the Braves IN HAMBURG



A FOOTBALL CLUB UNLIKE ANY OTHER

CALEDONIAN BRAVES FC IS A MODERN SCOTTISH FOOTBALL CLUB WITH A DISTINCTIVE STORY.

Based in the Glasgow area, the Braves compete in the Scottish fifth tier and are part of one of the world's most passionate football cultures. What makes the club different is not only what happens on the pitch, but the people behind it.

The club is supported by an international ownership community built around participation, openness and shared responsibility. In an era when much of football is dominated by distant ownership and corporate structures, Caledonian Braves represents something more human, accessible and community-driven.

KEY POINTS:

- MODERN SCOTTISH FOOTBALL CLUB BASED IN THE GLASGOW AREA
- COMPETING IN THE SCOTTISH FIFTH TIER
- FAN-OWNED AND INTERNATIONALLY SUPPORTED
- COMMUNITY-DRIVEN, AMBITIOUS AND AUTHENTIC
- A DISTINCTIVE STORY WITHIN MODERN FOOTBALL



THE HAMBURG VISIT

ON 26 JUNE 2026, CALEDONIAN BRAVES WILL TRAVEL TO HAMBURG TO PLAY ALTONA 93 IN A SCOTLAND-GERMANY FRIENDSHIP MATCH.

The visit is about more than a game. It is a chance to connect football, education, supporters and local businesses through a full-day experience in one of Germany's most football-minded cities.

The plan is to combine the match itself with an evening get-together involving supporters, partners, local businesses, club representatives and members of the ownership community.

KEY POINTS:

- MATCHDAY IN HAMBURG
- FULL-DAY PROGRAMME AROUND THE FIXTURE
- AFTERNOON: FOOTBALL AND MATCHDAY EXPERIENCE
- EVENING: NETWORKING AND HOSPITALITY EVENT
- PRESENCE OF CLUB REPRESENTATIVES AND OWNERS
- OPPORTUNITY FOR LOCAL PARTNERS TO SUPPORT A DISTINCTIVE INTERNATIONAL FOOTBALL STORY



WHY THIS STORY MATTERS

CALEDONIAN BRAVES IS A CLUB WITH OWNERS IN 64 COUNTRIES, INCLUDING 147 IN GERMANY.

That makes the Hamburg trip a natural gathering point for German owners, local supporters, Scottish and UK communities, and businesses interested in a genuine Scotland–Germany connection.

The club is built around community, inclusivity and progressive football culture, with values that align naturally with the supporter-led football identity associated with Hamburg clubs such as Altona 93 and FC St. Pauli.



WHY PARTNER WITH US

This is not a conventional sponsorship package. It is a chance to be part of a memorable, authentic story that is easy to communicate and stands out from standard logo-led sponsorships.

FOR THE RIGHT PARTNER, THIS CREATES:

- A MEMORABLE PR STORY
- AUTHENTIC FOOTBALL VISIBILITY
- ACCESS TO LOCAL AND INTERNATIONAL AUDIENCES
- CONTENT OPPORTUNITIES BEFORE, DURING AND AFTER THE EVENT
- ASSOCIATION WITH A CLUB BUILT AROUND COMMUNITY, EDUCATION AND INCLUSIVITY

A Hamburg partner would benefit from visibility around the matchday, the evening event, club communications, social media content and the wider owner and fan community.



PARTNERSHIP LEVELS

The sponsorship target for the Hamburg trip is £15,000, structured around one lead partner, one or two supporting partners, and smaller community or in-kind partners.

LEAD PARTNER

GUIDE AMOUNT: £7,000-£10,000

Suitable for a business that wants to be positioned as the key partner behind the Hamburg visit.

POSSIBLE BENEFITS:

- Event naming rights
- Major logo visibility across event communication
- Selected apparel branding
- Hospitality and guest access
- Digital content integration
- Strong post-event PR and social media visibility

SUPPORTING PARTNER

GUIDE AMOUNT: £2,000-£3,000

Suitable for businesses looking for strong association with the event.

POSSIBLE BENEFITS:

- Logo on selected campaign assets
- Matchday visibility
- Social media inclusion
- Tickets and guest access
- Signed memorabilia

COMMUNITY / IN-KIND PARTNER

GUIDE AMOUNT:FROM £500 OR VALUE IN KIND

Suitable for local businesses or service providers that want to support the visit in a practical or visible way.

POSSIBLE BENEFITS:

- Recognition on selected materials
- Hospitality access
- Association with a positive Scotland–Germany football project
- Flexible support through venue, drinks, catering, transport, accommodation, print or production support

WHO THIS SUITS

The strongest sponsor fit is likely to come from businesses with a Scotland–Germany or UK–Germany connection, or from companies that value football, community and international storytelling.

NATURAL CATEGORIES INCLUDE:

- TRAVEL AND TOURISM
- DRINKS, BARS AND HOSPITALITY
- EDUCATION AND YOUTH DEVELOPMENT
- RECRUITMENT, RELOCATION AND BUSINESS SERVICES
- LOGISTICS AND CROSS-BORDER TRADE BUSINESSES



LET'S TALK

CALEDONIAN BRAVES IS CURRENTLY SPEAKING WITH PARTNERS WHO MAY WANT TO SUPPORT THE HAMBURG VISIT.

The next step is simply a conversation. There is no hard sell and no fixed one-size-fits-all package. The aim is to find partners who see value in supporting a unique football story and want to explore how their business could be involved in an authentic and useful way.

FOOTBALL IS AT ITS BEST WHEN IT BRINGS PEOPLE TOGETHER. THAT IS WHAT THIS VISIT IS ABOUT. ON THE PITCH, IN THE CITY AND ACROSS THE COMMUNITY.

CONTACT:

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