



Football Clubs

Partnership Guide

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Talent and ambition need access to opportunity.

Young people can live within sight of a stadium, yet feel far from the opportunities around it.

VISIBILITY

They cannot consider careers they don't know exist.

NETWORKS

Access to professionals who can explain different industries and routes into work can be limited.

EXPERIENCE

They need opportunities to apply their interests in real workspaces and projects.



Your club can help turn proximity into opportunity.

YOUR CLUB AS A CONNECTOR

Bring your wider network together around youth opportunity.

Behind The Goal helps your club connect sponsors, local businesses, educators and community organisations around a shared project for young people.

SPONSORS & PARTNERS

LOCAL BUSINESSES
Existing and new relationships

YOUR CLUB &
COMMUNITY TEAM

COUNCILS

SCHOOLS & COLLEGES

CHARITIES & COMMUNITY
ORGANISATIONS



Real experiences. Meaningful work. New possibilities.

Projects shaped with your club, sponsors and local employers – giving young people opportunities to explore, contribute and create.



EXPLORE WORKPLACES

Visit businesses, discover different roles and see how teams work.



TAKE ON A LIVE BRIEF

Respond to a real challenge set by your club, a sponsor or a local employer.



CREATE CONTENT & STORIES

Produce films, interviews and campaigns that bring people, careers and community stories to life.



PRESENT & SHOWCASE

Share ideas with professionals, receive feedback and build a portfolio of work.

Young people gain experience and a platform for their ideas.
Your club and partners gain fresh perspectives and stories to share.

How we can work together.

A shared project, with clear contributions from everyone involved.



YOUR CLUB

- Set priorities
- Introduce relevant partners and contacts
- Connect the project with your community team



BEHIND THE GOAL

- Shape the project together
- Coordinate agreed delivery
- Produce content and capture outcomes



EMPLOYERS & COMMUNITY PARTNERS

- Contribute expertise
- Offer workplace access
- Support young people throughout the project

Clear roles. A shared plan.

A project built around your club's capacity.

The experience that inspired Behind The Goal.

Fluent Media captured young people's experiences on work placements across Camden – meeting professionals, exploring workplaces and tackling real business challenges.

This work helped shape Behind The Goal: bringing employers and education partners together around practical career experiences and the stories young people can tell.



[Click to play - Camden STEAM case study film \(3 mins\)](#)

Participating
organisations
included:



500+
students
engaged

30+
business
partners

20+
content assets
created

94%
reported
confidence
improvement

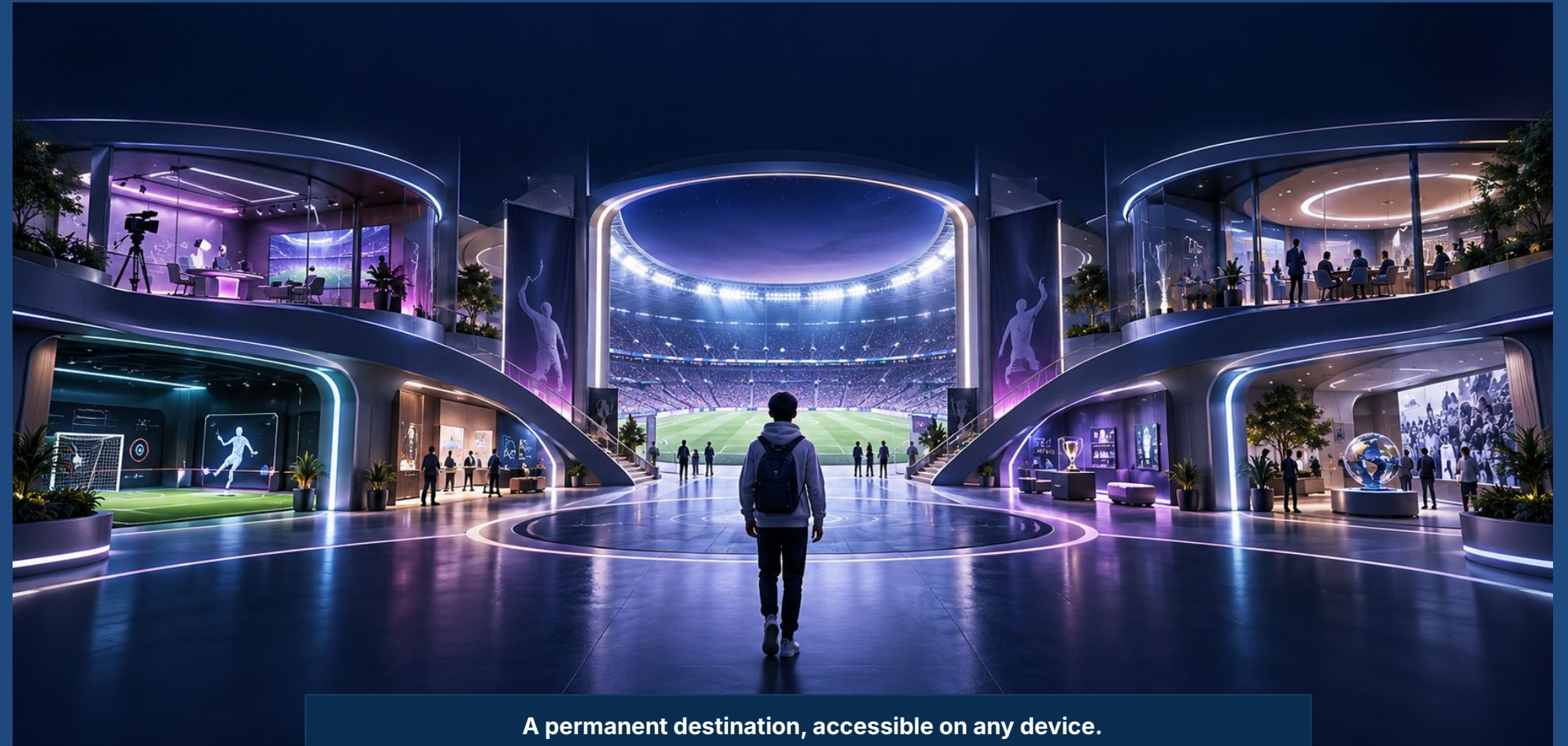
97%
increase in
awareness of
new career
opportunities

