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## **A safe bet: Checkatrade.com partners with Crawley Town FC**

**Checkatrade.com**, which provides access to over **10,600** qualified, vetted and monitored tradespeople through its website, is putting its money on **Crawley Town Football Club** after agreeing an **exclusive** five year sponsorship partnership with the League One team.

As part of the deal, from September 1<sup>st</sup> the club will rename its 6,000 capacity ground 'The Checkatrade.com Stadium' and the East Stand 'The Checkatrade.com Stand'. It will fly the firm's logo on player training shirts, its stadium and electronic scoreboard, match day programmes and billboards all around the pitch.

At televised games Crawley Town FC will even project the Checkatrade.com emblem directly onto the playing field for broadcast exposure (subject to broadcaster approval and capability).

"We are driving forward with a high profile national marketing campaign, sponsoring major TV shows such as **Cowboy Builders**, ITV's **The Americans** and **All Star Family Fortunes**, but promoting ourselves locally and supporting the community in the process is important too," commented Checkatrade.com MD Kevin Byrne. "We chose Crawley Town FC because it is a strong up and coming team and Checkatrade.com actively promotes sport and physical fitness at work, so it is a great association. I am looking forward to working with the club immensely."

Crawley Town Commercial Manager Ewan Dunlop said: "This is a hugely significant partnership for the football club and we're both delighted and extremely proud to be associated with the Checkatrade.com brand. We're looking forward to working with Kevin and the team over the next five years and, of course, welcoming them and their guests to The Checkatrade.com Stadium."

The club is donating some of Checkatrade.com's sponsorship fee to local community projects as Crawley Borough Council owns the stadium and agreed to it being renamed.

Councillor Duncan Crow, Cabinet member for Leisure and Culture, said: "We're delighted to be able to help the football club generate much-needed income by agreeing to the renaming of the stadium. The club's offer to help fund the Broadfield Youth and Community Centre is much appreciated. The centre is the base for a wide variety of community groups and this money will help them to maintain and improve their services."

"This agreement shows the good working relationship we have with Crawley Town FC and the desire we both have to support the local community."

### **Notes to editors:**

So far this year 55% of all customer feedback forms have been independently spot checked and verified to make sure the ratings are genuine.

**Checkatrade.com:**

Checkatrade helps combat the UK's rogue trader problem by continuously vetting and monitoring local tradespeople such as builders, plumbers and electricians as well as service providers. The idea was born in 1998 after a tornado hit the small West Sussex town of Selsey. Traders poured in from across the country. Unfortunately, some ripped off the inhabitants of the town. Local businessman, Kevin Byrne, realised there was nowhere to check out the traders' credentials and the company that became Checkatrade was formed.

Since then, Checkatrade has grown to employ **110 staff** with a turnover in excess of **£7.5m**. It has over **10,600** genuine trade members, growing by an average of 300 new members every month. Over the past 12 months, Checkatrade-certified tradesmen carried out a combined total of **£1.4b** worth of work, with complaints at just **one in 215**, compared to the national average of one in four.

**Linda Barker**, one of the UK's best-known interior designers and famous for shows such as **60 Minute Makeover** and the BBC's **Changing Rooms** recently teamed up with Checkatrade.com. She said: "Checkatrade.com is by far the best service I've found to help keep the good guys in business and keep the cowboys out. The website is updated constantly and allows everyone to share recommendations and warnings."

For more information visit [www.checkatrade.com](http://www.checkatrade.com)