

WHAT'S YOUR GOAL?



CLIENT: **Paycare**
Everyday Health Cover since 1874

Client Profile:

Kevin Rogers, Paycare.

The Challenge:

Already well-established locally, Paycare is always looking for opportunities to support the community it serves and this led to its involvement with Wolves. In fact, it's the longest-standing current Club Partner. This sponsorship provides Paycare with the opportunity to get its brand in front of both individuals and corporate clients across the region, as well as to be actively involved in supporting its home team.



The Solution:

Paycare was already reaping the benefits of increased local exposure as sponsors of the Accessible Lounge in the Stan Cullis stand for almost two decades, and further increased its profile as a result of becoming the Club's Official Health & Wellbeing Partner in 2015 and back-of-the-shirt sponsor in June 2016. This provided the firm with exclusive use of the Club's Intellectual Property including player imagery and the use of iconic Club crest within its marketing, as well as exposure of the Paycare brand via first team home and away kits, and subsequently via national and regional broadcast media (with its logo on the interview backdrop, on the upcoming FIFA 17, and much more). In addition, it has the opportunity to act as main match sponsor and present the Man of the Match award, as well as secure allocated game attendance and other exclusive opportunities.

The Club also utilises Paycare's services for its own employees as part of its employee benefits programme, providing them with cash back on their everyday healthcare costs, and access to vital services such as an Employee Assistance Programme and a 24 Hour GP Telephone Consultation Service. Partnership status also opens doors for Paycare to access and build relationships with Wolves' strong portfolio of sponsors and partners.



Results:

After 17 successful years as sponsors of the Paycare Accessible Lounge, Paycare took its support and commitment to the Club to the next level, and it has been delighted with the results.

Wolves staff are also exposed to Paycare and its range of employer and employee-paid health cash plan policies through internal branding and Club communications.

The networking opportunities made available through the partnership has led to the development of strong working relationships with several of Wolves' existing sponsors and partners.

When asked about the success of the relationship, Kevin Rogers, CEO at Paycare, said: "The partnership gives us excellent brand exposure to both supporters of the Club and to its corporate clients. We have developed close relationships with several other partners, which has resulted in beneficial reciprocal business, support and advocacy. At Paycare, we're rightly proud of our Wolverhampton roots and the support of our local club is testament to this. We look forward to continuing our partnership of the Accessible Lounge and as Official Health & Wellbeing Partner for many more years to come."

How to get in touch:

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