brand awareness.



WHY CHOOSE US

Simply because we want to put our knowledge and skill into a product that supports Witham Town and gives it another revenue stream. We want to work with the current manager of the website and social media to create a presence that they can be proud of and that they can continue to contribute to.

“we genuinely want to give back something to the town we grew up in and a team we have begun to love and support”

We are the leaders in our field and we genuinely want to give back something to the town we grew up in and a team we have begun to love and support. This project is purely something that Witham Town Football Club can gain from and White Applied will take no financial reward whatsoever from this.



OUR PROPOSAL

Creating an amazing Witham Town Football Club digital experience

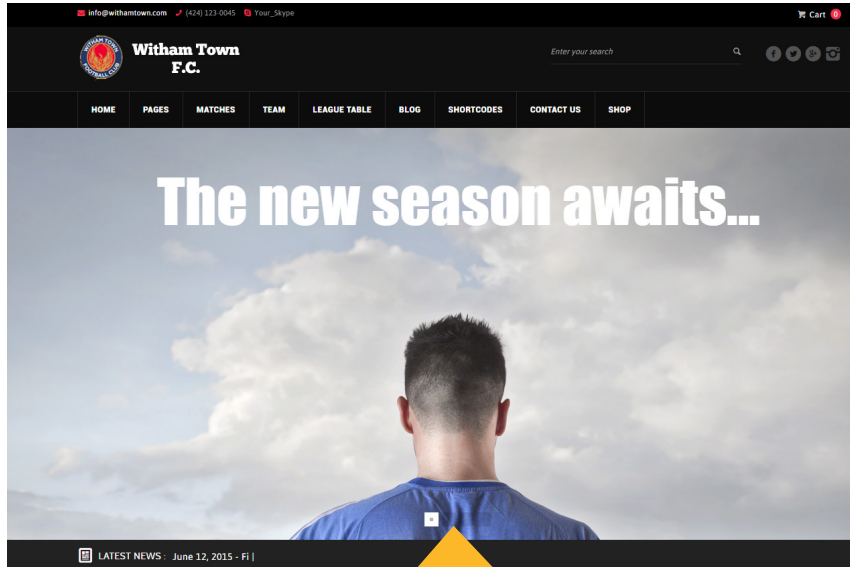
Our proposal is to make the WithamTown.com website a profitable and professional revenue stream for the club. The aim is to represent the brand online, through social media and video reports.

We propose to design and manage a complete overhaul of the current Witham Town Football Club web presence, starting with running alongside the current website and social media until a clear web presence has been developed. We want to work with the current webmasters and contributors to take their expert view and combine them with our skills to create an amazing Witham Town Football Club digital experience. We will then move the website from the current address of <http://www.pitchero.com/clubs/withamtown> to www.withamtown.com as well as merging the social media presence and blogs into a planned and structured approach, that targets revenue streams as well as fans.

The next steps are to introduce a video service showing reports of games and providing advertising opportunities throughout whilst also collaborating with other sports clubs in the Witham district to gain news and give them a web presence, all whilst contributing to the Witham Town Football Club revenue stream via advertising opportunities for them.

THE WEBSITE

A brief of the website plan



Website

A completely new website for Witham town Football Club. The website will move its address to www.WithamTown.com and will contain all of the latest HTML5 technologies and a responsive design. The site will be fully hosted and designed by us, with contributions from the current team.



Online advertising

WithamTown.com will contain various advertising solutions, initially including Google Ads and then positions for local members of the community and businesses to sponsor. All for a very low fee that all goes to the running of the football club. By collecting audience data such as email addresses, names and demographics we will also be able to send out dynamically advertised Witham Town Football Club newsletters that improve club and brand awareness whilst also giving advertisers greater exposure.

PROPOSAL COMPONENTS

The Witham Town Football Club video experience



Video

WithamTown.com will contain various advertising solutions, initially including Google Ads and then positions for local members of the community and businesses to sponsor. All for a very low fee that all goes to the running of the football club. By collecting audience data such as email addresses, names and demographics we will also be able to send out dynamically advertised Witham Town Football Club newsletters that improve club and brand awareness whilst also giving advertisers greater exposure.

PROPOSAL COMPONENTS

What we also will do



Social media

The social media accounts will be all be connected and will be structured to increase brand presence as well as gaining more supporters. Data monitoring will be key to growing the Witham Town Football Club social media presence and all posts will be studied for interaction, views and success.



Newsletter

A targeted dynamic newsletter will be sent out for all upcoming fixtures, match reports, new signings or general news. This interaction will push the football club ahead of its league rivals and create positive media and social communication for the club in the area.



SEO

Every aspect of a software project is monitored through analytics to observe its performance. Any areas for improvement are quickly highlighted and reacted upon to increase SEO and brand awareness.



Advertising

We constantly provide advertisers with data of where, how and who they were seen by. An advertiser with WithamTown.com knows where and how they are getting value and knows they are getting value for money.



