

## Work Experience Log Record Sheet:

### Placement 1:

<b>Organisation</b>	Derby County Football Club
<b>Department</b>	Commercial
<b>Date/s of placement activities</b>	29 <sup>th</sup> October 2024, 5 <sup>th</sup> November 2024
<b>Line Manager (Name)</b>	Samantha Wilkinson
<b>Line Manager (Number)</b>	07917373352
<b>Line Manager (Email)</b>	samantha.wilkinson@dcfc.co.uk
<b>Number of hours</b>	10

<b>Summary of activities completed during this placement/work experience</b>	<p>I assisted in identifying potential sponsors by researching local and national businesses that align with the club's brand values. This involved compiling data on potential partners and reviewing existing sponsorship agreements.</p> <p>I gained insight into the different hospitality offerings available at the club, including corporate boxes, VIP experiences, and matchday sponsorship packages. I supported the team in organizing promotional materials to attract clients.</p>
<b>Key individual personal achievements during the placement/work experience</b>	<p>I had the opportunity to observe a first-team training session, gaining insight into the professional training environment and how commercial activities, such as media coverage and sponsorship branding, integrate with the sporting side of the club. This experience helped me understand the connection between commercial interests and team performance.</p>

<b>What did I learn or gain from these activities?</b>	
I learned how sponsorship deals, corporate hospitality, and commercial partnerships contribute to the club's financial sustainability.	I also gained insight into fan engagement strategies, particularly through events like the player signing session. The experience demonstrated how clubs use such activations to strengthen fan loyalty, drive merchandise sales, and increase brand exposure