



PRESS RELEASE: PFA AND SKY SPORTS PARTNERSHIP

Media release dated: 25 September 2015

The PFA launch Fans Player of the Month on Sky Sports

The PFA has partnered with Sky Sports to be the digital platform for the PFA *Fans Player of the Month* award. Every month, throughout the course of the English football season, fans will have the opportunity to vote online at skysports.com for who they think has been the best player in each of the Barclays Premier League, Sky Bet Championship, Sky Bet League One and Sky Bet League Two.

Prior to the vote opening an expert panel will produce a shortlist of contenders. Fans will be encouraged to debate and then place their vote for who they think has truly set the football world alight. One voting fan in each division will win a chance to meet and present the award to their selected Player of the Month. Plus one of the winners will be included in the following month's expert panel.

The expert panel will include Sky Sports pundits Paul Merson, Ian Holloway and Peter Beagrie. They will be joined by Mike Riley, general manager of the Professional Game Match Officials, and Malcolm Clarke, chairman of the Football Supporters Federation. The final expert being the previous month's ultimate winning fan.

The partnership between The PFA and Sky Sports was arranged by Sport Collective who will now be searching for a headline sponsor for the PFA Fans Player of the Month.

Gordon Taylor OBE, Chief Executive of The PFA said: "The PFA Fans Player of the Month genuinely means so much to players as it's voted for by the people that matter most, the fans. Now with Sky Sports as the platform, fans will have the opportunity to be right at the heart of the debate, in very large numbers. We believe this is a unique fan and player proposition and we are excited to be able to deliver it".

Gary Hughes, Head of Football at Sky Sports said: "We are delighted to be the home of the PFA Fans Player of the Month. Our commitment to football and fans is unrivalled and we look forward to supporters across all four divisions in England having their say each month on our hugely popular digital platforms."

-ENDS-





Notes to editor:

The PFA Fans' Player of the Month award officially recognises the best Premier League and Football League performers each month as voted for by the fans. This award is presented by the PFA in partnership with Sky Sports and is endorsed by the players and supported by the Premier League and Football League teams.

VOTING:

- Prior to the vote opening an expert panel will produce a shortlist of contenders for each division.
- Fans can then vote for the shortlisted player of their choice, at [skysports.com/pfafanvote](https://www.skysports.com/pfafanvote)
- Voting closes at midnight at the end of each month.

WIN:

- One lucky fan in each division will present the trophy to the winning player.
- Plus one of the winners will be included in the following month's expert panel.

TWITTER:

- **PFA:** @pfa
- **Sky Sports:** @SkyFootball
- **Hashtag:** #FPOTM

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THE PFA

The Professional Footballers' Association (PFA) was formed on 2nd December 1907 and is the world's longest established professional sportsperson's union.

The aims of the PFA are to protect and improve the conditions, rights and status of all current and former members through negotiation and collective bargaining agreements.

The experience and expertise the PFA has gained since its formation ensures that it is able to provide the best advice, representation and assistance in all areas of players' careers and their lives beyond.

For more information visit www.thepfa.com/thepfa

SKY

Sky is Europe's leading entertainment company, serving 21 million customers across five countries: UK, Ireland, Germany, Austria and Italy. Sky offers the best and broadest range of content, deliver market-leading customer service and use innovative new technology to give customers a better TV experience, whenever and wherever they choose.

Sky has annual revenues of over £11 billion and is Europe's leading investor in television content with a combined programming budget of over £4.9 billion. The group employs 30,000 people and is listed on the London Stock Exchange (SKY).

For more information visit www.sky.com/corporate

SPORT COLLECTIVE

Sport Collective was formed in March 2014 by The FA's two former commercial heads.

Peter Daire (former FA group head of sponsorship) and Sean McAuliffe (former FA global head of business development) set up their new agency to work with sports rights holders to maximise commercial value and with brands to develop ROI based engagement strategies.

The duo each has close to twenty years' experience in the commercial sport and media business, domestically and across international markets. Sean and Peter have spent their last six years of their respective careers at The FA, negotiating and managing numerous high-profile agreements with the likes of EE, Vauxhall, Budweiser and Nike for example.