OUR PROPOSAL TIMELINE





Planning for the future

This isn't a project that is completed and left for you to manage. We want to continuously develop, improve and adapt Witham Town Football Club's website and digital online presence. We want to be able to advise you on digital

projects and how to implement them with your current systems, or create new systems that work for you. We want to be connected with the club now and want to be a contributing factor to the club's future success.



NUMBERS AND PREDICTIONS

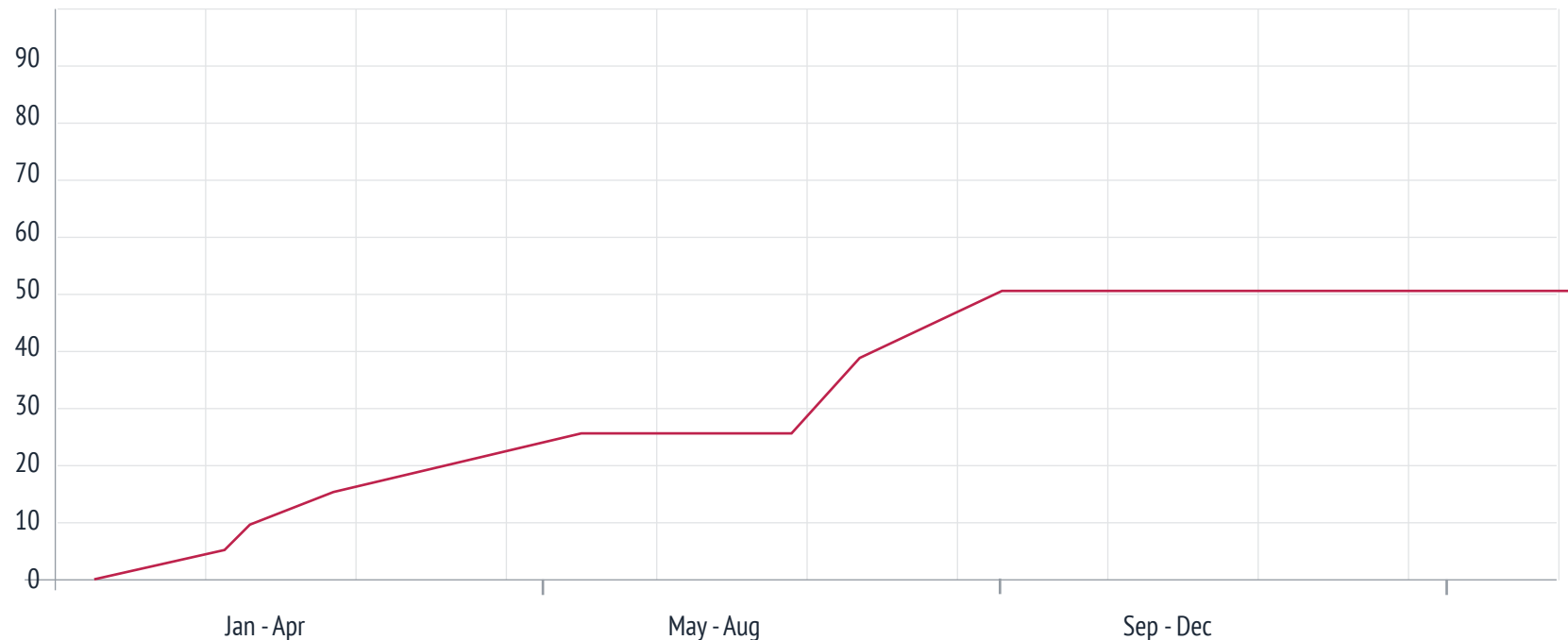
We believe the following predictions are more than possible and that we can achieve the following revenue incomes for Witham Town Football Club through our website design, social media and the Witham Town Football Club digital experience. We consider there to be even more available revenue streams such as online merchandise sales and venue promotion however these can be discussed at a later date. Predictions for the sales are based on recurring daily transactions with the sales being achieved for half of the season (e.g. 2016 from August onwards) to make the figures more achievable.

Predictions 2016 to 2018

Type	2016	2017	2018
Small web ad price	£1.00	£1.50	£2.00
Large web ad price	£10.00	£15.00	£20.00
Small web ad sales	50	75	100
Large web ad sales	10	15	20
Video placement price	£10.00	£15.00	£20.00
Video placement sales	10	10	10
Days	156	156	156
Total	£39,000.00	£76,050.00	£124,800.00

SUMMARY OF OPERATION DATA

How we plan to meet our targets.



2016 small ads prediction

We aim to make slow regular sales throughout the beginning of the year, ignoring any potential earlier sales in these predictions, before increasing sales in the closing months to coincide with the buzz of the European Championships. We will then build on this to add sales for the 2016-2017 season. We have balanced the number at fifty to protect against any advertisers dropping out and to work with any shortfalls that will be saved from the opening months and their revenue.



GET IN TOUCH

We have the best solutions for you!

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