AN INTERACTIVE CLUB EXPERIENCE

Your football club

in **360°**

Create an immersive digital environment where young people explore your club, discover careers and take part in programmes, while learning about the work and opportunities offered by your sponsors and partners.



A permanent destination, accessible on any device.

Continually updated with new content, experiences, challenges and opportunities.

EXPERIENCE

Students learn the roles and career journeys of staff and players, through interactive Q&A

CONNECT

Employees, employers and mentors

CREATE

Deliver guided activities and live briefs.
Students express ideas and showcase work

DISCOVER PARTNERS

Sponsored industry and community zones



One immersive platform. Different communication objectives.



Click to play - see how visitors move through and interact within a 3D environment

FLUENT MEDIA x UPS

Turning a complex story into a world people could explore.

When physical exhibitions were unavailable, Fluent Media worked alongside Engine Creative to create an immersive 3D pavilion for UPS - giving global audiences a new way to explore its vision for the future of logistics.

- INTERACTIVE LEARNING ☐ VIRTUAL GUIDES
☐ AI SUPPORT ☐ ANALYTICS ☐ UPDATED CONTENT

Results:

12 unique business zones	35,000 sq ft innovation space	450k Attendees	455 seconds average dwell time
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Give businesses more reasons to **get involved.**

Connect your partners' people and expertise with meaningful opportunities for young people.

INVOLVE THEIR PEOPLE

Give employees opportunities to share expertise, mentor and support real projects.

SHOWCASE THEIR BUSINESS

Introduce young people to their industry, workplaces and career possibilities.

TELL A SHARED STORY

Create content showing their contribution and what young people achieve.



Your club brings people together. The experiences can happen across the community.

Stronger partnerships. New relationships.

10/13

Build on existing sponsorships and open conversations with new business partners.



ROUTE A

EXISTING SPONSORS

- Add meaningful activity to the partnership.
- Build a shared story of community impact.
- Create more to discuss in reviews and renewals.



ROUTE B

PROSPECTIVE PARTNERS

- Start conversations around local youth opportunity.
- Build relationships through a shared project.
- Explore future sponsorship where there is a fit.

Showcase the people and stories making your club a catalyst for aspiration and opportunity.

Start with one focused project.

One employer. One cohort. One real challenge.

01 EXPLORE & UNDERSTAND

Visit a partner business, meet its people and explore a real challenge.

02 CREATE A RESPONSE

Develop ideas and produce a film, campaign or other work in response to the brief.

03 PRESENT & SHARE

Showcase the work to the employer and club, receive feedback and reflect on what was learned.



AGREED TOGETHER

Participants • Timetable • Responsibilities • Outputs • Budget

Start at a scale that works for your club. Build on what we learn.

How could we fund it together?

Different partners may contribute to different parts of the programme.



SPONSOR ACTIVATION

Explore existing sponsorship budgets for community activity and employee participation.



EMPLOYER SOCIAL-VALUE INVESTMENT

Align activity with employers' community, skills and social-impact priorities.



FOUNDATION & COMMUNITY BUDGETS

Explore alignment with club foundation programmes and charitable funding priorities.



LOCAL & EXTERNAL FUNDING

Consider relevant council programmes, trusts and grants supporting youth opportunity and skills.

Subject to eligibility, partner priorities and funding availability.

Funding could combine several sources — alongside time, expertise and workplace access.

Let's shape a **first project.**

Bring your commercial and community teams together with Behind The Goal to explore what could work for your club.

YOUR PRIORITIES

What would you like to achieve for young people and your partner network?

THE RIGHT PEOPLE

Which sponsors, local businesses and community partners could get involved?

A PRACTICAL START

What could we deliver together, and what would it need?

Leave with a clear outline: the idea, the partners and the next steps.

Let's book an initial working session.

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