

Tom Bray

I'm writing to submit an election address to join the Board of Directors for Lewes FC in 2024. It has been a case of "love at first visit" ever since my first game at The Dripping Pan in 2022, and I want to help make a difference to a club making a difference.

As a director, I feel I could bring valuable experience across several of our five strategic pillars, but with a key focus on Full Financial Stability.

I have a wealth of marketing and commercial expertise at blue chip brands, particularly in terms of sponsorships, where I was part of the team to negotiate and renew American Express' 10-year sponsorship with Brighton in 2019, as well as secure more recent deals with European giants Liverpool FC, Tottenham Hotspur, PSG, Juventus, and Napoli in my current role at Coca-Cola. For many years, my job has been to identify, negotiate and activate global sponsorships, so I would love to support the club in delivering like-minded and truly valuable partners.

I'd also like to bring experience and support in helping to deliver High Performance Football to the club. I have played football at a (reasonably) high level, from representing ISFA Schoolboys to "Division One" Boston University in the United States, and so understand elite football environments and what conditions it takes to sustain success. I'm perversely interested in data and insights, particularly when it comes to evaluating and measuring performance, so would be extremely interesting in supporting this pillar from a strategic perspective. As a fan, I'd love to introduce the relevant people at Lewes FC to my contacts at Delphyx (player recruitment platform) and The Player Care Group (player-care programme) if interested!

In a world where modern sport is becoming an entertainment commodity, I would like to thank Lewes FC for making fans feel like fans, not consumers, and to truly feel part of a community.

Thanks for your consideration. Up The Rooks!